



Buyers to Share in Profits Lower Prices on Ford Cars

Effective from August 1, 1914, to August 1, 1915, and guaranteed against any reduction during that time.

| | |
|-----------------------|-------|
| Touring Car | \$590 |
| Runabout | 540 |
| Town Car | 840 |

In the Dominion of Canada Only
F.O.B. FORD, ONT.

FURTHER we will be able to obtain the maximum efficiency in our factory production, and the minimum cost in our purchasing and sales departments **IF** we can reach an output of 30,000 cars between the above dates.

AND should we reach this production we agree to pay, as the buyer's share, from \$40 to \$60 per car (on or about August 1, 1915) to every retail buyer who purchases a new Ford car between August 1, 1914, and August 1, 1915.

For further particulars regarding these low prices and profit-sharing plan, see the nearest Ford Branch or Dealer.

FORD MOTOR COMPANY
OF CANADA, LIMITED
Ford, Ontario