

The regular meeting of the Thornhill Horticultural Society will be held Tuesday, August 1, at 7 p.m., on Mr. Nisbet's lawn. Mr. Ivison, the gardener in charge, will be pleased to give information about the care and cultivation of flowers or vegetables. A business meeting will be held at 8 o'clock.

Rice—This is a staple food. There is scarcely another product which offers you so much real food value for the money. Java rice, 3 lbs. 25c; Japan rice, 4 lbs. for 25c; old Canadian cheese, excellent quality, lb. 25c; Lilly White Shoe Polish, bottle 10c; Boy Scout, tin 10c; catsup, large bottle, 15 and 18c; 2 half-pound tins good red salmon for 25c; Sunflower brand, 15c; Horse-shoe and Clover Leaf, tin 25c; good quality brooms at 30c, 40c, and good carpet broom, 50c.—Atkinson & Switzer.

#### Not Yet Settled

Albert Gordon, of Toronto, was arrested on Tuesday of last week and taken before Police Magistrate T. H. Branton, charged with criminal negligence in causing the death of John Gorman, of Jefferson, by running over him with his automobile.

The case was adjourned for one week, Mr. Gordon giving bail to the amount of \$2,500. The defendant was up again on Tuesday of this week when through his solicitor, Mr. Ferguson, he elected to be tried before a jury. The case will be heard at the Fall Assizes.

It will be remembered that when the case was up before a coroner's jury here the verdict given was "Accidental Death."

A good supply of baseball and lawn tennis goods on hand. Call and see them.—The Richmond Hill Hardware Co.

#### Thornhill

The members of the Horticultural Society who visited "Avoca Vale" were delighted with Mr. Moor's beautiful rose gardens.

Mr. Paxton, the head gardener, was very cordial in his reception, and gave a practical talk on rose culture, demonstrating how they should be planted and pruned, the best treatment for insect pests, mildew blight, and other enemies of the rose; winter protection of dwarf and climbing roses. Also some advice as to the best varieties for general culture. When we consider that each year thousands of roses are planted, and a great many of them imported stock, and they fail to give the results hoped for, we can appreciate the value of a talk of this kind for the amateur rose grower, and express our gratitude both to Mr. Moor and to Mr. Paxton for their help in extending knowledge of rose growing.

A good time to put up a clothes dryer. Easily handled and far better than the old style reel. Call and see them. Regular price \$7.00, now \$5.00 each.—The Richmond Hill Hardware Co.

#### A Reliable Agent Wanted

In every good town and district in Ontario, where we are not represented, Territory reserved for the right man. Highest commissions paid. Attractive advertising matter.

Splendid List of New Specialties for Season 1916 - 1917

Including the new everbearing Raspberry, St. Regis.

STONE & WELLINGTON  
THE FONTHILL NURSERIES  
(ESTABLISHED 1837) 50 12  
Toronto Ontario

A photo group of the good-looking men and women who attended the opening of the new market in the old C. P. R. station, North Toronto, was shown in several of the city papers Tuesday evening and Wednesday morning. Prominent in the front row are Reeve W. H. Pogsley of this village, and Rev. F. Elhott.

Advertise in The Liberal—It Pays.

All sizes of screen doors and windows, also screen wire, 18 to 42 inches wide. Doors 90c to \$2.00 each; windows 25 to 40c each; wire 3c per square foot.—The Richmond Hill Hardware Co.

Sapper Fred W. Simpson of Thornhill, who has been training at Ottawa with the Divisional Signallers, is spending a few days at home previous to sailing overseas.

## HELP! HELP!

### Thousands of Farm Laborers Wanted FOR THE WESTERN HARVEST

Good Pay and Employment in the Fertile Districts Served by the C. N. R.

**\$12.00 TO WINNIPEG**

Plus Half a Cent per Mile Beyond  
Return Half a Cent per Mile to Winnipeg plus \$18.00

Special Trains will be operated from Montreal and Toronto to Winnipeg  
**Canadian Northern all the way**

See Later Announcements for Train Service and Excursion Dates

For Full Particulars Apply to Nearest C. N. R. Agent, or General Passenger Department, Montreal, Que., or Toronto, Ont.



### Summer Session

Now open in Shaw's Business Schools, Toronto, Ont., continues until Aug. 23rd, when Fall Term begins. No vacations. Enter any time. Free catalogue. Write W. H. SHAW, President.

### Division Court

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

RICHMOND HILL

—ON—

Tuesday, Sept. 5, 1916

Commencing at 9.30 a.m.

T. F. McMAHON, CLERK

**BEAVER BOARD**  
Walls & Ceilings  
For home, office or store, for new work or remodeling. Quickly put up without muss. 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.

Ford Runabout . . . \$480  
Ford Touring . . . 530  
Ford Coupelet . . . 730  
Ford Sedan . . . 890  
Ford Town Car . . . 780  
c. o. b. Ford, Ontario



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