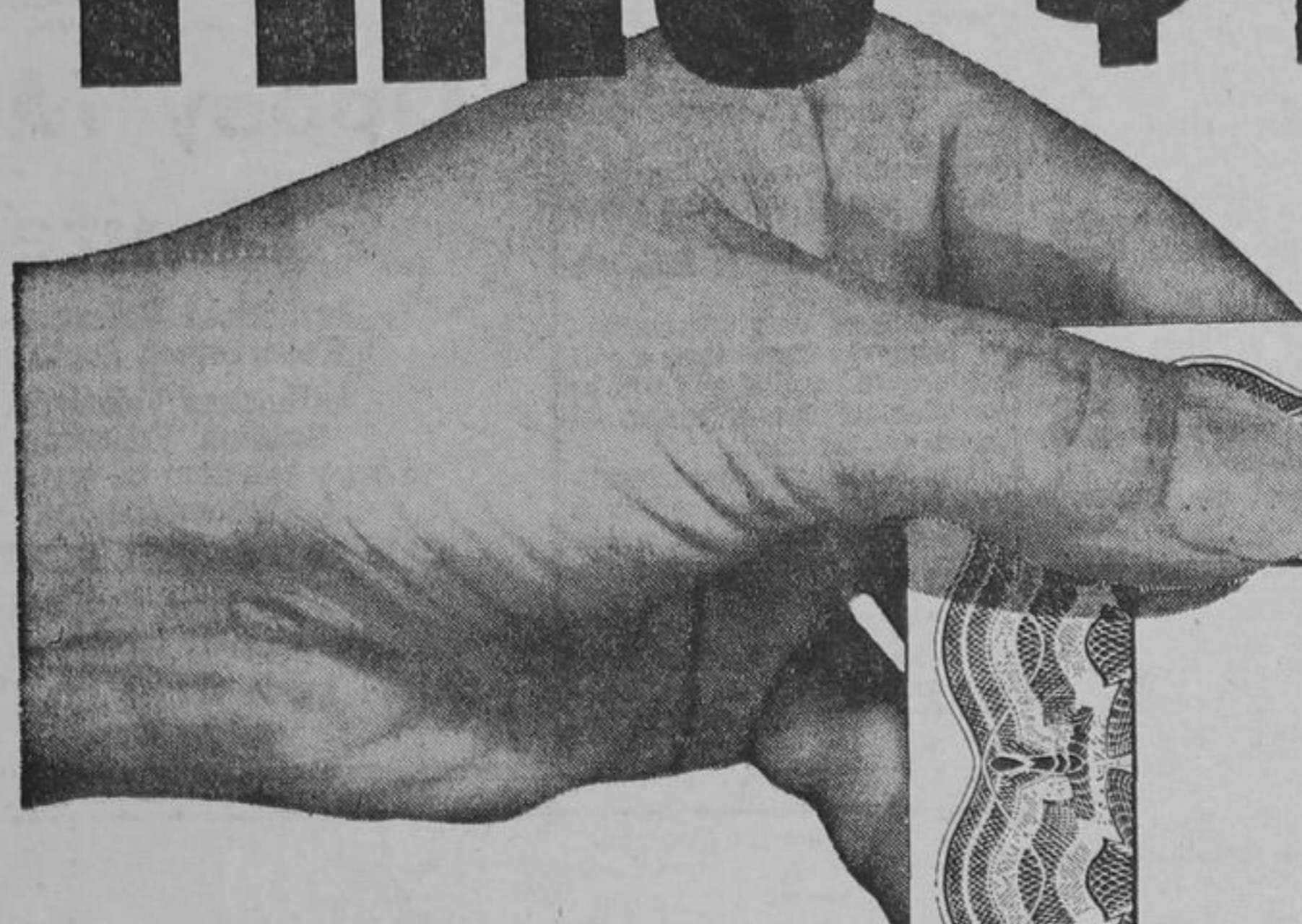


EVERYBODY WHO SEES THE '64s AT R.D.LITTLE GETS THIS \$200 BOND!



1964 REDUCTION BOND

200

DOLLARS

TO THE ORDER OF _____ DATE _____

SPECIMEN

TERMS

R. D. LITTLE & SON, LTD. hereby agrees, and is legally obligated, to reduce the retail invoice price of any new 1964 car purchased within 60 days of above issuance date to the above named purchaser as follows:

BOND VALUE IS \$200.00 toward any 1964 Ford Galaxie, Fairlane, or Falcon; and \$500.00 toward any luxury Thunderbird.

(Persons Authorized to Validate this Bond: Mr. R. D. Little, President / Mr. D. L. Little, General Manager / Mr. Ray Ball, Sales Manager)


CONDITIONS

This is a personal bond, in effect only for the party whose name we have filled in above. It is valid for only 60 days from the above issuance date. Only one such bond will be accepted toward the purchase of any single 1964 Ford vehicle.

TRADE-INS

It is understood that this "bonded" reduction is in addition to the regular high trade-in allowance on your present car for which R. D. Little & Son, Ltd. is famous.

I hereby affix my seal.


 Authorized Signature.

EXCLUSIVE!
WITH LITTLE FORD

this
SAVIN' BOND
will be issued
Today, Friday,
Saturday and Monday
ONLY!

YEAR-END TAX SITUATION MAKES POSSIBLE THIS STARTLING OFFER!


"Our tax man says we can do it! So we're offering you our word and our bond to save you \$200 to \$500 on any new 1964 Ford purchased during the next 60 days!"

"Let's not kid. We know you're not going to buy today. You'll want to see the new Chevys, Plymouths and all the other 1964 cars. But after you compare, we know you'll want to buy a new Ford. And we know you'll find our validated agreement to save you \$200 to \$500 on any new 1964 Ford you may decide to buy in the next 60 days, the most honest and above board offer any dealer has ever made you!"

"Nobody has ever done anything like this before—right at the introduction of the new models! And we may never be able to make such a startling offer again! Only our year-end tax situation makes it possible."

HOME OF THE MOST AFFORDABLE FORDS IN TOWN

LITTLE


SINCE 1927

FORD



Mr. D. L. Little, General Manager

R. D. Little & Son Limited—Yonge Street, Richmond Hill—