



Average first year depreciation of the Ford car is \$125 as against \$250 to \$400 for practically any of the lower priced cars

It is difficult to set any definite figure for the depreciation of an automobile. So much depends on the condition of the individual car at the end of the season.

The average price paid for used cars in the \$1000-or-less class at any time during the first year is about \$250 to \$400 less than the first cost. But the average used Ford sells very quickly for \$125 less than the purchase price.

Compare the Ford depreciation cost of about \$10 a month with the probable \$30 or more a month that the other kind will cost you. Which is the better investment?

Ford Motor Company
OF CANADA, LIMITED.

Ford Runabout \$480
Ford Touring - 530
Ford Coupelet - 730
Ford Sedan - 890
Ford Town Car 780
f. o. b. Ford, Ontario

FORD, ONTARIO

All cars completely
equipped, including
electric headlights.
Equipment does not
include speedometer.