

Feb 1907

# Our Leader For 1907

**C**all at our Show Rooms

**A**nd we will do our best to

**D**emonstrate to you that

**I**t is the best car for

**L**ONG SERVICE

**L**ESSER COST for UPKEEP

**A**nd in fact, more reliable than any

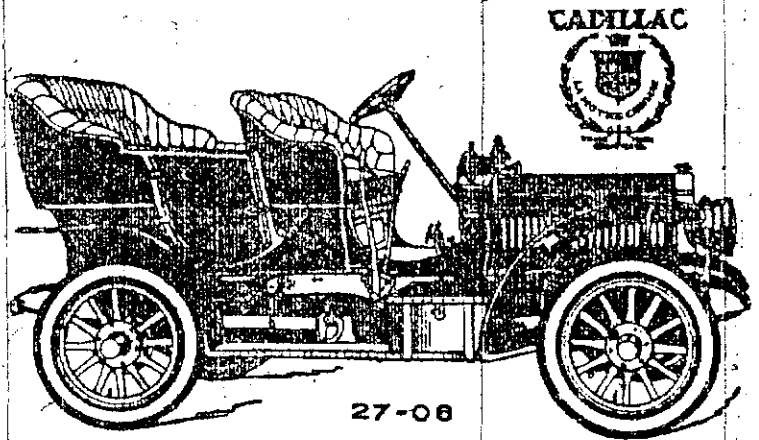
**C**ar offered at twice the price.

Also Agents For the

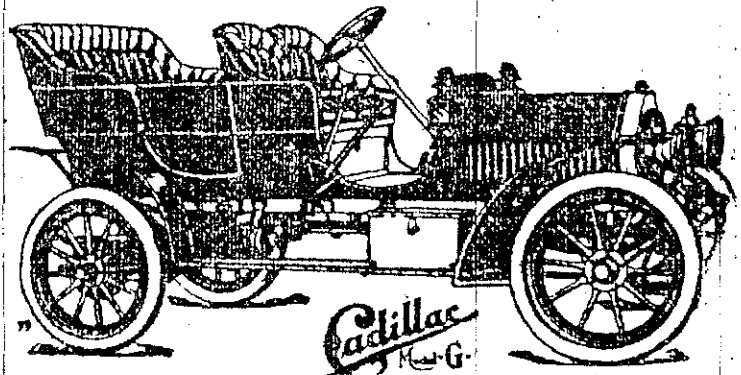
BABCOCK  
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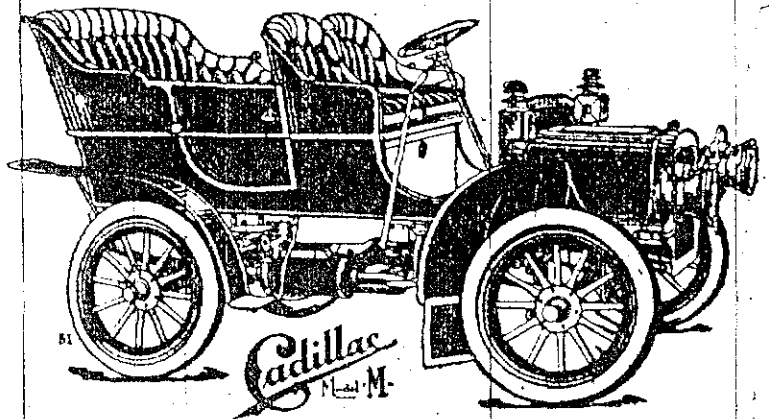
DAIRACQ  
Automobiles



30 h.p. 4-Cylinder, Palace Touring Car, \$3,500.



20 h.p. 4-Cylinder, \$2,500.



Light Touring Car, \$1,300.

## McCULLOCH & BOSWELL

THE GRANITE RINK

WINNIPEG, MAN.

Jan 1922



# Cadillac Announces *New* Prices

The Cadillac Motor Car Company announces the following substantially-reduced prices of new Type 61 Cadillac Cars, effective January 1st, 1922:

	Old Prices	New Prices	Reduction
Touring Car .....	\$6500	\$5040	\$1460
Phaeton .....	6250	5040	1210
Roadster .....	6250	4960	1290
Two-Passenger Coupe .....	7500	6200	1300
Victoria .....	7500	6200	1300
Five-Passenger Coupe .....	7750	6280	1470
Sedan .....	8175	6560	1615
Suburban .....	8575	6800	1775
Limousine .....	8750	7280	1470
Imperial Limousine .....	9000	7360	1640

All Prices F.O.B. Winnipeg, Including Taxes and Freight.

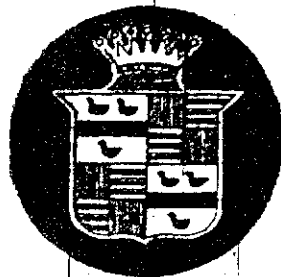
It is our conviction that the new prices, combined with the definite advance in automobile development of the new Type 61, constitute the Cadillac, in even higher measure than before, the greatest motor car value in the world.

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CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN  
Division of General Motors Corporation

---

THE CADILLAC MOTOR SALES CO. LTD.  
WINNIPEG REGINA



*The Standard of the World*

C A D I L L A C

Jan 1922

5-Pass. Touring Car Prices Secured from Winnipeg Dealers.

Make of Car	Peak Price	Present Price
Auburn	\$3,050	\$3,650
Briseoe	2,100	1,685
McLaughlin 6-cylinder	2,930	2,160
Cadillac	6,550	5,040
Case	3,250	2,800
Chalmers	3,060	2,150
Chevrolet 490	1,220	. 885
Chevrolet Baby Grand	2,085	1,585
Dodge Bros.	2,285	1,680
Essex	2,750	3,700
Ford	1,020	693
Grey-Dort	1,750	1,400
Hudson	4,250	2,900
Hupmobile	2,350	2,150
Maxwell	1,810	1,520
Moon	2,985	2,685
Nash 6-cylinder	2,850	2,150
Nash 4-cylinder	2,395	1,725
Oldsmobile 8-cylinder	3,390	2,595
Oldsmobile 4-cylinder	2,135	1,850
Overland	1,530	985
Packard 6	5,400	3,750
Paige 6-44	2,850	2,350
Paige 6-66	4,475	3,500
Reo	3,150	2,500
Studebaker, Big Six	3,750	2,685
Studebaker, Special Six	3,195	2,260
Studebaker, Light Six	2,205	1,640
Willys Knight	3,960	2,500

Peak Price	\$64,730.00
Present Price	\$63,973.00
Percentage Reduction	24.50%
Average Price of Car at Peak Price	\$2,921.72
Average Price of Car at Present Price	\$2,205.96

**Average Reduction....\$715.77**

Remainder 24½% Reduction is almost equal to 33.1-3% advance originally.

APR 21 1923

Apr 1923

# WINNIPEG AUTOMOBILE PRICES

When the prospective owner of an automobile is considering the acquisition of the first car or plans to exchange the car that has been in use for several years for a more modern model, or one of another make, one of the questions that is generally the cause of some careful thought is the price of the new car. Automobile manufacturers have, right through the history of the industry, been accustomed to quoting the cost of their cars at the factory. This very often leaves the prospective purchaser somewhat at sea as to how much he will have to pay for the car he desires in his own town.

To the factory price there must be added the cost of shipping it from factory to the point of distribution. In recent years there has grown up an additional tax on the purchaser, the government sales tax, which is varied according to the cost of the car. For the benefit of prospective purchasers of cars in Winnipeg the cost prices in this city of representative cars sold by Winnipeg dealers are shown below:

CADILLAC	
Cadillac Motor Sales Company, Ltd., Carlton St.	
Touring, Car, 7 pass.	\$4,432.62
Phaeton, 4 pass.	4,492.62
Roadster, 2 pass.	4,492.62
Victoria, 4 pass.	5,720.22
Coupe, 5 pass.	5,335.82
Sedan, 5 pass.	6,166.62
Suburban, 7 pass.	6,222.42
Limousine, 7 pass.	6,702.20
Imperial Limousine, 7 pass.	6,836.22
Landau Sedan	6,255.90

CHALMERS	
Williams Motor Company, Ltd., 131 Portage Ave., East.	
Touring, 7 pass.	\$2,230
Roadster	1,980
Touring, 5 pass.	1,830
Coupe Sedan	2,725
Touring Sport	2,400
Sedan, 7 pass.	3,450

CHEVROLET	
Green Motor Co., Ltd., Main Street.	
Capital Motors, Ltd., cor. Pritchard Ave. and Main St.	
Consolidated Motors Ltd., 235 Main Street	
Roadster (superior)	\$ 835
Touring (superior), 5 pass.	850
Coupe (superior), 2 pass.	1,905
Touring Coupe Superior, 5 pass.	1,295
Sedan Superior	1,315

COLUMBIA	
Motor Mart, Limited, 144 Fort St.	
Touring	\$1,595
Phaeton	1,360
Special Sport	2,100
Coupe	2,000
Sedan	2,350

DODGE	
Archibald-Martin Motors, Limited, 700-708 Portage Avenue.	
Touring	\$1,410
Roadster	1,350
Sedan de Luxe	2,250
Business Sedan	1,900
Business Coupe	1,550

DURANT	
Dominion Motor Company, Ltd., Fort St. and Graham Ave.	
All four cylinders:	
Touring	\$1,495
Roadster	1,495
Coupe, 4 pass.	2,075
Sedan	2,150
Touring Sport	1,595
Sedan Sport	2,255
All six cylinders:	
Touring	\$2,450
Roadster	2,400
Coupe, 4 pass.	3,375
Sedan	3,600

ESSEX	
Capital Motors, Ltd., Pritchard Ave. and Main St.	
Touring, 5 pass.	\$1,650
Cabriolet, 2 pass.	1,795
Coupe, 5 pass.	1,845

ELCAR	
Elcar Motor Sales Company, 293 Garry St.	
Suburban, 6 cyl., 5 pass.	\$3,285
Touring, D4, 5 Pass.	1,595
Roadster, R4, 3 Pass.	1,495
Sedan, 6 cyl., 5 Pass.	3,385
Sedan, 4 cyl., 5 Pass.	2,385
Coupe, 4 cyl., 4 Pass.	2,385

FORD	
Consolidated Motors, Ltd., 235 Main Street.	
Touring	\$341.00
Touring (starter)	632.50
Roadster	493.00
Roadster (starter)	589.50
Chassis	420.50
Chassis (starter)	508.50
Light Delivery	508.50
Light Delivery (starter)	596.50
Coupe	823.50
Sedan	920.00
Truck	976.50
Truck (starter)	663.50

GARDNER	
Consolidated Motors, Ltd., 235 Main Street.	
Touring	\$1,395
Sedan	1,995

HUDSON	
Capital Motors, Ltd., Pritchard Ave. and Main St.	
Speedster, 4 Pass.	\$2,275
Touring, 7 Pass.	2,350
Coupe, 5 Pass.	2,415
Sedan, 7 Pass.	3,350

GRAY-DORT	
Gray-Campbell, Ltd., 666 Portage Avenue.	
Gray Touring	\$ 825
Gray Roadster	1,160
Gray Coupe	1,310
Gray Coach	1,355
Gray Sedan	1,435
Gray Dort, No. 13 Reg.	1,435
Gray Dort, No. 14 Road.	1,470
Gray Dort, No. 19 Phaeton	1,470
Gray Dort, Oxford Road	1,470
Gray Dort, No. 19 B. Spec.	1,560
Gray Dort, No. 14 B. Road	1,560
Gray Dort Cambridge Sedan	1,840
Gray Dort, No. 11 Coupe	2,085
Gray Dort, No. 14 B Coupe	2,235
Gray Dort, No. 11 Sedan	2,200
Gray Dort, No. 19 B. Sedan	2,365
Gray Dort Six Roadster	1,735
Gray Dort Six Touring	1,835
Gray Dort Six Coupe	2,470
Gray Dort Sedan	2,380

HUPMOBILE	
Ross Motor Co., Ltd., 83 Shebrook.	
Touring	\$1,150
Roadster	1,150
Coupe	2,370
Sedan	2,370
Touring Sport	1,910
Roadster Sport	1,910

MAXWELL	
Williams Motor Company, Ltd., 131 Portage Ave., East.	
Touring (sport)	\$1,695

Touring (standard)	1,465
Roadster (sport)	1,625
Roadster (standard)	1,465
Coupe, 4 pass.	2,000
Club Coupe	1,650
Sedan	2,170

McLAUGHLIN-BUICK	
McLaughlin Motor Car Company, Ltd., 204-212 Princess Street. Master Four.	
23-24 Sp. Two Passenger Roadster	\$1,470
23-25 Reg. Five Passenger Touring	1,430
23-35 Sp. Five Passenger Touring	1,495
23-36 Three Passenger Coupe	1,890
23-37 Five Passenger Sedan	2,235
23-38 Five Passenger Touring Sedan	2,125

Master Sixes.	
23-41 Five Passenger Touring Sedan	\$3,110
23-44 Sp. Two Passenger Roadster	1,945
23-45 Sp. Five Passenger Touring	1,950
23-47 Five Passenger Sedan	3,190
23-48 Four Passenger Coupe	3,055
23-49 Sp. Seven Passenger Touring	2,405
23-50 Seven Passenger Sedan	3,525
23-51 Sp. Three Passenger Sport Roadster	2,625
23-55 Sp. Four Passenger Sport Touring	2,715

NASH	
Cadillac Motor Sales Company, Ltd., Carlton St.	
Six Cylinders	
Touring, 5 pass.	\$1,355
Touring, 7 pass.	2,275
Sedan, 5 pass.	3,150
Sedan, 7 pass.	3,400
Coupe, 4 pass.	2,850
Roadster, 2 pass.	1,950
Sport, 4 pass.	2,675
Coupe, 4-door	3,225

Four Cylinders	
Touring, 5 pass.	\$1,375
Roadster, 2 pass.	1,550
Coupe, 3 pass.	2,250
Sedan, 5 pass.	2,475
Carriole, 5 pass.	2,065
Sport, 5 pass.	1,950

OAKLAND	
Green Motor Co., Ltd., Main Street.	
Model 644.	
Touring, 5 Passenger	\$1,850
Sport, 4 Passenger	1,935
Coupe, 4 Passenger	2,125
Brougham, 5 Passenger	2,595
Sedan, 5 Passenger	2,595

OLDSMOBILE	
Green Motor Co., Ltd., Main Street.	
Model 43A.	
Touring, 5 Passenger	\$1,055
Coupe, 4 Passenger	1,395
Sedan, 5 Passenger	1,535
Brougham, 5 Passenger	2,195
Model 47.	
Touring, 5 Passenger	\$2,175
Sport Roadster, 3 Passenger	2,650
Coupe, 4 Passenger	2,985
Sedan, 5 Passenger	3,225
Super Sport, 4 Passenger	2,750

OVERLAND	
Willys-Overland, Ltd., Portage Ave. and Maryland St. and Western Canada Motor Car Co., Ltd. (Associate Dealer), Edmonton St.	
Touring, standard	\$ 840
Roadster, standard	840
Coupe, standard	1,300
Sedan, standard	1,425
Bluebird	1,435

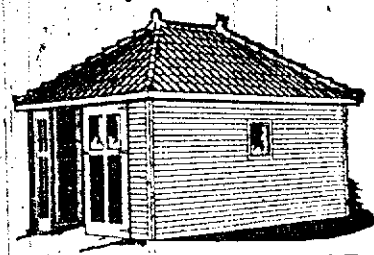
PACKARD	
Western Canada Motor Car Co., Ltd., 263 Edmonton St.	
Twin Six Touring	\$8,226
Twin Six Roadster	8,220
Twin Six Phaeton	8,221
Twin Six Limousine	8,495
Twin Six Duplex Sedan	8,695
Twin Six Duplex Coupe	8,440
126 Single Six Touring	4,090
126 Single Six Roadster	4,090
126 Single Six Sedan	5,360
126 Single Six Coupe	5,200
126 Single Six Sport	4,350
133 Single Six Touring	4,400
133 Single Six Sedan	5,760
133 Single Six Sedan Limousine	5,840

REO	
Consolidated Motors, Ltd., 235 Main Street.	
Touring	\$2,375
Sport	2,635
Sedan	3,050
Coupe	3,025
Price includes spare tire, tire cover and bumper.	

STAR	
Dominion Motor Company, Ltd., Fort St. and Graham Ave.	
Touring	\$ 755
Roadster	710
Coupe	995
Sedan	1,095

STUDEBAKER	
Western Canada Motor Car Co., Ltd., 263 Edmonton St.	
Light Six Tour. and Roadster	\$1,590
Light Six Roadster Coupe	2,075
Light Six Sedan	2,590
Special Six Touring	2,075
Special Six Touring, 4 pass.	2,075
Special Six Roadster	2,025
Special Six Coupe	3,150
Special Six Sedan	3,390
Big Six Touring	2,770
Big Six Speedster	2,910
Big Six Coupe, 4 pass.	3,725
Big Six Coupe, 5 pass.	3,975
Big Six Sedan, 5 pass.	4,275

WILLYS KNIGHT	
Willys-Overland, Ltd., Portage Ave. and Maryland St.	
Model 64:	
Touring	\$2,045
Roadster	2,045
Coupe	2,865
Coupe Sedan	2,750
Sedan	3,035
Model 67:	
Touring	\$2,335
Sedan	3,425



The better kind are "Metallic" GARAGES

Our designs are modern and pleasing. Our construction is durable and satisfactory. We erect them locally or ship in parts with full instructions. All sizes. Prices moderate.

Ask for catalogue G.

Phone N8330. Evenings K1561.

**Metallic Roofing Co.**

797 Notre Dame Ave., Winnipeg



# Prices of Automobiles In U.S. Compared With What Is Paid in Canada

The literally millions of dollars which have been paid by Canadians in the purchase of automobiles in excess of the factory prices as charged in the United States may readily be seen from the following list which is as nearly an accurate comparison as can be reached between factory prices for the same car at factory in the United States.

In many instances, in the case of automobiles manufactured in Can-

ada the list prices show government license taxes and other incidentals, but these, so far as possible, have been eliminated. To the Canadian factory price must be added freight and the further away one gets of course the higher the price.

Car make	Factory Price Canada	Factory Price U.S.	Difference
Ford—			
Tudor sedan	\$ 665	\$510	\$155
De Luxe Tud. sed.	730	575	155

Fordor sedan	750	575	175
5 window coupe	645	495	150
Chevrolet—			
5 pass. coach	640	485	155
5 pass. sedan	725	550	175
Master 6 5 pass. coach	795	580	215
Master 6 5 pass. sedan	880	650	240
Oldsmobile—			
5 pass. sedan	1070	790	280
121-in. wheelbase Coach	1240		
Sedan	1330	940	390
Pontiac—			
5 pass. coach	890	665	225
5 pass. sedan	960	715	245
5 pass. coach	1090	775	315
117-in. wheelbase 5 pass. coach	1090	750	315
5 pass. sedan	1160	830	330
Plymouth—			
2 door sedan	888	535	353
De Luxe Stx			
2 door sedan	960	650	310
4 door sedan	975	660	315
Studebaker—			
Dictator sedan	1030	745	285
Commander custom sedan	1440	1015	425
Terraplane sedan	966	655	311
Buick—			
117-in. W.B.			
5 pass. sedan	1265	895	370
5 pass. coach	1185		
119-in. W.B.			
5 pass. sedan	1465	1190	275
136-in. W.B.			
5 pass. sedan	2635	1945	690
Chrysler—			
4 door sedan	1215	830	385
Chrysler 8 4 door sedan	1435	975	460
Cadillac—			
3 pass. sedan	3626	2445	1181
7 pass. sedan	5318	3445	1873
Hudson—			
Sedan	1140	770	370
Hudson 8 sedan	1238	840	398
Graham—			
Standard sedan	945.75	635	370
Graham special sedan	1262.64	845	417
Graham 8 sedan	1465.74	975	490
Hupmobile—			
Sedan	1053	795	260
Packard—			
Standard sedan	1425	1060	365

The difference is even more marked in the price of United States manufactured cars for which there is no corresponding Canadian factory, as for instance, the Nash line of cars.

A standard Nash sedan sells in Winnipeg for \$1,595. The factory price in the United States is \$875, a difference of \$720 of which approximately \$100 may be attributed to freight. An advanced eight sedan in the Nash series sells in Winnipeg for \$2,025 and the United States factory price is \$1,095, a difference of \$930. The Lafayette standard sedan sells in Winnipeg for \$1,135 and in the United States for \$640. It is on cars of this type that the 20 per cent fixed discount plays such an important part by increasing, not only by ten to 15 per cent the cost of the car to the distributor, but also increasing considerably the amount of duty payable on such cars.

Pure  
and  
Wholesome



Now  
**25<sup>c</sup>**  
per lb.

BLUE RIBBON is a high-grade baking powder. Moderately Priced. It will give your cake that fine feathery texture—the aim of all good cooks. All BLUE RIBBON products are manufactured in Western Canada and sold under a money-back guarantee.

## NEALS STORES

"WHERE ECONOMY RULES"

Economy means making the most of what you have—Trade at Neals

ON SALE FRIDAY AFTERNOON AND SATURDAY

### Shortening, Jewel 2 lbs. 23c

#### TOMATOES

Choice quality, Dew-kist Brand, 2 1/2's

#### BREAD

Neals Better Bread  
White or Brown

#### SWEET GARDEN PEAS

Free from coloring matter. 2,000 8-oz. tins

May 16 1921

May 1921

# New Chevrolet Prices

## Effective May 11th, 1921

### "Four-Ninety" Models

Touring Car	-	\$ 895.00
Roadster	- -	880.00
Sedan	- -	1595.00
Coupe	- -	1535.00
Light Delivery Wagon		895.00
Chassis	- -	830.00

All Prices F.O.B. Oshawa, Ont.

Sales Tax Extra.

## Chevrolet Motor Co. of Canada, Ltd.

OSHAWA, ONTARIO and WINNIPEG, MANITOBA

#### IMPORTANT NOTICE

The offer to refund \$70.00 to purchasers of "Four-Ninety" Models, and \$100.00 to purchasers of closed models is hereby withdrawn effective May 11th. Certificates issued under this plan are redeemable at face value at office indicated on certificate.

More than 4000 dealers, retail stores and service stations in Canada and the United States.

# CHEVROLET

Nov 1935

## Reduces Prices

IN line with a public-minded programme for stabilizing employment in the automotive and kindred industries, we have made early announcements of our new, 1936 models—and participated in the November motor shows. This effort is designed to level out production peaks by encouraging a change in the seasonal buying characteristics of the public.

Now, to make it still more attractive for you to buy at this time of year, we take the further step of anticipating—six weeks before it takes effect—the new Canada-United States Trade Agreement, with

## ***New, Lower Prices on All Chevrolet Cars and Trucks***

### EFFECTIVE NOV. 22nd

#### STANDARD SERIES

Coach .....	\$675
Coach with Trunk .....	705
Special Coach with Trunk .....	715
Special Sedan with Trunk .....	800
Sedan Delivery .....	735

#### MASTER DE LUXE SERIES

Coach with Trunk .....	\$825
Special Coach with Trunk .....	860
Sedan with Trunk .....	905
Special Sedan with Trunk .....	945

#### COMMERCIAL

1½-Ton Pick-up Delivery .....	\$600
1½-Ton Standard Panel Delivery .....	770
¾ to 1-Ton, 10-ft. Panel, 131-in. W.B. ....	980
1½-Ton, 10-ft. Panel, 131-in. W.B. ....	990
2-Ton Chassis with Cab, 131-in. W.B. ....	840
2-2½-Ton Maple Leaf Chassis with Cab, 141-inch W. B. ....	990

The representative prices quoted above are list prices at Oshawa, Ont. Standard accessories, government tax and freight additional. Compare the new, greatly reduced 7 per cent G.M.A.C. time payment terms.

# BIG REDUCTIONS IN CHRYSLER SIXES

October 19  
1930

**CHRYSLER SIX**

**NOW**

**\$940**

**AND  
UPWARDS**

## CHRYSLER SIX — New Lower Prices

COUPE	. . . . .	\$ 940
TOURING	. . . . .	990
ROADSTER (with rumble seat)	. . . . .	990
ROYAL COUPE (with rumble seat)	. . . . .	990
4-DOOR ROYAL SEDAN (3-window)	. . . . .	1005
CONVERTIBLE COUPE (with rumble seat)	. . . . .	1105

*All prices f. o. b. factory, including standard factory equipment  
(freight and taxes extra)*

Chrysler cars have always been the greatest values among motor cars. For Chrysler cars have always been the admitted leaders in performance, in smartness and in style.

At the new reduced prices on

Chrysler sixes these Chrysler qualities are now placed within the reach of many more thousands.

Come in. See these great bargains. Take one out on the road and drive it. Easy terms.

"CANADIAN - BUILT FOR CANADIANS" 937

Distributor

**WATSON MOTOR CO. LTD.**

286 Main St., Corner Graham Ave.

Phone 23 625



# DODGE PRICES REDUCED

**DODGE  
SIX  
SEDAN**

**NOW \$**

**975**

**DODGE  
EIGHT  
SEDAN**

**NOW \$**

**1335**

## NEW LOW PRICES—DODGE SIX

MODEL	NEW PRICE	OLD PRICE
BUSINESS COUPE.....	<b>\$935</b>	\$1065
ROADSTER . . . . .	<b>960</b>	1090
COUPE (with rumble seat) . . . .	<b>960</b>	1090
SEDAN (four-door) . . . . .	<b>975</b>	1105
PHAETON. . . . .	<b>985</b>	1115
CONVERTIBLE COUPE	<b>1065</b>	1200

## NEW LOW PRICES—DODGE EIGHT

MODEL	NEW PRICE	OLD PRICE
ROADSTER . . . . .	<b>\$1275</b>	\$1400
COUPE (with rumble seat) . . . .	<b>1310</b>	1440
SEDAN (four-door) . . . . .	<b>1335</b>	1465
PHAETON. . . . .	<b>1335</b>	1465
CONVERTIBLE COUPE	<b>1400</b>	1530

*All prices f. o. b. factory, including standard factory equipment  
(freight and taxes extra).*

The Finest Examples of Dodge Dependability at Lowest Prices In All Dodge Brothers History  
**“CANADIAN - BUILT FOR CANADIANS”**

**ARCHIBALD-MARTIN MOTORS LIMITED**

696 PORTAGE AVENUE

**LEANEY-JOBIN MOTORS**

CORNER RIVER AND OSBORNE  
**WINNIPEG . . . . MANITOBA**

AUGUST 3 1914



## 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.

Prices F. O. B. Ford, Ontario

FURTHER we will be able to obtain the maximum efficiency in our factory production, and the minimum cost in our purchasing and sales department 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.

Winnipeg Branch:

81 Water Street.

August 1  
1916



## New Prices August 1, 1916

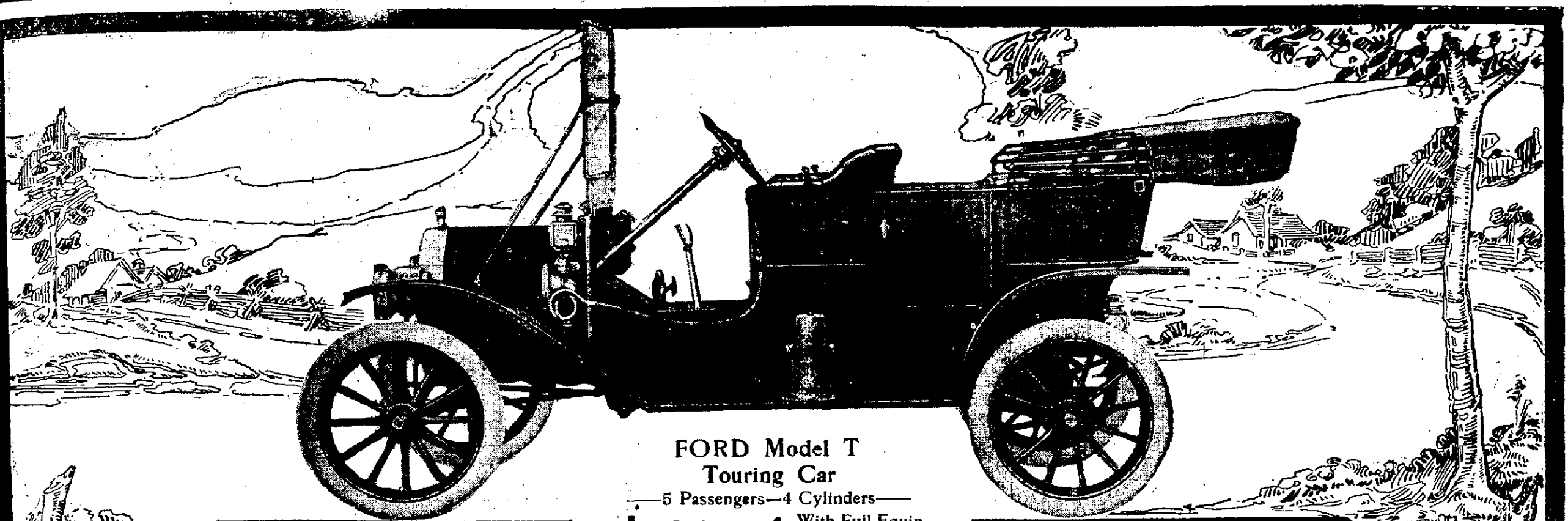
The following prices for Ford cars will be effective on and after August 1st, 1916:

Chassis	- -	\$450 <sup>00</sup>
Runabout	-	\$475 <sup>00</sup>
Touring Car		\$495 <sup>00</sup>
Coupelet	- -	\$695 <sup>00</sup>
Town Car	-	\$780 <sup>00</sup>
Sedan	- - -	\$890 <sup>00</sup>

f. o. b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

**Ford Motor Company of Canada**  
Limited  
**Ford, Ontario**



**FORD Model T**  
**Touring Car**  
 — 5 Passengers—4 Cylinders —  
**\$975** With Full Equip-  
 ment: Extension  
 Top, Automatic  
 Brass Windshield  
 Speedometer,  
 Two 6-inch Gas  
 Lamps, Generator, Three Oil Lamps,  
 Horn and Tools, for \$975  
 — F.O.B. Walkerville, Ont. —  
 This Same Car with Three Oil Lamps,  
 Horn and Tools, \$875 F.O.B.  
 Walkerville, Ont.

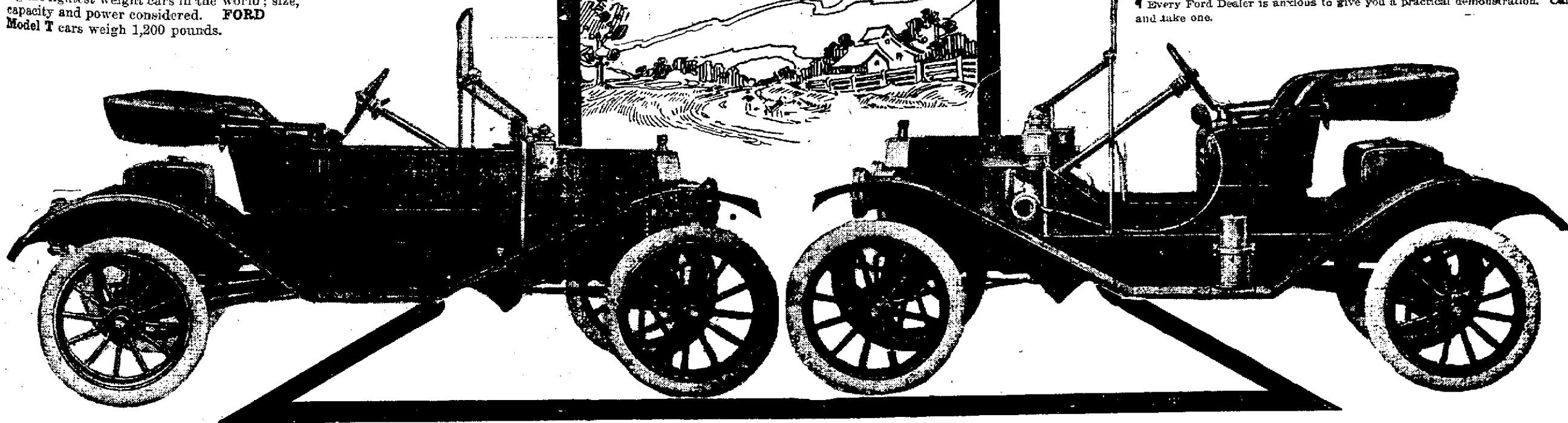
The FORD Model T Cars  
 Will be exhibited at the  
**Winnipeg Automobile Show**  
**FEBRUARY 13 to 18**

# Ford

## MODEL T

**Open Runabout**  
 — 2 Passengers—4 Cylinders —  
**\$875** With Full Equip-  
 ment: Extension  
 Top, Automatic  
 Brass Windshield  
 Speedometer,  
 Two 6-inch Gas  
 Lamps, Generator, Three Oil Lamps;  
 Horn and Tools, for \$875  
 — F.O.B. Walkerville —  
 This Same Car with Three Oil Lamps,  
 Horn and Tools, \$775  
 — F.O.B. Walkerville —

**FORD T Model**  
**Torpedo Runabout**  
**\$900** With full equipment.  
 With Three Oil Lamps,  
 Horn and Tools, \$800



¶ The general utility of the automobile has ceased to be a subject for debate. There is no question that the motor car has become a part of the environment, not only of the social, but of the business life of the people. It is no longer an expensive luxury to be enjoyed only by the wealthy classes; the motor car has become the vehicle of the masses.

¶ The question to be considered is—"which car will I buy?" and this advertisement—we believe—is a satisfactory answer to that question.

¶ The FORD Model T cars are now easily within the ownership of any persons who can afford to keep a horse and buggy; while to the business world they have become as essential as the telephone.

¶ Buy the FORD Model T and you will have a car possessing at once all conveniences and comforts desired in a family touring car—all the speed, reliability, serviceability, durability in a run-about, desired by the professional and business men for purely business purposes; giving at the same time those exhilarating pleasures and the healthfulness which can alone be brought to you in the wider scope of outdoor life. With the FORD Model T car, the country is made a part of the city, and the city is made the next-door neighbor of the farm. These sturdy, standard cars have demonstrated their superiority for years past. More than 60,000 FORD cars are now in daily use and of this number over 35,000 are FORD Model T cars.

¶ The FORD Model T is the best motor car for you to buy because it is standard—no material change having been made in the chassis, or car proper, in four years—just little refinements here and there, together with the natural changes in body designs, making the car still more convenient for owners.

¶ The FORD Model T car is well called the "car of Vanadium Steel," because it is the only motor car in the world in which Vanadium Steel is exclusively used in construction.

¶ FORD Model T's are the only four-cylinder cars in the world that are sold at the remarkably low prices named in this announcement.

¶ FORD Model T cars have been tested for years, and have proven their superior worth over all road conditions. They never compromise with a hill or sandy spot, but go up and over on high speed without any trouble. They're great hill climbers and never get stuck in the mud.

¶ FORD Model T is a light-weight car, the lightest in weight—size, capacity and power considered, of any car in the world—and because of this light weight (made possible by the use of Vanadium Steel), is the least expensive car to operate, not alone in gasoline and oil, but in tire wear and general depreciation. Figure it out for yourself.

¶ It costs twice as much to move 2,000 pounds as it does to move 1,000 pounds. Tires cost in proportion to their size—and wear in proportion to friction and strain of weight placed upon them. General depreciation, through use, is more than twice as much on \$1,500 as on \$700. A word to the wise buyer should be sufficient.

¶ The power of a car is not determined by the horse power of its motor, but by the relation of the motor's power to the weight it has to move, or the load it has to carry.

¶ Most motor car manufacturers publish all the particulars of their cars except the weight. If weight is an advantage, why not advertise it with other features?

¶ The FORD MOTOR COMPANY press upon their advertising the lightest weight cars in the world; size, capacity and power considered. FORD Model T cars weigh 1,200 pounds.

¶ The strength of a car is determined by use. FORD Model T cars have demonstrated by use their tremendous strength and reliability. A FORD Model T car was first in the race across the continent, from New York to Seattle, no doubt the greatest race ever run. A FORD Model T car made a non-stop run at Houston, Texas—132 hours without stopping the motor. During this time it covered more than 1,300 miles of country roads. A FORD Model T won the Munsey endurance race, 1,530 miles, during which time not a single adjustment was made, and every hill on the entire trip was taken on the high gear.

¶ Do not think that running on the high gear is a fad. It is the most practical thing to do, because it is safer, and is less trouble than shifting gears often; second, it is economy in fuel and wear of the car. It takes a lot more fuel to cover a mile on slow gear than on high gear; on slow gear there are a number of cog wheels in use that are not used at all on high gear. Think this over.

¶ FORD Model T cars are graceful in design, and are finished and equipped in thoroughly first-class fashion. They have a generous road clearance, i. e., liberal space between the bottom of the axle and the roadway; you see the advantage of this in travelling through sand, mud, slush, and deeply rutted roads, all of which are commonplace throughout this country.

¶ FORD Model T cars are not "Boulevard" demonstrated cars. Not built with an "eye-single" to the paved streets of the city; the country road has been thought of, the mud lanes of the farm, the stony hills of the mountains, the crevices of the valleys, the gumbo of the prairies; the uncertain roads of spring, fall and winter. And, FORD Model T cars have conquered these roads every time they have been called upon. At the same time there is no other motor car that negotiates the streets and boulevards of the city with more pleasure and comfort.

¶ FORD Model T car is a car of all-around utility, and is sold to you completely equipped, without extras. When you buy a FORD Model T you buy all that goes to make up the car—Extension Top, Automatic Brass Windshield, Speedometer, Gas Headlights, Generator, Oil Lamps, Horn, Tools, everything; all you have to get is the gasoline and oil to start away.

¶ FORD Model T cars have left drive. A distinctive feature of great convenience you will see after a moment's reflection.

¶ FORD Model T cars are easiest to control; you don't have to take your hands off the wheel—feet do the work, regulate the speed, direction backwards and forwards—keeping the hands on the wheel all the time, making safety in driving absolute.

¶ There are many more reasons which favor the FORD Model T as the car for you. Let our salesmen give you a practical demonstration and explain through comparison and by actual test how superior is this distinctive car, the creation of the greatest genius in the automobile world. Ask about the three-point suspension. Ask about the motor design. Ask about the built-in Ford magneto. Ask about Vanadium Steel, what it is. Ask for the records of the FORD. Compare, we say, compare! With any car, at any price!

¶ Ford Service for Ford Owners. After you buy a car then what? What assurance have you of being well taken care of? What confidence have you of the maker's interest in your welfare after you have bought a car? In case of accident or breakage, how long will your car be idle before you can be supplied with the necessary repair parts?

¶ Ford Service for Ford Owners answers all these questions satisfactorily—if you buy a FORD Model T car.

¶ Every Ford Dealer, and there are several thousand of them in this country, carries—all the time—a complete supply of parts—just for Ford Owners. This is a part of their contract with the Ford Motor Company. Ford Branches are located in every principal city, and serve as wholesale houses supplying Ford Dealers and Ford Owners in the surrounding country with parts. You can scarcely drive 50 miles in any direction that you do not find a Ford Dealer, and when you find one he is able, instantly, to meet your wants. (We will thank you to advise us if there is not a Ford Dealer within fifty miles of where you live, as we believe Ford Service for Ford Owners covers the world.)

¶ No other motor car assures you of this same complete owners' service.

¶ We ask you to buy the FORD Model T because it is a better car, not because it is a cheaper car. Keep this truth in mind when you are buying a motor car, and make the comparison we urge.

¶ Now, throw all prejudice aside, satisfy yourself of the car's performance, satisfy yourself of the car's running expense, consider the first cost last. Remember, we sell the FORD Model T entirely on the merits of the car, the saving in price is entirely an extra advantage.

¶ We make prompt deliveries of FORD Model T cars.

¶ Every Ford Dealer is anxious to give you a practical demonstration. Call and take one.

**Winnipeg Branch:**  
**309 Cumberland Avenue**

**Ford Motor Company**  
 OF CANADA, LIMITED  
 CANADIAN FACTORY AND MAIN OFFICE: WALKERVILLE, ONTARIO.

**DISTRIBUTORS FOR SASKATCHEWAN:**  
 The Saskatchewan Motor Co. - - Regina  
**DISTRIBUTORS FOR ALBERTA:**  
 The Ford Motor Agency, Ltd. - - Calgary

Feb 1926

	New Price	Old Price	Reduction
Fordor	\$755	\$895	\$140
Tudor	695	755	60
*Chassis	325	335	10

Added refinements in the new model runabout, touring car and light delivery have necessitated a slight price increase. These prices are now as follows:

	New Price
*Runabout - -	\$410
*Touring - -	440
*Light Delivery -	435

The truck chassis and coupe remain unchanged.

Coupe - - -	\$665
*Truck - - -	485

\* Equipped with starter \$85.00 extra

*All Prices f. o. b. Ford, Ontario*

FORD MOTOR COMPANY OF CANADA, LIMITED

Ford, Ontario



Jan 1920



# Announcement

Prices effective January 12, 1920

Runabout	\$ 710
Touring	740
Coupe—fully equipped	1050
Sedan—fully equipped	1250
Chassis	675
One-Ton Truck Chassis	750

Prices are f.o.b. Ford, Ont., and do not include War Tax

Electric Starting and Lighting Equipment is supplied on Sedan and Coupe at prices quoted. On Runabout and Touring this equipment is optional at an additional cost of \$100.00, exclusive of War Tax.

**Ford Motor Company of Canada, Limited**

**Ford, Ontario**

1922



# New Ford Prices

*Effective January 16th, 1922*

	Old Price	New Price	Reduction
CHASSIS - - - -	\$470.00	\$445.00	\$25.00
RUNABOUT - - -	\$515.00	\$495.00	\$20.00
TOURING - - - -	\$565.00	\$535.00	\$30.00
TRUCK CHASSIS	\$615.00	\$575.00	\$40.00
COUPE - - - - -	\$890.00	\$840.00	\$50.00
SEDAN - - - - -	\$990.00	\$930.00	\$60.00

The Above Prices are F.O.B. Ford, Ontario.

Government Sales Tax Extra.

Starting and Electric Lighting on Chassis, Runabout, Touring and Truck Chassis, \$85.00 Extra.

On Closed Models, Starting and Electric Lighting are Standard Equipment.

Ford Motor Company of Canada, Limited  
FORD, ONTARIO

January 19 1931

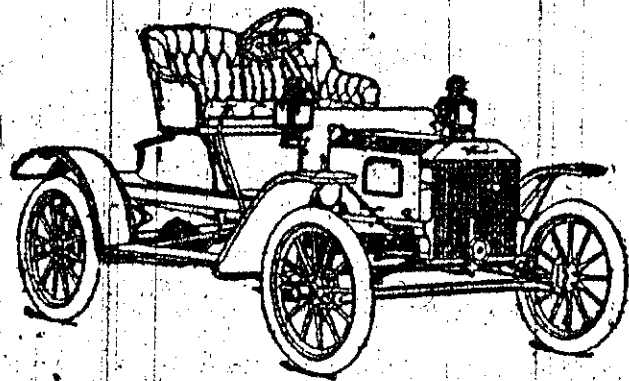
	New Price	Old Price	Reduction
De Luxe Roadster . . .	\$570	\$625	\$55
De Luxe Phaeton . . .	695	750	55
Phaeton . . . . .	520	530	10
Roadster . . . . .	515	520	5
Sport Coupe . . . . .	600	630	30
Coupe . . . . .	585	595	10
De Luxe Coupe . . . .	630	655	25
Tudor Sedan . . . . .	585	595	10
De Luxe Tudor Sedan	635	645	10
Three Window Fordor Sedan . . . . .	705	720	15
Town Sedan . . . . .	755	795	40
Cabriolet . . . . .	710	750	40
Victoria . . . . .	695	750	55
Station Wagon . . . .	750	770	20
Commercial Chassis . .	405	415	10
Model AA Truck Chassis, 131½-In. Wheelbase	590	610	20
Model AA Truck Chassis, 157-In. Wheelbase .	630	640	10
De Luxe Delivery . .	645	655	10

(All Prices F.O.B. East Windsor, Ontario—Taxes Extra)

You May Purchase a Ford Car or Truck on Convenient  
Economical Terms Through Your Ford Dealer

# Ford Motor Company Of Canada Limited

June 6 1908



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

# FORD CARS

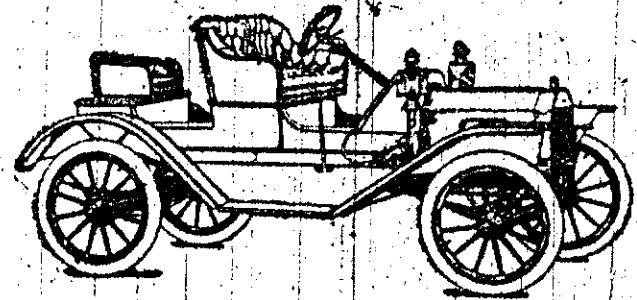
There are over 17,000 Fords in use to-day. And it is almost impossible to buy a Ford Runabout second-hand. This means 17,000 satisfied users—the biggest, most enthusiastic live advertisement of any motor car in the world.

We are doing our best with our immense capacity to catch up with the demand, but it's almost impossible to do it.

Take the hint and order early.

**The Ford Motor Co. of Canada, Limited.**  
**WALKERVILLE, ONT.**

Winnipeg Agents—JOS. MAW & COMPANY, LTD.



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



# NEW FORD PRICES

*Effective June 7th, 1921*

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Touring Cars	. . .	\$625.00
Runabout	. . .	\$560.00
Chassis	. . .	\$520.00
Truck Chassis	. . .	\$670.00

*Starter and Electric Lighting on  
Above Models : \$85.00 Extra*

Sedan	. . .	\$1,090.00
Coupe	. . .	\$990.00

*Above Prices Include Starter  
and Electric Lighting*

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ALL PRICES ARE F.O.B. FORD, ONT., AND  
DO NOT INCLUDE FEDERAL SALES TAX

**Ford Motor Company of Canada Limited**  
**FORD, ONT.**



1920



# SWEEPING REDUCTIONS IN FORD PRICES

Coincident with the reduction in price of Ford cars and trucks in the United States the Ford Motor Company of Canada, Limited, announces the following prices effective immediately.

In addition to these drastic reductions all models quoted below except the truck are now standard equipped with self-starter and balloon tires.

	<i>New Price</i>	<i>Savings</i>
Runabout . . . . .	\$460	\$50
Touring Car . . . . .	\$480	\$50
Sport Roadster . . . . .	\$555	\$40
Coupe . . . . .	\$610	\$50
Tudor . . . . .	\$625	\$60
Fordor . . . . .	\$690	\$55
Chassis . . . . .	\$370	\$40
Light Delivery . . . . .	\$470	\$60
Light Delivery Van . . . . .	\$525	\$50
Truck, Non-Starter . . . . .	\$395	\$50
Truck, Self-Starter . . . . .	\$460	\$65

All prices at factory. Freight to point of delivery and sales tax extra.

These reductions are made absolutely without sacrifice of the traditional quality and durability of Ford products. They open the way to car ownership to thousands of Canadians who have not previously been afforded the comfort and economy of personal transportation.

See your local authorized Ford dealer today. He will gladly demonstrate the model you are interested in and explain convenient terms of purchase.

# EFFECTIVE JUNE 2nd 1930

reductions range from \$15 to \$55. Following are the  
new prices for Ford cars and trucks

	New Price	Old Price	Reduction
Roadster.....	\$520	\$540	\$20
Phaeton.....	\$530	\$550	\$20
Coupe.....	\$595	\$620	\$25
Sports Coupe.....	\$630	\$655	\$25
De Luxe Coupe.....	\$655	\$670	\$15
Cabriolet.....	\$750	\$790	\$40
Tudor Sedan.....	\$595	\$620	\$25

	New Price	Old Price	Reduction
Fordor Sedan.....	\$720	\$775	\$55
Town Sedan.....	\$795	\$835	\$40
Light Delivery.....	\$510	\$525	\$15
Model A, Com- mercial Chassis	\$415	\$435	\$20
Model AA, 1½-Ton Truck Chassis	\$610	\$645	\$35

All prices f.o.b. East Windsor, Ontario. Taxes extra.

# FORD V-8 PASSENGER CARS (112-in. wheelbase).

	WITH STANDARD EQUIPMENT	WITH DE LUXE EQUIPMENT
TUDOR SEDAN . . . . .	\$690	\$735
COUPE . . . . .	\$670	\$715
FORDOR SEDAN . . . . .	\$765	\$805
VICTORIA . . . . .		\$790
*CABRIOLET . . . . .		\$795
*ROADSTER . . . . .		\$705
*PHAETON . . . . .		\$690

*\* These prices remain unchanged.*

## FORD V-8 TRUCKS AND COMMERCIAL CARS

COMMERCIAL CAR CHASSIS—112-INCH WHEELBASE . .	\$435
LIGHT DELIVERY WITH CLOSED CAB—112-IN. WHEELBASE	\$595
TRUCK CHASSIS—131-INCH WHEELBASE . . . . .	\$640
TRUCK CHASSIS—157-INCH WHEELBASE . . . . .	\$675

*In addition to above, prices are also Reduced  
on Other Commercial Car and Truck Types, \$15.*

All Prices F.O.B. East Windsor, Ontario (Bumpers, Spare Tire and Taxes Extra)

June 16 1934

# Ford Motor Company of Canada, Ltd.

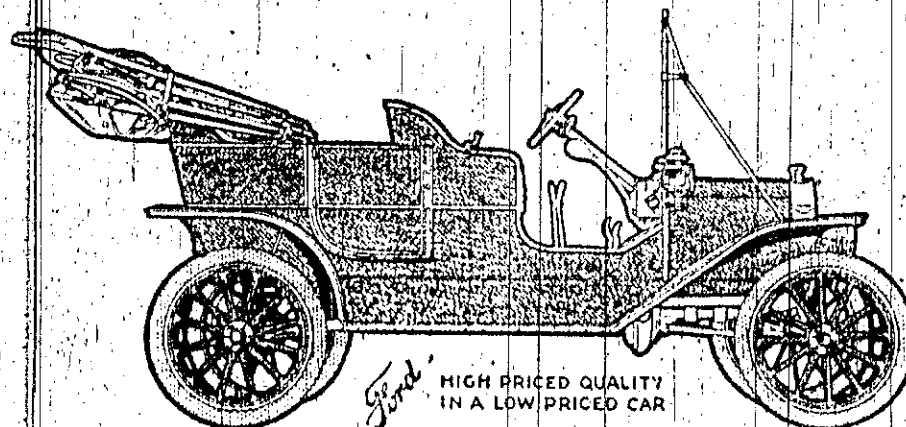
## "WATCH THE FORDS GO BY"

MAR 5  
1910

Mar 1910

# Facts From Ford

20 H.P., 4 Cylinder,  
5 Passenger, Touring  
Car, Fully Equipped,  
\$1,200, f.o.b. Winnipeg



Ford

HIGH PRICED QUALITY  
IN A LOW PRICED CAR

Tourabout - \$1,200  
Roadster - \$1,150  
Coupe - \$1,300  
Town Car - \$1,450

## A HEAVY CAR COSTS MORE TO RUN

Every pound of car takes so much POWER to move it, which means you need MORE POWER to run a heavy car than you do a light weight car. A 30 h.p. car weighing 2,000 pounds and up will only average about 15 miles to a gallon of gasoline.

A 20 H.P. FORD will average 20 miles to the gallon (we have some users who have averaged over 25 miles).

THIS MEANS THAT the amount of gasoline that is used to run a HEAVY CAR 5,000 miles, would run a FORD 6,500 miles.

Let us arrange a demonstration and show you that the Ford Car is SMOOTH RUNNING, SMART LOOKING AND EASY RIDING.

## CONSIDER THE QUESTION OF TIRES

THE FORD CARS have 2.65 cubic inches of tire for every pound of car they have to carry.

An 1,800 pound car with 32x3 1/4 inch tires, only has 1.90 cubic inches of tire for every pound of car it must carry.

FORD CAR TIRES, after running 5,000 miles, are in first class shape, whereas the HEAVY CARS would need at least TWO EXTRA TIRES.

(The above statement can easily be proven by a comparison of cars used last season.)

THIS MEANS your summer's driving will cost you \$150.00 more for upkeep if you buy a HEAVY CAR instead of the FORD.

PHONE:

MAIN 7028

The  
*Ford Motor Company*  
OF CANADA, Limited

309

Cumberland Ave.

Winnipeg

# To The Man Without a Car—

NOTE: Knowing that there are many thousands of families in Canada who are foregoing the pleasure and benefits of a car because they think it beyond their reach, and who could easily own one if they were enlightened as to how thousands of other families in like circumstances have obtained cars without hardship, the Ford Company is using this message to explain how Henry Ford has made it possible for every family to own and enjoy a Ford.

March 31

1923

BUY NOW AND  
MAKE CERTAIN  
YOU GET A CAR  
AT THESE PRICES

Runabout \$405

Touring \$445

Coupe \$695

Sedan \$785

Chassis \$345

Truck Chassis \$495

F.O.B. FORD, ONT. GOV'T. TAXES EXTRA  
STARTING AND ELECTRIC LIGHTING  
STANDARD EQUIPMENT ON  
SEDAN AND COUPE

Carrying out the wish of Henry Ford that his car be placed within the reach of all, the price of Ford Cars has been placed at rock-bottom. The price of the touring car is \$445 plus freight from Ford, Ontario, and government taxes.

Co-operating with the factory, Ford Dealers have made it still easier to purchase a Ford.

By a moderate down payment any responsible person can now obtain a new Ford and pay the balance in monthly installments running through the period of a whole year.

If you need a Ford Car this Spring, see your dealer at once and let him explain these most interesting terms.

Don't wait—place your order while the price is YOUR price.

## WINNIPEG DEALERS:

NORTHERN MOTORS, LTD.,

Cor. Redwood and Main Streets.

UNIVERSAL MOTORS, LTD.,

Dumoulin and St. Joseph Streets.

MANITOBA MOTOR CAR CO., LTD.,

267 Maryland Street.

JOSEPH MAW & CO. LTD.,

112-118 King Street.

McRAE & GRIFFITH LTD.,

761 Corydon Avenue.



**"THE CANADIAN CAR"**



Mar. 1930

**NOTE THESE LOW PRICES**

Roadster, \$540

Phaeton . . . \$550      Tudor Sedan . \$620

Coupe . . . \$620      Sport Coupe . \$655

Three-window Fordor Sedan, \$775

Convertible Cabriolet, \$790

Town Sedan, \$835

*(All prices f. o. b. East Windsor, Ontario. Bumpers, spare tire  
and taxes extra.)*

*Easy time payments can be arranged through  
your Ford dealer*

# NEW FORD PRICES

## FOURTEEN BODY TYPES

Mar 1932

EIGHT  
Cylinder

FOUR  
Cylinder

Roadster . . . . .	\$575 — \$515
Phaeton . . . . .	620 — 560
Tudor Sedan . . . . .	625 — 565
Coupe . . . . .	615 — 555
Sport Coupe . . . . .	670 — 610
Fordor Sedan . . . . .	740 — 680
De Luxe Roadster . . . . .	625 — 565
De Luxe Phaeton . . . . .	685 — 625
De Luxe Tudor Sedan . . . . .	690 — 630
De Luxe Coupe . . . . .	720 — 660
Cabriolet . . . . .	765 — 705
De Luxe Fordor Sedan . . . . .	810 — 750
Victoria . . . . .	750 — 690
Convertible Sedan . . . . .	815 — 755

(All prices F. O. B. East Windsor, Ontario. Bumpers, spare tire and taxes extra. Easy time payments can be arranged through your Ford dealer.)

# LOW FORD PRICES

May 1932

FOURTEEN BODY TYPES	EIGHT <i>Cylinder</i>	FOUR <i>Cylinder</i>
Roadster . . . . .	\$575	\$515
Phaeton . . . . .	620	560
Tudor Sedan . . . . .	625	565
Coupe . . . . .	615	555
Sport Coupe . . . . .	670	610
Fordor Sedan . . . . .	740	680
De Luxe Roadster . . . . .	625	565
De Luxe Phaeton . . . . .	685	625
De Luxe Tudor Sedan . . . . .	690	630
De Luxe Coupe . . . . .	720	660
Cabriolet . . . . .	765	705
De Luxe Fordor Sedan . . . . .	810	750
Victoria . . . . .	750	690
Convertible Sedan . . . . .	815	755

*(All prices f. o. b. East Windsor, Ontario. Bumpers, spare tire and taxes extra. Easy time payments can be arranged through your Ford dealer.)*

Nov 1929

# Effective Today

## Prices of Ford Cars and Trucks Will Be Reduced

The Ford Motor Company of Canada, Limited, believes that basically the industry and business of the country are sound. Every indication is that general business conditions will remain prosperous.

We are reducing prices now because we feel that such a step is the best contribution that could be made to assure a continuation of the good business throughout the country.

### *Following are the New Prices of Ford Cars and Trucks*

Model	New Price	Old Price	Reduction	Model	New Price	Old Price	Reduction
Roadster . . . . .	\$540	\$580	\$40	Cabriolet . . . . .	\$790	\$815	\$25
Phaeton . . . . .	550	595	45	Commercial Chassis . . .	435	450	15
Standard Coupe . . . . .	620	710	90	Light Delivery . . . . .	525	545	20
Sport Coupe . . . . .	655	710	55	Station Wagon . . . . .	810	890	80
Tudor Sedan . . . . .	620	680	60	Taxicab . . . . .	895	990	95
Fordor 3-Window Sedan .	775	810	35	De Luxe Delivery . . . . .	675	735	60
Town Sedan . . . . .	835	885	50	Truck Chassis . . . . .	645	665	20

*These Prices all F.O.B. East Windsor, Ontario. Taxes Extra.*

It has always been the policy of this company to pass on to the public as rapidly as possible the advantages of quantity production and newly developed manufacturing efficiencies.

**FORD MOTOR COMPANY OF CANADA, LIMITED**

October 24 1912



On a rising market—the price of the Ford comes down. Materials and labor may cost more—but the great volume of the Ford product has cut manufacturing costs to the bone—and the saving we share with the user.

Runabout - - - - -	\$675
Touring Car - - - - -	750
Town Car - - - - -	1,000

These new prices, f.o.b. Walkerville, Ont., with all equipment. An early order will mean an early delivery. Get catalogue from Ford Motor Company of Canada, Limited, 81-85 Water Street, Winnipeg, or direct from Walkerville.





# New Ford Prices

*Effective September 3rd, 1921*

Touring Car	-	-	\$565.00
Runabout	-	-	\$515.00
Chassis	-	-	\$470.00
Truck Chassis	-	-	\$615.00

*Starter and Electric Lighting on above models, \$85.00 extra*

Sedan	-	-	\$990.00
Coupe	-	-	\$890.00

*Above prices include Starter and Electric Lighting*

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All Prices are F.O.B. Ford, Ontario,  
and do not include Federal Sales Tax:

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**Ford Motor Company of Canada, Limited**  
**Ford, Ontario**

September  
26  
1922



# New Ford Prices

Effective September 26th

	Old Price	New Price	Reduction
Chassis - - -	\$445.00	\$395.00	\$50.00
Runabout - -	\$495.00	\$455.00	\$40.00
Touring - - -	\$535.00	\$495.00	\$40.00
Truck Chassis	\$575.00	\$545.00	\$30.00
Coupe - - -	\$840.00	\$780.00	\$60.00
Sedan - - -	\$930.00	\$870.00	\$60.00

The above Prices are F. O. B. Ford, Ontario.

Government Sales Taxes Extra.

Starting and Electric Lighting on Chassis, Runabout,  
Touring, and Truck Chassis, \$85.00 Extra.

On Coupe and Sedan--Starting and Electric Lighting  
are Standard Equipment.

Ford Motor Company of Canada, Limited - Ford, Ontario

On or about January 1st, 1924, we will be in production on a new Four-door Sedan and a new Coupe identical with those now being produced in the United States. The prices on these new models will be Four-door Sedan \$985---Coupe \$755.

Ford dealers have on hand a limited number of the present Coupes and Two-door Sedans which can be obtained at the following prices---

Two-door Sedan	-	\$685
Coupe	- - - - -	\$595

This frank statement of merchandising and production policies is made to settle all the rumors that have been circulated regarding Ford cars and prices in Canada. The saving in price on present models gives you the opportunity of driving your Ford closed car this winter.

Prices of New Models		Prices of Present Models	
✓ Four-door Sedan	- \$985	Two-door Sedan	- \$685
Coupe	- \$755	Coupe	- \$595

All prices quoted above are f.o.b. Ford, Ontario, and do not include Government Taxes

With winter close at hand this differential in price should be all the more attractive. You can obtain the advantages of closed car comfort and distinction by availing yourself now of these prices.

FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

Aug 1931

## » **CHEVROLET** «

The world's lowest priced Six. 14 models listing from \$610 to \$840 at factory, taxes extra. The most popular car in Canada—because, with beauty and smoothness, it combines rigid economy.

## » **PONTIAC** «

"A fine car, a modern car, a General Motors value". 6 models, listing from \$875 to \$1,015, at factory, taxes extra. Over 40 points of rubber insulation in the chassis absorb engine vibration, noise and road shocks.

## » **OLDSMOBILE** «

6 models, listing from \$1,085 to \$1,230 at factory, taxes extra. A car of superb performance selling at the price of an ordinary six. Includes such advanced engineering refinements as the famous Syncro-Mesh transmission and Down-Draft carburetion.

## **McLAUGHLIN-BUICK**

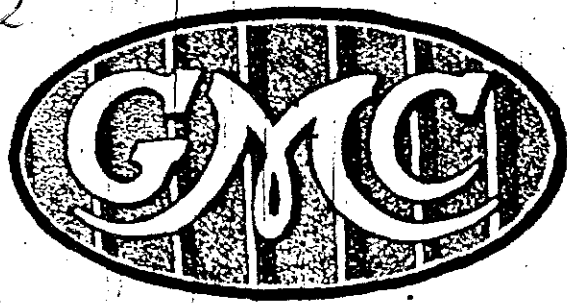
22 models, listing from \$1,290 to \$2,660 at factory, taxes extra. More than 8 out of 10 McLaughlin-Buick owners buy McLaughlin-Buicks again and again. Every McLaughlin-Buick has the non-clashing Syncro-Mesh transmission and Engine Oil Temperature Regulator.

## » **CADILLAC** «

Over 50 models available ranging from the Cadillac V-8 at \$3,520, and the Cadillac V-12 at \$5,130, up to the Cadillac V-16 with custom bodies for \$15,000 and more. All prices at factory, taxes extra. The world's finest cars.



January 21 1922



# General Motors Trucks

## A New Price For a New Year

GMC trucks enter 1922 at a price in keeping with the spirit of the times.

On January 1, 1922, these reduced prices became effective.

Model K 41—2 Ton	-	\$3525
Model K 71—3 $\frac{1}{2}$ Ton	-	5050
Model K 101—5 Ton	-	5600

All Prices F.O.B. Winnipeg, Including Taxes and Freight.

These prices represent a saving over the original price of these models of from \$550 to \$1300 per chassis. In addition, the Model K-16, one-ton chassis, which was recently reduced to \$2475, completes the GMC line.

We are able to make these reductions because of our improved manufacturing facilities; because we have what competent men say is the best equipped truck factory in the world, and because our inventory has been adjusted to present-day values.

So now, at the beginning of the New Year, we are reducing prices in keeping with the spirit of the times.

## GENERAL MOTORS TRUCK COMPANY

*Division of General Motors Corporation*

PONTIAC, MICHIGAN

1930

# PACKARD

## STANDARD EIGHT

## PRICES REDUCED

### \$580

**T**HE Packard Motor Car Company has just advised us by telegram that effective May twenty-eighth (28) prices of all current models of the STANDARD EIGHT have been reduced Five Hundred and Eighty Dollars (\$580). The new prices are as follows:

#### *Closed Models*

Five-Passenger Sedan	\$2,885
Two-Passenger Coupe	\$2,940
Two-Passenger Convertible Coupe	\$2,980
Five-Passenger Coupe	\$3,155
Five-Passenger Club Sedan	\$3,155
Seven-Passenger Sedan	\$3,315
Seven-Passenger Sedan Limousine	\$3,455

#### *Open Models*

Two-Passenger Runabout	\$2,800
Four-Passenger Phaeton	\$2,800
Seven-Passenger Touring	\$2,940
Four-Passenger Sport Phaeton	\$3,230

*(Prices f.o.b. Windsor)*

These reductions are made because the factory expects to announce in the Fall new cars which, though the same in size and of practically unchanged appearance, will have enough changes to classify them as new models. The new cars like those we are now offering, will of course, have straight eight motors exclusively.

The new prices give today's purchasers a very great price advantage, and also immediate use of the largest selling and most popular car in the fine car field.

Now, it is even more true -- by Five Hundred and Eighty Dollars (\$580) -- that you are paying for a Packard. Why not **own** one? You will never have a better opportunity.

✓      ✓      ✓

*Two-thirds of those who buy the Packard Standard Eight give up other makes of cars. Thousands prefer to buy out of income. Your used car will be accepted as cash, and, if of average value, will more than make the down payment on a new car.*

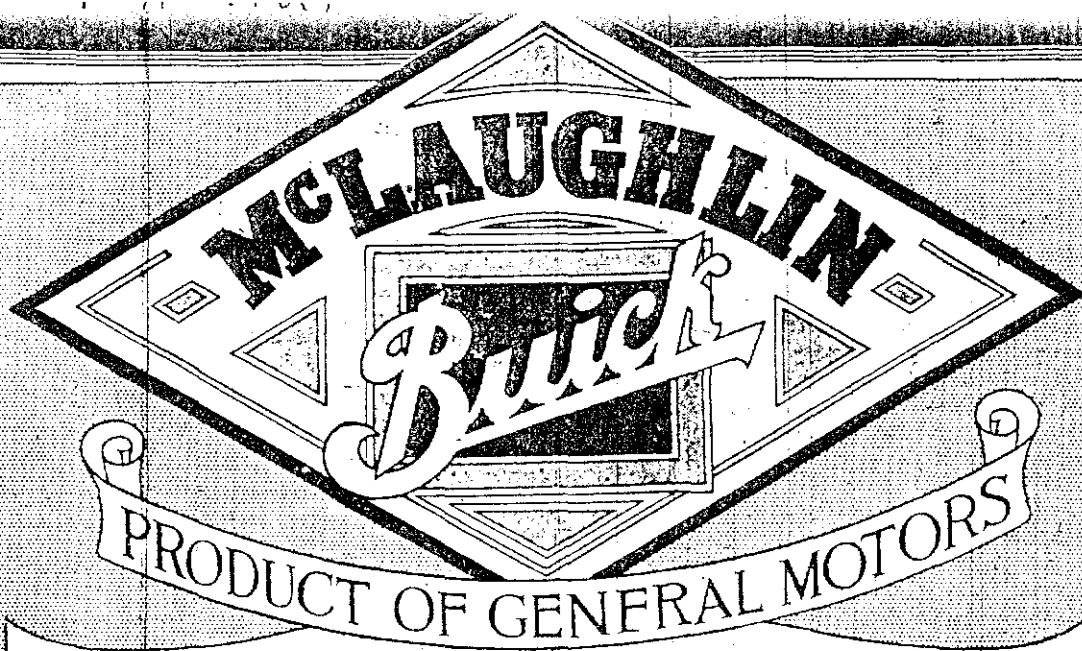
ASK THE MAN WHO OWNS IT

## WESTERN CANADA MOTOR CAR COMPANY LIMITED

263 Edmonton Street, WINNIPEG

Phone 86 333





# 17 new 1925 models -

at prices that make them the  
GREATEST motor-car values in Canada

## Master Sixes

25-44	Roadster - - - -	\$1995
25-45	Five-Pass. Touring -	2050
25-49	Seven-Pass. Touring	2250
25-49A	Seven-Pass. Enclosed Touring Car - -	2350
23-47	Five-Pass. Sedan -	3095
25-48	Four-Pass. Coupe -	3000
25-50	Seven-Pass. Sedan -	3390
25-50A	Seven-Pass. Limousine	3590
25-51	Five-Pass. Brougham Sedan - - - -	3300
25-54C	Three-Pass. Country Club Special - -	2950

## Special Sixes

25-24	Roadster - - - -	\$1600
25-25	Five-Pass. Touring -	1620
25-25A	Five-Pass. Enclosed Touring Car - -	1720
25-21	Five-Pass. Double Service Sedan - -	2085
25-26	Business Coupe - -	1930
25-27	Five-Pass. Sedan -	2395
25-28	Four-Pass. Coupe -	2250

*All Prices at Factory  
Government Tax Extra*

**McLaughlin Motor Car Co. Limited**

Winnipeg Branch:

Retail Store — 204-212 Princess Street.

Maintenance Station—275-277 Maryland Street.

M-143

# MCLAUGHLIN-BUICK

# Big Reduction On Brand New Pontiacs

1930

Do not miss this opportunity of securing, at greatly reduced price, a brand new Pontiac Big Six, manufactured just previous to the current model. Any one of them may be purchased on the G.M.A.C. plan of easy payments, and carries with it the regular new car guarantee and the General Motors Owner Service Policy, most complete in the industry.

Sedan - \$1095

Coach - 995

(WINNIPEG DELIVERED PRICES)

Above prices include all government taxes, standard catalogue equipment and spare tire, tube and cover, Lovejoy shock absorbers front and rear, spring covers, bumpers and bumperettes, and full tank of gasoline. License extra.

**Carter-Latter Motors Limited**

Fort St. at St. Mary's Ave.

Phone 89367

WINNIPEG, MAN.

**Western Canada Motor Car Co., Ltd.**

Cor. Edmonton St. & Graham Ave.

Phone 86333

WINNIPEG, MAN.

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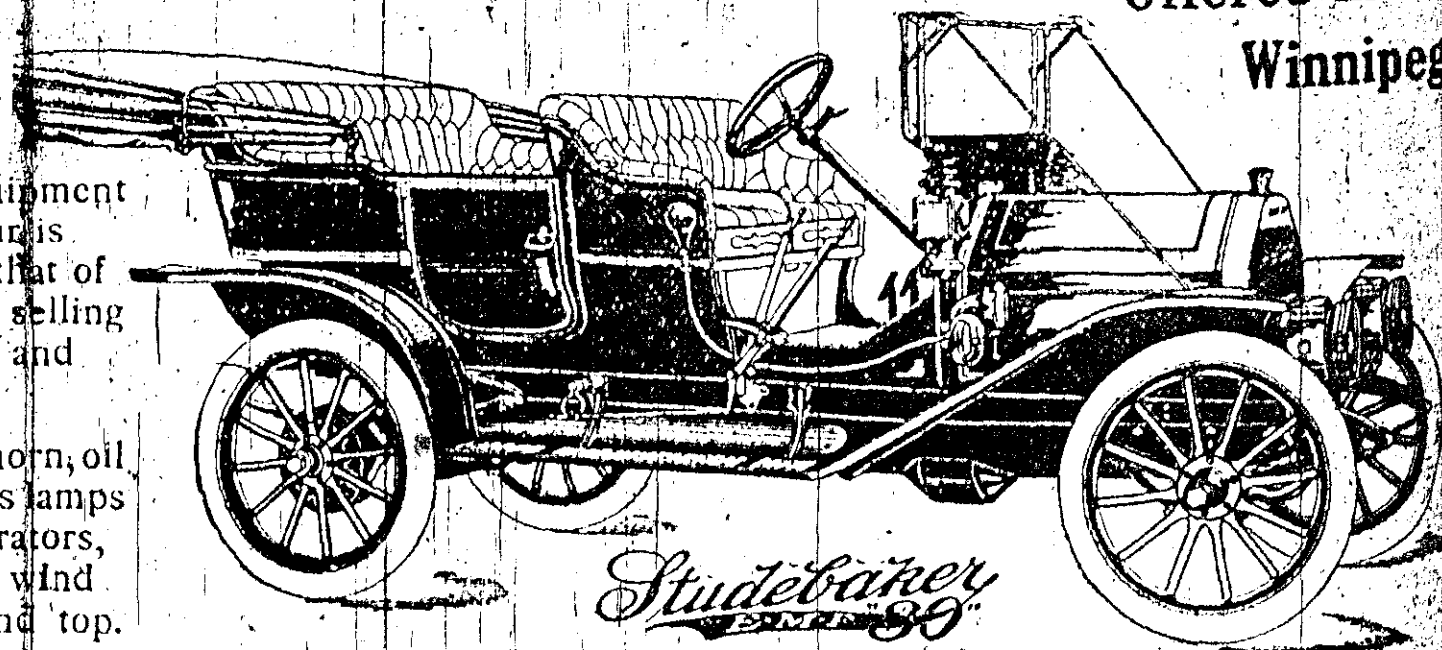
# Studebaker

## Model "39"

The Greatest  
Automobile  
Value Ever  
Offered in  
Winnipeg

The equipment  
of this car is  
equal to that of  
any cars selling  
at \$4,000 and  
\$5,000.

Tube horn, oil  
lamps, gas lamps  
and generators,  
magneto, wind  
shield and top.



Studebaker  
Model "39"

We Also Have  
The Studebaker

SOME TERRITORY STILL OPEN FOR AGENTS  
WRITE

March  
20  
1909



# A Motor Carriage for the Average Man

## \$550

Complete with Solid Rubber Tires, Chapman Double Ball Bearing Axles, Horn, Wheel Steer and 3 Lamps.

The average man needs a motor carriage for business reasons.

- Because it will save him time
- Because he can make more calls, see more people, transact more business, get more pleasure out of life
- Because he can cover more ground at less cost, than by any other means of locomotion.

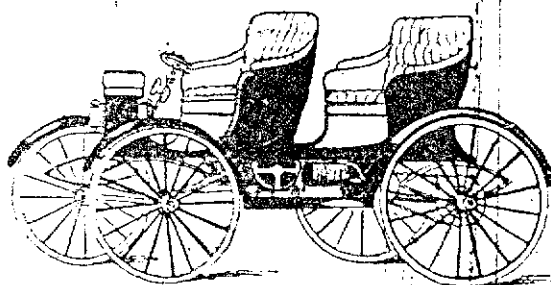
To the average man, the high wheel, Solid Rubber Tire Motor Carriage is a necessity, not a luxury.

Of course, the delightful rides he can enjoy—the pleasure of the evening spins and holiday runs—are just that much extra profit.

The average man—the Doctor, Lawyer, Business Man generally—does not need a \$5,000 touring car. On the same principle that the average man could use a real horse, yet would have no use for a 2 minute trotter.

The average man does need a Motor Carriage that costs no more than a good horse and buggy, and costs less to keep.

Tudhope-McIntyre Model H H runs at an average speed of from 8 to 15 miles an hour, although some men drive it at 25 miles an hour—two minute gait—and others prefer to jog along about 3 miles an hour. You can do any, or all, on the same gear.



**Tudhope-McIntyre Family Surrey**

\$550.00 Complete with solid rubber tires, Chapman Double Ball Bearing Axles, Horn, Wheel Steer & 3 Lamps.

Two speeds forward and one reverse.

The average cost of running this \$550 Motor Carriage is one gallon of Gasoline for from 25 to 30 miles of travel.

Moreover, we guarantee every Tudhope-McIntyre Vehicle from top to bottom and end to end, to be free of imperfections in materials, and will replace any defective parts free of charge.

## DEALERS

and others, who can handle a reasonable number of these cars, should write us at once for terms and open territory.

We make 15 models from the Motor Buggy at \$350 to a 2 passenger Pleasure Wagon at \$1000. Our line embraces Stanhopes, Traps, 2 and 4 passenger Roadsters and Surreys.

The Tudhope-McIntyre \$550 Model H H is this low-priced, high-class motor carriage.

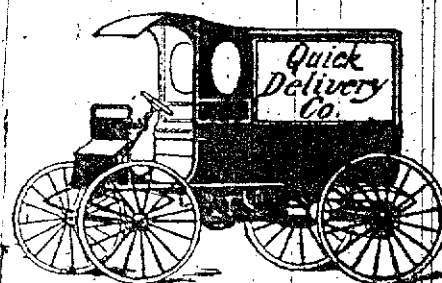
This \$550 Motor Carriage will go anywhere where you can drive a horse, and a good many places where a horse couldn't pull a buggy. It will go where the ordinary automobiles cannot travel. The Tudhope-McIntyre Model H H is never "stuck."

— Because its 12 horse power engine will carry it nicely up the steepest, stoniest, muddiest, sandiest road in Canada.

— Because it is a high wheel, rubber tired carriage with solid rubber tires, which stones, nails and glass can't puncture. We guarantee these tires, just as we guarantee every other part of this \$550 Motor Carriage.

— Because the high wheels, solid tires, light weight and chain drive "will get you there and back."

Then there's the Chapman Double Ball Bearing Axle that we guarantee to run for a year on one oiling. Talk about luxuries! No trouble with punctured tires and axles that need oiling only once in a year. Aren't these luxuries for the man who must be his own chauffeur?



**Tudhope-McIntyre Delivery Wagon**

\$1125.00 Complete with solid rubber tires, Chapman Double Ball Bearing Axles, Horn, Wheel Steer & 3 Lamps.

Designed especially for retail stores. Will make more deliveries and carry heavier loads at less cost, than a two-horse team.

Then, there's the prestige of having "an automobile delivery"—the good advertising—and the reputation it gives a store for being progressive.

**The Tudhope-McIntyre Co.**

Please Address  
Department W F

**Orillia, Ont.**