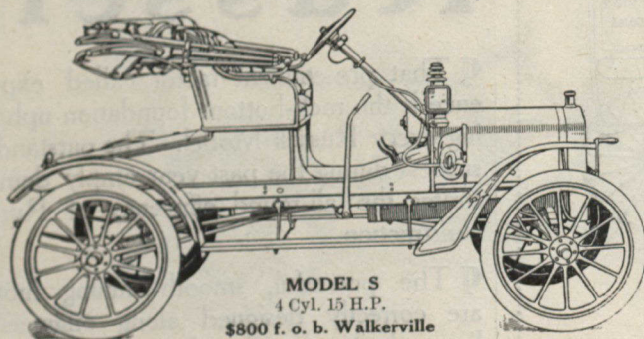


# FORD CARS



MODEL S  
4 Cyl. 15 H.P.  
\$800 f. o. b. Walkerville

Every season Ford blazes the way for other manufacturers. They follow as best they can.

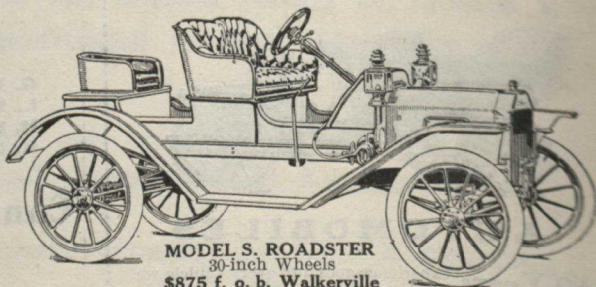
When Ford first produced the six-

cylinder idea they scoffed, but later began to experiment with the six-cylinder themselves.

And when Ford produced a high-power, four cylinder runabout, for \$800, there was a gasp of astonishment, but this time they didn't copy.

For the simple reason that no matter how closely they follow the idea there is not a manufacturer in the field with the factory organization to put out a car of this type and quality anywhere near the price.

Measured by the standards of value which have hitherto prevailed in the automobile markets a four cylinder car of fifteen horse power, made of the highest grade materials throughout, machined with absolute accuracy and perfectly adjusted and tested, would cost about twice as much as the Ford \$800 Runabout.



MODEL S. ROADSTER  
30-inch Wheels  
\$875 f. o. b. Walkerville

**THE FORD MOTOR CO. OF CANADA, LIMITED**  
WALKERVILLE, ONT.

Toronto Branch, 53-59 Adelaide St. West