

Ford Ownership Extended to All by the National Payment Plan

WITH the new National Time Payment Plan of purchasing Ford cars now in effect throughout Canada, you need not be without a Ford this year. This attractive partial payment plan offers an opportunity to invest in the health, happiness and comfort that Ford ownership provides.

A small cash payment, from \$175 to \$200 permits you to drive away a two or five-passenger open model of the latest Ford design. The balance can be paid in convenient monthly payments. These are correspondingly small and may be extended over a period of more than a year.

Before you buy any car make sure that you see the extremely pleasing, comfortable and well-built Ford closed models. They give an added advantage of fullest protection and comfort through all kinds of weather. For those who make frequent social or business calls, this feature often proves well worth the slight difference in the cash and monthly payments.

The purchase of extra equipment such as balloon tires, wire wheels, bumpers, etc., does not increase your cash or monthly payments. This difference is taken care of by additional monthly payments. If you are interested in these "extras," ask your Ford Dealer to show the authorized Ford accessories to you.

National Time Payment Plan—Uniform Payments Throughout Canada

Runabout	175 cash	\$35 a month
Touring	200 cash	35 a month
Coupe	250 cash	40 a month

Tour	\$275 cash	\$40 a month
Hardor	300 cash	45 a month

A Safe and Profitable Investment

AN UNDERSTANDING of the principles on which the National Time Payment Plan is based, shows the soundness of this method of car purchase.

Fundamentally, this plan is designed to encourage saving and at the same time to enable the individual to enjoy the benefits of car ownership by paying for it out of his income rather than from his savings.

Holdings of stocks, bonds and real estate need not be sold, nor need your savings account be seriously depleted to buy a car. The exceptionally easy terms offered by this plan make Ford ownership possible without such sacrifices.

To those who have held off buying a car because of the lack of the entire purchase price, this affords an unusual means of Ford ownership without further delay.

Life insurance is perhaps the most widely used time payment plan in existence. It is backed by reputable concerns and recognized as good business. The National Payment Plan is also a sound and convenient means of buying the health and happiness that a Ford car can bring you.

Make this year one of fullest enjoyment. See your nearest Authorized Ford Dealer now and arrange for delivery in good time.

Products of Traditional Quality

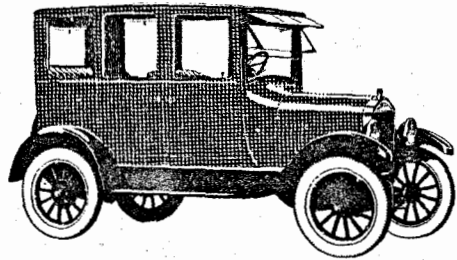


NATIONAL TIME PAYMENT PLAN



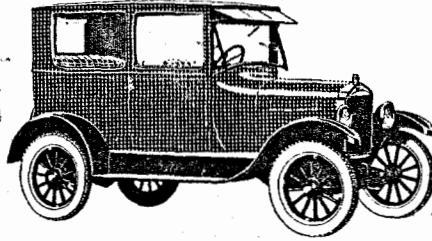
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CASH PRICES SHOWN APPLY EVERYWHERE IN THE DOMINION



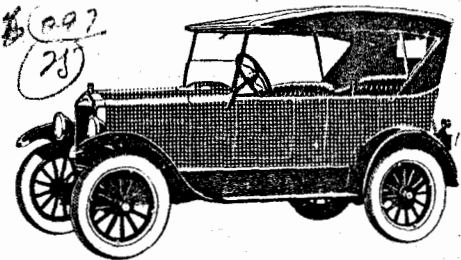
\$300 FORDOR SEDAN \$45
~~\$350~~ Cash—~~\$50~~ a Month

The Fordor Sedan is one of the finest of the Ford closed cars and combines the roominess and comforts of the other models with numerous exterior and interior appointments that appeal to certain car buyers. Five passengers.



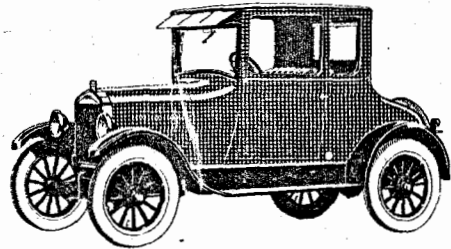
\$275 TUDOR SEDAN \$40
~~\$300~~ Cash—~~\$45~~ a Month

The Tudor Sedan is the car for family use in all kinds of weather. It is one of the most popular closed models in the automotive field.



TOURING CAR
\$200 Cash—\$35 a Month

The five passenger Ford Touring model is a utility car, ideal for summer outings, all manner of passenger transportation. This latest design is marked by its improved appearance, roominess and roadability. Snug-fitting side curtains that swing with the doors keep the interior comfortable and dry in bad weather.



COUPE
\$250 Cash—\$40 a Month

The Coupe is the ideal year round two-passenger car for business and pleasure. The exceptionally roomy rear deck compartment affords liberat space for packages, sample cases or the pleasure trip luggage.

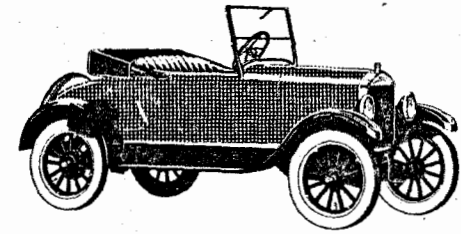
HERE are the new Ford models embodying the latest in style, comfort and convenience. You can drive away any one of these models by simply making a small down payment as prescribed by the National Payment Plan.

The payments shown on this page are standard throughout Canada. There is no increase in the cash or monthly payments irrespective of where you live. The down payment does not vary regardless of freight, license, tax, license charges and is not altered by the accessories made at the time you buy your car.

The value of this offer is enhanced by the fact that you buy one of the new model Ford cars with their many improvements and new features without any price increase. You also have a choice of any one of three colors in all models—Moleskin, Green and Gray—each a strikingly attractive lacquer finish beautifully set off by the black enamel undercarriage and nickelled radiator and headlamp rims.

All Ford models are now obtainable on the National Time Payment Plan from your local authorized Ford dealer in conjunction with Traders' Finance Corporation Limited.

All Models in 3 Color Options —
 Green—Moleskin—Gray



RUNABOUT
\$175 Cash—\$35 a Month

A car for two and the open road. With top lowered, its sporty, sweeping lines find immense favor with young and old alike. With top up and curtains adjusted it offers protection from the heaviest storms.

BUY *Ford* ACCESSORIES FROM YOUR *Ford* DEALER