



*A Few of the Ford Cars Driven by Regina Citizens*

The above illustration shows a few of the famous Ford Motor Cars driven by Regina's citizens. The level roads of the City and surrounding country reduce running cost to a minimum, which has been a great factor in popularizing the automobile for business and pleasure purposes.

The recent services of the Ford car and the progress of transportation for passengers has established the superiority of its flexibility over any other system. It is not a far cry from the time when the automobile was regarded as a luxury for the rich. Today, by the superior design, material and high efficiency it is practically indispensable to men in every walk of life, especially the business man and the farmer, while the pleasures of touring are inseparably linked with all of its particular advantages, which will be readily appreciated from the fact that over one hundred and eighty factories in Canada and the United States are producing this year 150,000 automobiles.

The Ford cars shown represent the latest skill of the engineering world. Their strong design and perfect running engines have made them the popular car not only of Regina but throughout Saskatchewan.