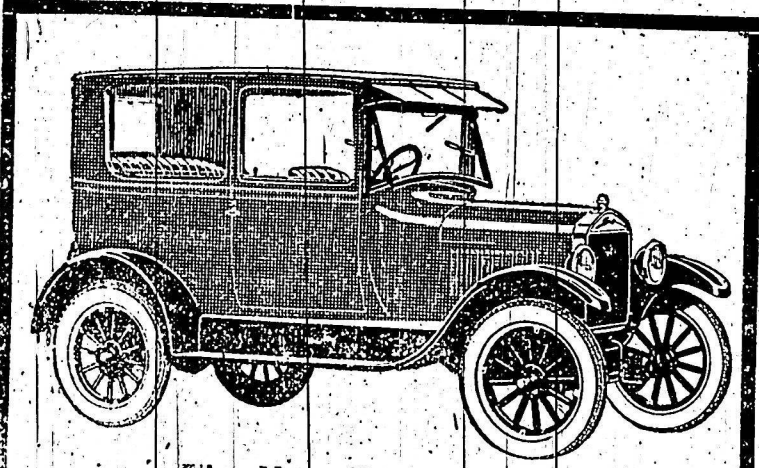


New Ford Premises will Open Saturday

1927 Ford Models will be Shown at Opening of R. Down's Markdale Garage

Count the Bolts and Nuts in the Jar and win a New Tire and Tube for your Car -- FREE

To every visitor entering our new salesroom and garage on Saturday, April 23rd, between 9 a.m. and 6 p.m., we will give a ticket which will bear the visitor's name and address. He will write on this his estimate of the number of Ford bolts and nuts on display in a jar in our showroom. To the person guessing the correct number or the nearest correct we shall give, absolutely free, a new Firestone 30x3 1/2 Universal Cord Tire. Second prize will be a Firestone 30x3 1/2 Heavy Duty Tube. Don't miss this big feature event on our opening day, Saturday, April 23rd.



The New Tudor Sedan

Standard equipment includes: one-piece clear vision windshield, front and rear view mirrors, dash lamp, steering wheel, new type front seats, provision for extra seats, nickel plated radiator and head lamp bezel, hood, fenders, mud flaps, and mud flaps. The car is a complete unit, and is ready for the road. Price \$680.

Complete Line of Genuine Ford Parts Carried

Smart Service on Gas, Oil, Repairs and Accessories

Saturday, April 23rd, will be Ford Day in Markdale. On Saturday the Markdale home of the new Ford products—cars, trucks, tractors and parts—will be officially opened to the public. The new 1927 models of every type will be on display. The new show room and garage is centrally located, next door to the Revere Hotel.

There will be a complete display of new Ford models and a full line of genuine Ford parts and accessories.

Also, the New Ford Hot Plate Vaporizer will be shown, which is now standard equipment on all Ford models.

Mr. Robt. Down, the proprietor of Markdale Garage, is well known to the people of Markdale and vicinity, having been associated with H. Down & Sons, Ford Dealers at Flesherton, for the past seven and a half years.

In the new Markdale garage with Mr. Down will be Jack Dow in charge of book-keeping and parts; Steve Sutton in charge of the workshop and assisting him Hanley Blackburn.

With this organization Ford owners and prospective Ford owners in this vicinity can rest assured that their needs will be splendidly looked after.

FIRST CLASS FORD SERVICE

With the official opening of the new Markdale Garage on April 23rd, Mr. R. Down announces a most complete service on Ford cars, trucks and tractors. A splendidly equipped work shop in charge of Steve Sutton is now open at the rear of the garage where expert mechanics will attend to all kinds of work.

With a complete stock of genuine Ford parts always on hand, customers will get quick intelligent service at the new Markdale Garage.

See the New Ford Hot Plate Vaporizer

The Ford Hot Plate Vaporizer is the most advanced improvement on the Ford engine in the past nineteen years. It produces a perfect mixture which burns to the last atom because it is completely vaporized.

Ford Hot Plate Vaporizer Gives These Advantages

1. Gasoline burns more readily and completely.
2. Smoother engine performance.
3. No crank-case dilution.
4. Easier starting.
5. Low grade fuels give good performance.
6. More power and mileage per gallon.
7. One setting of carburetor is sufficient for all weather and driving condition.
8. Greater flexibility, especially at low speeds.

Ford Motor Co. of Canada a Real Canadian Institution

Imports Only Those Parts Which Dominion Cannot Produce

The Ford Motor Company of Canada, Ltd., which has its parent plant and headquarters at Ford, Ontario, is by far the largest single producer of automobiles under the British flag. Its annual capacity is in excess of 100,000 cars a year and over 5,500 dealers distribute the product to nearly every part of the vast British Empire, except the United Kingdom itself.

This is purely a Canadian enterprise, manufacturing nearly all of its parts and importing only such material as Canada is not able to produce at a reasonable price, or in dependable quantities.

The company enriches the Dominion treasury by millions of dollars every year, and furnishes employment to thousands of men at the minimum wage of \$6 a day. The Ford City plant alone has over 6,000 men on its pay roll.

The company supplies Ford Cars, trucks and tractors to Canada, Australia, New Zealand, India, Burma, Dutch Indies, Newfoundland, Union of South Africa, S.W., African Protectorate, Zanzibar, Rhodesia, Kenya Colony, Gold Coast, Nigeria, Sierra Leone, Gambia, British Borneo, British Samoa, Mauritius, Reunion, Fiji, New Caledonia, British New Guinea, Aden and Nyasaland.

A special Guide Service has been inaugurated at the plant of the Ford Motor Co. of Canada, Ltd., for the benefit of visitors. Experienced guides conduct individuals or parties around the plant explaining operations and giving the man insight into the manufacturing methods employed in producing the only all-Canadian made car.

The Ford Motor Co. of Canada, Ltd., covers an area of two hundred and four acres at Ford, Ont.

Seventy-five thousand tons of coal per year is required to operate the power plant of the Ford Motor Co. of Canada, Ltd., at Ford, Ont., when it is running at full capacity.

The new machine shop of the Ford Motor Co. of Canada, Ltd., at Ford, Ont., represents fifteen acres of ground over a single concrete floor.

A massive steel press exerting a pressure of 800 tons to the square inch is employed to shape fenders at the plant of the Ford Motor Co. of Canada, Ltd., Ford, Ont.

In 1910 the Ford Motor Co. of Canada, Ltd., employed 118 people. In 1926 there were 6,706 individuals directly on its payroll.

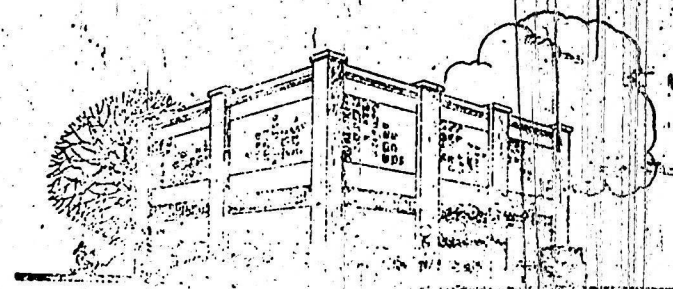
The Real Canadian Car

We have for sale the only motor car made entirely in Canada, a product that has held the leadership of all cars during the past twenty-five years and proved its superiority as an investment in motorized transportation.

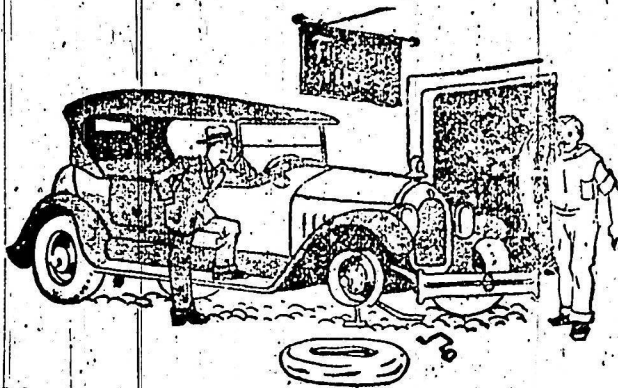
But our business has not been organized for the sole purpose of selling Ford cars, trucks and tractors. We are here to give service. Both those who now own a Ford, and those who are going to buy one, will find that our service facilities and our service staff are unequalled in this part of the country.

Our investment in this community is large because we are operating a permanent business. That means you can come to us with confidence and be sure of honest value and square dealing.

R. DOWN
MARKDALE GARAGE
Ford Sales and Service



CARS TRUCKS TRACTORS



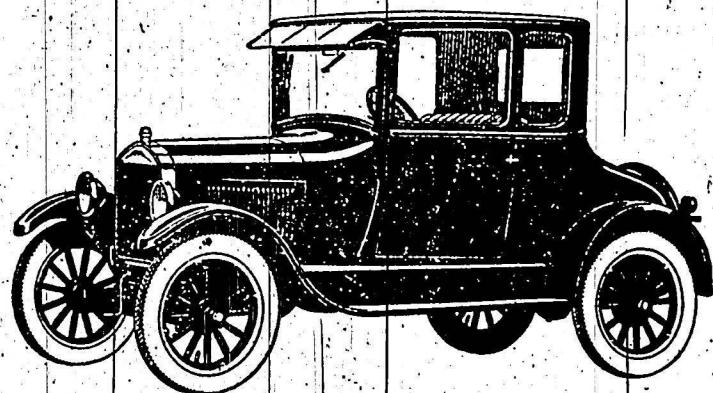
The Guide to Safe Tire Service

"Firestone Tire Specialist"

Only by specializing in Firestone Tires are we able to give the high type of service that insures most miles per dollar from your tires. Call in to-day and we will gladly see that your alignment and pressure is correct.

ROBT. DOWN, FORD DEALER, MARKDALE, ONT.

A NEW HOME for THE REAL CANADIAN CAR



You are cordially invited to visit our new premises in which a full display of the improved Ford models awaits your inspection.

With the improved sales and service facilities afforded by our new home, and with the superior quality and superior value of the Ford product we are able to offer the car buyer everything that will afford him complete and lasting satisfaction.

R. Down
Markdale Garage
FORD SALES AND SERVICE

PEERLESS GASOLENE Will Give The Best Results AUTOLENE Motor Oils

The British American Oil Co., Limited

For Sale at Robt. Down's -- Markdale Garage
FORD SALES AND SERVICE

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Creamery

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