

Buttonville

The Buttonville Ladies Aid purpose giving a Garden Party at Mr. Cline Barr's on Saturday, July 15. Tea will be served from 6 to 8 o'clock, and ice cream will be served from a booth. Admission 20 cents. Come and see us.

King Council met at Sutton's Hotel, Schomberg, on Saturday, June 24, ordered the payment of a large number of bills and accounts and passed a number of resolutions. The Council adjourned to meet at Armstrong's Hotel, King City, on Saturday, July 29.

Division Court

The Next Sitting of Division Court No. 3, County of York, will be held in the Court Room,

RICHMOND HILL

Tuesday, July 25, 1916

Commencing at 9.30 a.m.

T. F. McMAHON, CLERK



THERE WILL BE
ROOM IN YOUR CHUM'S
TENT FOR YOU
WE ARE ALL CHUMS
COME AND BE ONE OF US
BEFORE WE GET INTO
SUMMER TRAINING CAMP
320^E YORKS

Spectacle at C.N.E.

This will be "Federation Year" at the Canadian National Exhibition and everything has been planned to symbolize Imperial unity and power, the new bonds of Empire brotherhood welded in the crucible of War or distant battlefields. In keeping with the significance of the event plans have been laid for a Spectacle of unusual beauty and brilliance, a superb, satisfying simile of Empire might and cohesion. Over 1,200 performers will be required and they will include soldiers representing all parts of the British dominions the world around, from the lathy, dignified Sikh and the big black chief of Somaliland to His Majesty's own Brigade of Guards. The pageant will be erected before a 700 foot reproduction of the British Houses of Parliament, the War Office and Westminster Abbey, all constructed with a wealth and truth of detail such is to almost convince onlookers who have been there that they are back in the "Heart of the Empire."

Farm Laborers Wanted

The Western Provinces of Canada have experienced an acute shortage of Farm Laborers for Spring Seeding and Summer work this year.

Even when times were normal throughout Canada moreover, it was always necessary to bring from twenty-five to thirty thousand Laborers from Eastern Points for the Harvest season.

As voluntary enlistments have been very heavy, and inasmuch as a successful crop is predicted by the experts, grave fear is being felt along the Lines of the Canadian Northern Railway, on account of the difficulty experienced in obtaining Labor, which means steady work and good wages for all who visit in the districts served by the C.N.R.

For further particulars apply to

C. HARDY,
Station Agent,

or write to R. L. Fairbairn, General Passenger Agent, 68 King Street E., Toronto, Ont. 22

Promotion Exams at Langstaff School

Junior III to Senior III. — James Scott, Dorothy Banks.

Senior II. to Junior III. — Georgia Chapman, Myrtle Reaman, Harvey Tomlinson, Mark Orr.

to Junior II. — Lottie Ball, Eddie Banks.

Names in order of merit.

Residents, including Maple to the west, and Unionville to the east, along the route of the good roads system are loud in their complaints about the dust on account of the roads not being oiled. The clouds of dust are very annoying, and the roadway is being injured through lack of oil.



THE STANDARD BANK

OF CANADA
HEAD OFFICE - TORONTO

DEPOSITS RECEIVED SUBJECT TO CHEQUE.

Savings Bank Deposits bear interest at highest current rates.

RICHMOND HILL BRANCH
L. E. HAND, Manager.

WALNUT GROVE STOCK FARM

Langstaff

PRESENT OFFERING

HOLSTEIN BULLS AND FEMALES
CLYDESDALE MARES

All cows are bred to the present stock bull Lyons Segis King.

Interested parties will be met at Langstaff by appointment.

C. R. James Langstaff P.O.
Phone Thornhill

Summer Session

Now open in Shaw's Business Schools, Toronto, Ont., continues until Aug. 28th, when Fall Term begins. No vacations. Enter any time. Free catalogue. Write W. H. SHAW, President.

FOR SALE

\$800.00 six roomed cement house, commonly known as the creamery property, situated on Arnold St., Richmond Hill. Lot 45 x 210. This property must be sold as the owner has enlisted and does not intend returning to Canada. A cash payment of \$300 will be accepted.

A. E. GLASS

BEAVER BOARD
Walls & Ceilings
for home, office or store, for new work or remodeling. Quickly put up without mess. Comfortable, artistic and crack-proof. ASK US.
L. INNES & SONS
Richmond Hill
Ontario

F. J. WOODWARD

GENERAL BLACKSMITH,
New Gormley

ALL BRANCHES OF THE TRADE
STRICTLY ATTENDED TO

SHOEING LAME AND INTERFERING
HORSES A SPECIALTY

PATRONAGE SOLICITED
AND SATISFACTION GUARANTEED

F. J. WOODWARD.

Price Before the War \$650 Price After a Year of War \$530

Why Are We Proud To Advertise This?

On the very day that war was declared the price of the Canadian Ford car was reduced \$60.

But don't mistake the reason for this reduction. It was made in spite of the war—not because of it.

To understand this reason properly requires a knowledge of how prices of Ford cars are decided upon.

These prices are based on the estimated production for the coming year—never on the profits earned the preceding year.

For instance, some time before August 1, 1914 the Ford Canadian executives decided that the demand for Ford cars for the fiscal year starting Aug. 1st., would be about 30,000 cars. With this production it would be possible to reduce the price \$60.

So an announcement was made to the public at large that the prices of Ford cars would be \$60 less for the coming year.

It must be admitted that this was a remarkably sincere and substantial expression of faith in the prosperity of Canada and the Empire that prompted this Canadian firm to stake their entire business, on the continued prosperity of their country.

Yet the Ford Canadian executives did not allow the war to interfere with their plans in the slightest degree. They considered the prosperity of Canada and the victory of the allied cause as assured.

This was emphasized a second time last August when the prices of Ford cars were again reduced by \$60.

Profitably to manufacture the Ford Canadian car at this lowered price requires a production of 40,000 cars during the year ending Aug. 1, 1916.

To quote from General Manager McGregor's own statement:

"If this company is able to manufacture and sell 40,000 cars between August 1, 1915 and August 1, 1916, we know that our buying capacity, the production efficiency of our manufacturing plant, and the distribution of overhead expense over a volume of this size will enable us to reduce our prices \$60 per car and

still make a reasonable profit for the company on this volume."

"If we are only able to manufacture and sell 20,000 cars, the reduction of \$60 per car would not be warranted and this company would be operating at a loss. It is the profit on the additional 20,000 cars which makes the price reduction of \$60 possible."

Although to build 40,000 cars means doubling last year's business, the Ford executives firmly believe that prosperity in Canada will be of such proportions this year as to create a demand for fully this much increased business. And the sales to date and the prospects for the next few months prove that they are correct in their belief.

Moreover, this action becomes increasingly significant when the advance in price of raw materials is taken into consideration. At least one automobile manufacturer has been obliged to increase the price of his car on this account. And the Ford Company again have an added burden in the increased duty on the few raw materials that they are obliged to buy in the United States. But all of these increases have been absorbed into manufacturing costs by the Ford Company as part of its obligations and its duty in times such as these.

It is another significant fact that while prices on other products have so generally been increased, the prices of Ford cars have been decreased.

So the Ford Company of Canada, is proud to advertise this reduction in Ford cars because it is a substantial, material proof of its faith in Canada.

The Ford Motor Company of Canada, Ltd., is a Canadian Company owned in great part by Canadians, and as such believes in Canada. It believes in her prosperity. It believes in her final triumph and the triumph of the Empire in this tremendous struggle that is now demanding so much from her manhood and from the faith and support of her people.

And this Company is willing to back its belief to the last cent.

Ford Motor Company of Canada, Limited, Ford, Ont.

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|---------------|-------|
| Ford Runabout | \$480 |
| Ford Touring | 530 |
| Ford Coupelet | 730 |
| Ford Sedan | 890 |
| Ford Town Car | 780 |

£. o. b. Ford, Ontario



7-A

All cars completely equipped,
including electric headlights.
Equipment does not include
speedometer.

G. A. M. DAVISON, Richmond Hill and Unionville
Dealer for Markham, Scarboro and York Townships, including Yonge Street