

Travel from one to two years free in your Ford on your saving in one year's depreciation

Other cars in the \$1000 or less class, after one year of service, are worth from \$250 to \$400 less than their purchase price. That's *their* depreciation.

Ford cars, after a year's hard work, sell on an average for only \$125 less than they cost brand new. That's *Ford* depreciation.

The difference in depreciation of these year-old cars ranges from \$125 in the one case to \$275 in the other—both considerable savings for Ford owners.

Thousands of owners tell us that it costs .024 per mile on an average to drive a Ford—paying for gasoline, oil, tires and repairs.

So, if your saving in depreciation for a year is \$125 you pay all your expenses for 5,208 miles—while if it is \$275, you have kept enough money in your pocket to pay for driving your Ford 11,458 miles.

Buying a Ford in preference to other less than \$1,000 cars, lets you save in one year's time a difference in depreciation that pays all your motoring bills for from one to two years.

Think it over.

Ford Motor Company
OF CANADA, LIMITED.

FORD, ONT.

Ford Runabout \$480
Ford Touring - 530
Ford Coupelet - 730
Ford Sedan - 890
Ford Town Car 780
f. o. b. Ford, Ontario



All cars completely equipped, including electric headlights. Equipment does not include speedometer.

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Just what *experience* can do is shown by WHITE LABEL ALE

THE production of White Label Ale, through every stage—from the raw barley to the careful bottling of our own bottlers—has been developed into an exact science.

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Dominion Brewery Co., Limited, Toronto



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VIA

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MONDAY WEDNESDAY FRIDAY

ALL MODERN EQUIPMENT
RELIABLE EXPRESS SERVICE



Through tickets to all points and Berth Reservations from Local Agent, or write to General Passenger Dept., 68 King St. E., Toronto, Ont., or Union Station, Winnipeg, Man.

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and smiles on the sojourner. A bit of Old England in Canada's newest land of golden promise—a City of Gardens—fine motoring roads, among the most noted being the celebrated Malahat drive. Giant Douglas fir trees shoot straight upward for 300 feet—stately wooded cloisters—and the sunshine sparkles in a clear cool blue sky almost continually. Visit Victoria either going or returning through the

Canadian Pacific Rockies

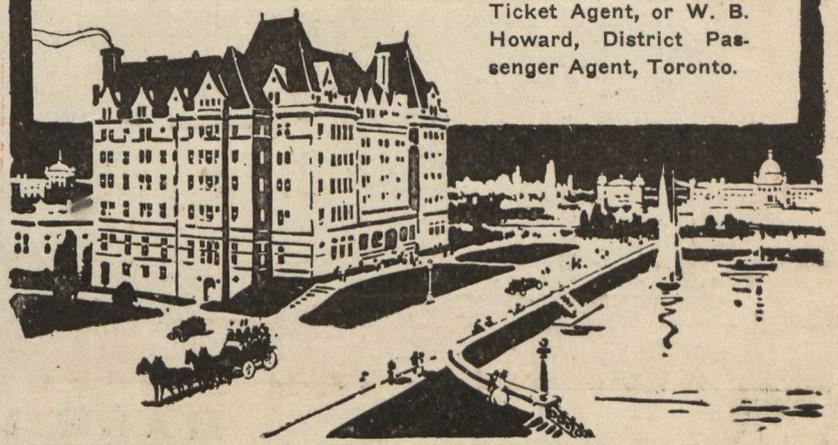
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For further information apply to any Canadian Pacific Ticket Agent, or W. B. Howard, District Passenger Agent, Toronto.



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