

Ford Motor Company

OF CANADA, LIMITED.

Ford, Ontario

November 17, 1928.

ALL FORD DEALERS -

The enclosed series of advertisements, covering the important features of the new car and including all passenger models with the exception of the Standard Coupe, provide for a very complete dealer advertising campaign.

These are numbered to facilitate ordering by you. Blocks will be sent out properly mortised to take your name and address. If requested, we will gladly have the slogan "The Real Canadian Car" tooled out. This would, if desired, make it a simple matter for you to have inserted the slogan, "A British Product", otherwise the space must remain blank.

Advertisements for the Standard Coupe are to be made up and pulls will be sent to you.

Please write or cable using only the overseas numbers indicated.

Yours very truly,

FORD MOTOR COMPANY OF CANADA, Limited,

HV/CB


Advertising Department.