Ford
THE UNIVERSAL CAR

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Ford Prices Reduced

EFFECTIVE August 1st, 1916, prices of Ford cars were reduced. The Touring car is now $495, the Runabout $475, the Coupelet $695, the Sedan $890, the Town car $780 and the Chassis $450. These prices are F. O. B. Ford, Ontario. All cars are fully equipped, including electric headlights and electric horn, but without speedometers. The above prices are guaranteed against reduction prior to August 1st, 1917, but there is no guarantee that these prices will not be advanced at any time without previous notice.

Every passing year has seen Canadian-made Ford cars increase in demand by the thousands, because under almost every conceivable condition the car has proved itself a splendid all-around utility. It has sold on its record for dependable and economical performance, not on the rosy promises of salesmen or its makers. The Ford is the standard motor car of the world, the car for the multitudes, and sold at a price which makes it possible for the average Canadian to own a car of his own.

For pleasure or for business the Ford car is the car for you. Economical, dependable, the Ford car is the Universal car. And the Ford car is made in Canada by Canadian workmen, in the largest automobile factory in the British Empire.

Buy a Ford, not because it is a cheaper car, but because it is a better car.

Don't overlook the fact too that there are over 700 Ford Service stations in Canada, where a full stock of Ford spare parts are carried, and repairs and replacements may be quickly and economically made.

Ford Service is as universal as the car itself.

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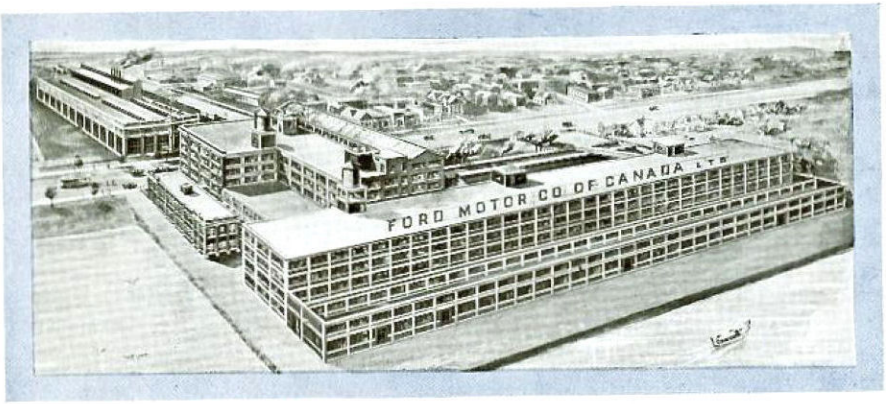


Canadian Factory Ford Motor Company of Canada, Limited, Ford, Ontario

The largest automobile factory in the British Empire

Service

FORD Service covers Canada from coast to coast. Seven hundred Service Stations and nine branches situated at principal points all the way from Halifax to Vancouver form a complete, organized system of first aid for motorists from one end of the country to the other.

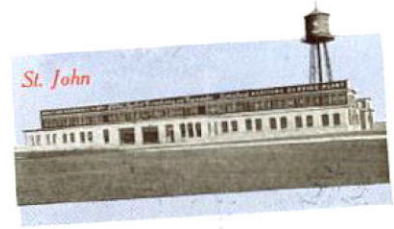
With the great Ford factory at Ford, Ont., as its base, this three thousand mile chain of Service Stations renders prompt and efficient help in any emergency which may confront the owner of a car. Everywhere the roads will carry you, there is a Ford Service Station within easy distance, with competent mechanics to make any desired repair, a complete stock of spare parts on hand and prepared to give full information as to roads, routes and other data.

In any case where quick, accurate assistance is needed, "See a Ford Service Man."

Ford Motor Company of Canada, Limited

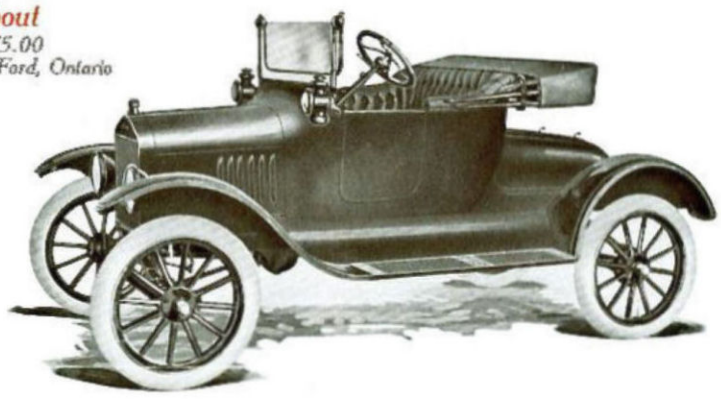
Ford, Ontario

Assembly and Service Branches at St. John, N. B., Montreal, Que., Toronto, Ont., Hamilton, Ont., London, Ont., Winnipeg, Man., Saskatoon, Sask., Calgary, Alta., Vancouver, B. C. and Melbourne, Australia

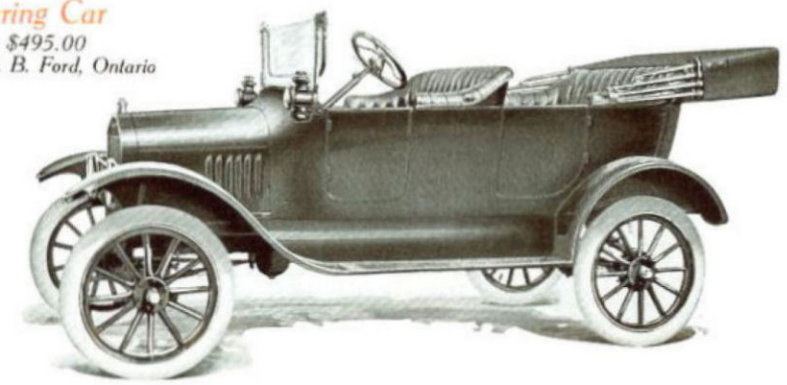


Here are the Ford Cars and the New Prices

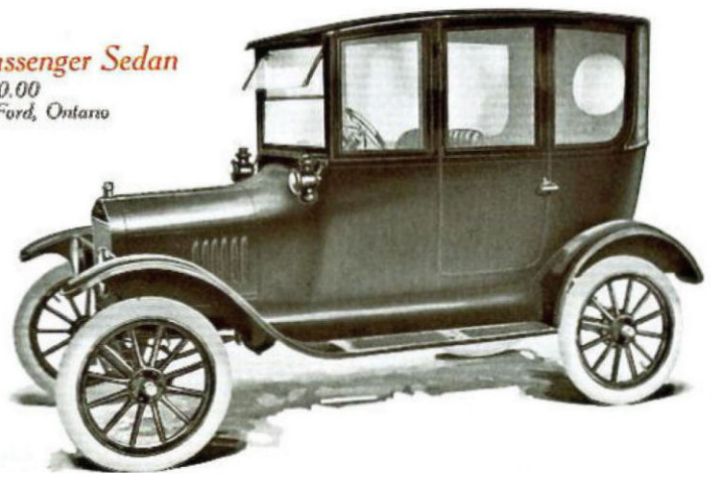
Runabout
Price $475.00
F. O. B. Ford, Ontario



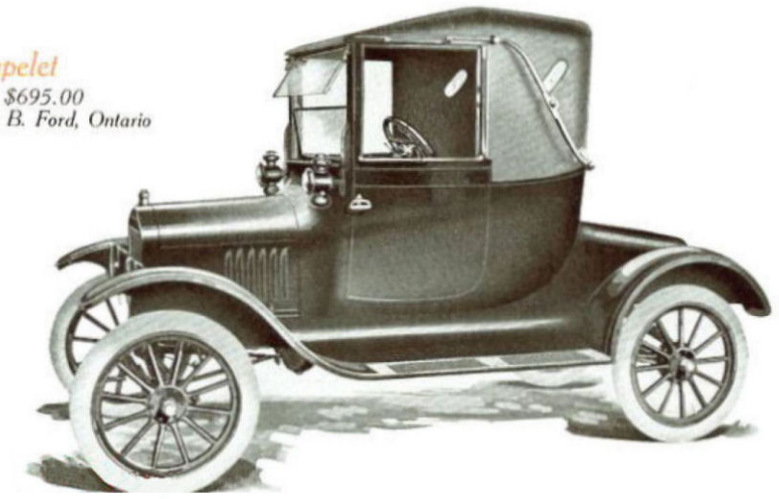
Touring Car
Price $495.00
F. O. B. Ford, Ontario



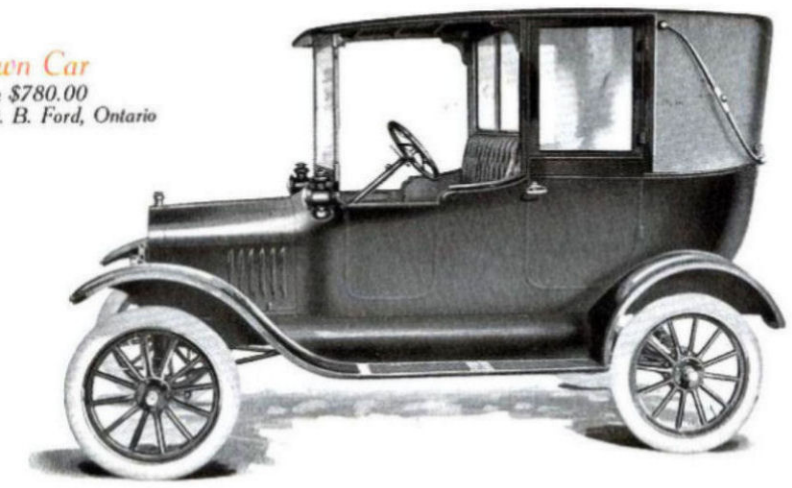
Five-passenger Sedan
Price $890.00
F. O. B. Ford, Ontario



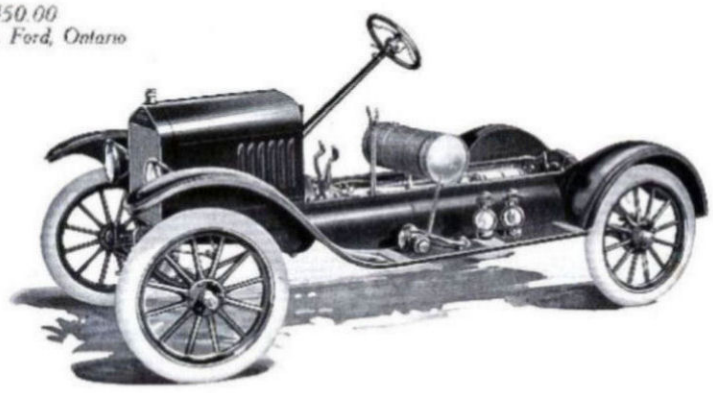
Coupelet
Price $695.00
F. O. B. Ford, Ontario



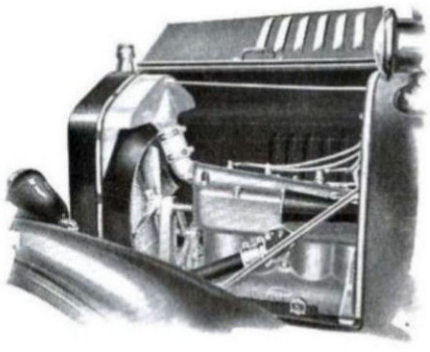
Town Car
Price $780.00
F. O. B. Ford, Ontario



Chassis
Price $450.00
F. O. B. Ford, Ontario

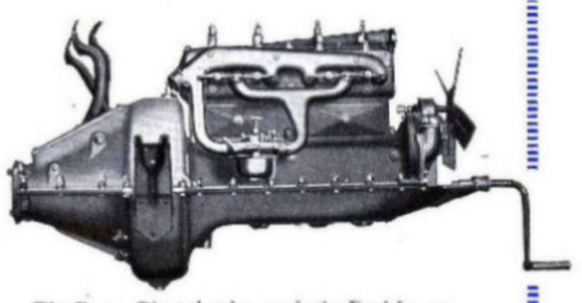


Specifications



Bodies: 5-passenger touring; 2-passenger runabout; 5-passenger town car; 5-passenger sedan; 2-passenger coupelet.
Cylinders: Four, cast en bloc, 3¾x4 inches, L-head.
Cooling: Water, with thermo-syphon circulation and vertical tube radiator.
Carburetor: Special float feed.
Ignition: Single system, Ford special magneto.
Lighting: All cars equipped with electric headlights.
Tires: 30 x 3½ inches.
Wheel Base: 100 inches.
Type of Springs: Semi-elliptic, transverse.

Brakes: On transmission and rear wheels.
Clutch: Steel disc.
Change Gear: Planetary type.
Speeds: Two forward and one reverse with direct drive on high speed.
Final Drive: Shaft.
Control Arrangement: For all domestic shipments excepting British Columbia and Maritime Provinces, steering wheel and hand lever for neutral and emergency brake on left side of car. For shipments to British Columbia, Maritime Provinces and overseas ports, steering wheel and hand lever for neutral and emergency brake on right side of car.



The Power Plant that has made the Ford famous

The Canadian Ford Car is made in Canada at Ford, Ontario, by the Ford Motor Company of Canada, Limited