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NO. 26

## Professional And Business Directory.

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## GENERAL NEWS AND VIEWS

Guelph merchants are discussing the advisability of dispensing with the weekly half holiday.

Hon. Geo. S. Henry officially opened the new addition to the Stouffville school on Friday last.

The reason a Warton stove wouldn't "draw" was found to be a 20 pound comb of honey a swarm of bees had made in the chimney.

Mrs. W. H. Wilmot, of Sharon, York County was recently elected vice-Pres. of the United Farm Women of Ontario.

Plans are under way for the building of a new hotel in Orillia on the old Queen's Hotel site at an estimated cost of \$300,000.

A gasoline launch which will run over ice has been invented. But the gasoline car which will not run over pedestrians has yet to be devised.

A Peace River farmer has been given the oats championship at the Chicago International Exposition. Peace River will certainly feel her oats.

Good progress is being made with the erection of the Crosby memorial rink at Unionville. The steel frame is nearly all in place and it is expected another few days will see the rink practically completed.

All this newspaper discussion as to whether homework has any value just shows how opinions change as a person grows older. A vote of the public school children would likely be unanimous.

Citizens of Ontario may well express the hope that lawlessness shall never become rampant in any community. The trial of the outlaws in Beeton district cost Simcoe County Council \$3,000.

Shades of our grandmothers: a mother in Whiting, Indiana, spanked her 19 year old daughter. The daughter had her hauled to the police court where the judge fined the mother \$1. and costs of the suit, for spanking her own daughter.

Have you thought of sending The Liberal to a friend for Christmas? A year's subscription to The Liberal will make a most acceptable gift and one that will bring pleasure the whole year through. Friends away from home will particularly appreciate having the news from home regularly and will like your thoughtfulness in sending them the paper. Bring us in your subscriptions and we will send your friends a gift subscription card from you with the first issue of the Liberal they receive. Doesn't this appeal to you as an easy way to solve your gift problem?

Willowdale L.O.L. No. 2877, held their regular monthly meeting in the Municipal Hall on Thursday, Dec. 1st, when the officers for the ensuing year were installed by District Master Bro. J. Thurmer. One of the pleasing features of the evening was the presentation of the Past Master's Jewel to Wor. Bro. W. H. Bentley. Wor. Bro. Morton, Past District Master, and Bro. P. J. Hinbest, of Fairbank, gave short addresses after which refreshments were served.

The County Industrial Home Commissioners met at Newmarket last Saturday and passed the usual monthly accounts amounting to \$2,200, the greater portion of which was for coal and wood. It is expected that the present supply will put the Home over the coming winter. Tenders were opened for the supplies for 1928 and contracts were awarded as follows: Bread, T. Bolton, Newmarket; Meat—W. J. Tait, Newmarket; Groceries—F. Bowser and Son, Newmarket; Dry Goods—Whimster and Co., Aurora. The Commissioners staked out the ground for the new wing at the South end of the present Main Building and decided to ask for tenders immediately, the plans having been approved at the late session of the County Council. There are now over 100 inmates and every bed is occupied. There are no cases of continued sickness in the Home. The Commissioners were greatly pleased with the tidy condition of the Home and surroundings.

Speaking to the five hundred Junior farmers attending the Royal Winter Fair as guests of the Government, Hon. John S. Martin said that opportunities were just as great in the rural districts as anywhere and pointed out that there were more retired farmers than any other class. Boys, he urged, should not leave the farm unless they were convinced that they could excel at something else.

Within a year, the swing of the pendulum in the Senate is expected to bring into being another Liberal majority, when the present government will have an opportunity to fulfill its promises to reform the Senate. The present standing of the Senate is: Conservatives 51, Liberals 39, Progressives 1, vacancies 5. The five vacancies will be filled by Liberals within the year and it is possible that there may be other vacancies. Four more Liberal appointments in addition to those now imminent will change the face of the Senate. The dean of the present Senate is Hon. Pascal Poirer, who was appointed by Sir John A. Macdonald in 1885, now having served 42 years in the Red Chamber. The oldest senator is Senator Dessaulles who recently celebrated his hundredth birthday.

## NEW FORD CAR NOW ON DISPLAY

"A new Ford model will be on display at our showroom on Friday, Dec. 23. They will justify in every way the millions of dollars and months of labor expended in designing and perfecting them." Mr. Little made the above statement in announcing that the long-awaited new Ford cars and trucks soon will be on exhibition locally.

"Under the old system of production," Mr. Little said, "the introduction of a new article required only its design and the use of a few simple tools for its manufacture. But the Ford system has revolutionized production methods and has created a new standard of quality and accuracy at low cost. This is the reason for delay in introducing the new Ford. First it had to be designed, and it has been in process of design for a period longer than most people know. Then several models had to be built for test. Then tests had to be conducted and this was one of the great factors in consuming time. Any faults that developed under most rigorous test had to be corrected. Improvements that suggested themselves had to be incorporated in the test models and tried out. Finally, a little while ago, testing was concluded and the design approved. Then began the work of designing machines for production of the new car. When these machines were built they had to be tested, too. Infinite accuracy is the secret of Ford volume production methods and Ford low cost. Machines had to be perfected to perform delicate mechanical operations millions of times without varying a thousandth of an inch in accuracy. And when these machines finally were evolved and proved by test they had to be built in large numbers to retool the big Ford factory at Ford, Ont., where more than four thousand machines will be required to build the new cars and trucks.

"Tremendous interest has been shown locally in the New Car," said the Local Dealer. "This is evidenced by the fact that to date we have received 17 orders for cars, and that we have been kept busy continually accommodating the many people that have visited our showrooms to see our preliminary display.

"We have found it necessary to establish a policy of filling orders strictly in rotation. With the Ford factory swinging into large volume production, cars will soon be rolling in for local purchasers, but we feel sure that for some time the demand will far exceed the supply. "Never before," said Mr. Little, "has such public confidence in any manufacturer been displayed as in the reception of this new Ford Car. In the production of this car which is different in every respect from the famous Model T, the reliability of Ford manufacturing has been sufficient for thousands of Canadian car buyers to place their orders with cash deposits before any details were made known."

In commenting on the position of the present owners of Model T cars, Mr. Little declared that they need not fear neglect either on the part of the Ford Motor Company of Canada or dealers. The factory at Ford, Ont., will continue manufacturing Model T parts, and all dealers will continue to carry a full stock. Therefore, as long as Model T cars are being operated, parts and service are available. This policy of protection of present car owners against spurious parts is a creditable one.

"We are laying plans for a busy time when our first cars are delivered," stated Mr. Little. "The first model will be placed on public exhibition in our showrooms immediately it arrives and all who care to inspect it will be welcomed."

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