

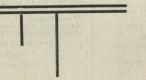
High-Priced Quality in a Low-Priced Car

Q Without regard to price and from the standpoint of quality only, the Model T car is accustomed to winning out. The steel in the Model T is superior to the steel in any other automobile built. This Ford Car is a veritable Vanadium steel car. Vanadium is admittedly the strongest, toughest, most durable special steel manufactured, and Vanadium steel is used in the Ford car wherever strength is a requisite. Because of it, the axles, the gears, the shafts, the springs will stand and are daily standing strains that would keep any other car in the repair shop. And steel is only one of the items of superiority. Castings, body, equipment, tires, wheels, all are proportinately high grade.

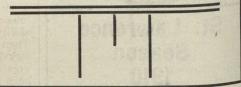
I Ford does not want sales that are made only because of price. Ford wants sales secured in a competition of quality. Buy a Ford car because it is a better car. Buy it because the imprint "Ford" means merit, and has meant merit more years than ninety-nine per cent. of the manufacturers of automobiles have been in business. Ford owners praise their cars because of the quality, not the price.

COMPLETE EXHIBIT AT TORONTO AUTOMOBILE SHOW

4 Cylinder 20 h.p. 5 Passenger Touring Car with Magneto and Full Equipment \$1150.00, Roadster \$1100.00, Tourabout 1150.00, Coupe \$1250.00, Town Car \$1400.00 Branches in Toronto and Winnipeg FACTORY AT WALKERVILLE Prices F. O. B. Walkerville







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CALVET Is the name of the celebrated firm of J. CALVET & CO.,
BORDEAUX, the leading Claret and Burgundy house
in France.

Wines can now be obtained if specially ordered from all leading Wine Merchants and Hotels in the Dominion. The public are informed that each bottle bears the name of J. Calvet & Co., which is a guarantee that contents are true to description as to growth and quality.

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