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Canadian Ford Car Parts Reduced \$147 Per Car Since War Began

It is well known that the war has increased the price of practically all raw materials.

And, although all but \$16.88 worth of material that goes into the construction of the Ford car is bought right here in Canada, a high import duty adds its burden to that material that must be bought in the United States.

But in spite of increased duty and increased cost, the prices of parts that go to make up a complete Ford car have been decreased \$147 since war began.

This reduction was made for two reasons. First, because under normal conditions, increased quantity production would have made these lessened prices possible. Second, under abnormal conditions brought about by the war, the executives of this company felt it their duty as loyal British subjects to absorb these taxes of war into their manufacturing costs.

This reduction in price of parts is of first importance as a reduction in the cost of service to Ford owners. Prices of Ford spare parts have always been exceptionally low as compared to prices of parts for other cars, and under war time conditions the Ford company might have withheld, with seeming justice, any reduction in the price of parts in times such as these.

But the Ford Canadian executives had enough confidence in the progress of the Dominion and of the Empire to feel that the future prosperity of the country was sufficiently assured to warrant making these reductions.

This is improving a service already unrivalled in its efficiency. Ford, the Universal Car, can as well be named the Car of Universal Service.

Thus the Ford Company has left dollars in the pockets of Ford owners which it might have acquired were it not for its policy of the best service at the lowest cost. Even the finest piece of mechanism, often through abuse or neglect, sometimes requires attention. The remarkable economy of this Ford service is known to motorists all over the world.

In every community of any size in the Dominion there is a Ford dealer who carries a complete stock of parts and whose establishment is in itself a well equipped service station. A Ford owner, no matter where he drives his

car, is never far distant from a Ford service station that is ready to give prompt and efficient service in any emergency that may arise.

Moreover, Ford parts, as is the Ford car itself, are standardized and will fit in place in any Ford car to the thousandth part of an inch.

And every Ford dealer, because of this standardization of parts over a number of years, has an expert knowledge of the construction and repair of the Ford car. There is absolutely no guesswork in this Universal Service to Ford Owners.

Backing up the service afforded by over five hundred Ford dealers are the nine Ford branches located in the nine leading Canadian cities from St. John to Vancouver.

In four of these Canadian cities new branch buildings have been constructed since the war began and are themselves as large as many automobile factories. They are so completely equipped as to be able to build a Ford car complete. The buildings alone for these four new branches were erected at a cost of over a million dollars.

This immense expenditure is another indication of the attitude of absolute confidence in Canadian prosperity that has always been shown by the Canadian Ford executives and that has not been altered in the slightest degree by any war conditions.

At the same time that reductions in the price of Ford car parts were made there was also made a reduction in the price of the complete car. Twice—on August 1st, 1914 and August 1st, 1915, the price of the Ford car was reduced by \$60—a total reduction of \$120 in the price of the car since the start of the war.

This reduction is made on an estimated production of a definite number of cars for the coming year. Forty thousand Canadian Ford cars must be built and sold by August 1st, 1916 in order to warrant this last reduction of \$60 in price.

And here is another most emphatic expression of confidence in Canada. The Ford Canadian executives are basing everything on the continued and increasing prosperity of the Dominion.

And their judgment is being fully justified.

Ford Motor Company of Canada, Limited, Ford, Ontario

- 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.