

# s of Opportunity

of the Ford Motor Company of Detroit. The benefits of the vast resources of the Ford Motor Company of Detroit are shared with the Ford Motor Company of Canada, Limited, and in turn with you.

Because of the value built into its products for the past twenty-five years, the Ford Motor Company of Canada, Limited, is one of the leading industrial organizations in the Dominion, and a large employer of skilled labor. The frame building of 1904 is now a plant covering many acres of ground. The force of 17 has grown to a peak of 7500, with an average annual payroll of \$11,000,000.

ASSEMBLY branches are maintained at Montreal, Toronto, Winnipeg and Vancouver, sales and service branches at St. John, London, Calgary and Regina, and more than 700 Ford dealers are at your service throughout Canada.

It is interesting to know, too, that all Ford cars for the British Empire, other than for Great Britain and Ireland, are made by the Ford Motor Company of Canada, Limited. Affiliated in its wide activities, are the Ford Motor Company of Australia (Pty.) Limited; Ford Manufacturing Company of Australia (Pty.) Limited; Ford Motor Company of South Africa,

Limited; Ford Motor Company of India, Limited, and the Ford Motor Company of Malaya, Limited.

Greater than the mere size of the Ford Motor Company of Canada, Limited, however, is the part it has played in bringing the benefits of economical transportation within reach of all the people. For the low-priced automobile has done more than perhaps any other single thing to increase the standards of living and to make this a united country.

The coming of the Ford helped to level hills, extend horizons and remove many of the barriers of time and distance. By emphasizing the need, it has been a leading factor in the movement for good roads throughout the Dominion. By teaching men to use power, it has helped to take heavy labor off the back of man and place it upon the broader shoulders of the machine. In every line of activity—wherever men live and work—it has extended the limits of opportunity and furnished the means for greater enjoyment of leisure hours.

The unusual acceleration and speed of the present Ford—its safety, comfort, roadability, reliability and economy—the scope and availability of Ford Service—all contribute to its increasing usefulness to the people of Canada.



FORD MOTOR COMPANY OF CANADA, LIMITED

1/4 inch

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