

Making the Canadian Dollar Go Farther than Ever Before

IN the purchase of the common commodities of life, the Canadian dollar has decreased in value during the past decade.

But, in the purchase of an automobile, the dollar is now worth one hundred to two hundred per cent more than it was seven to ten years ago—is worth more, in fact, than ever before in history.

While constantly raising the quality standard of its products, General Motors of Canada has

increased the purchasing power of the Canadian car-buyer's dollar.

... by the economies of volume purchasing and production,
 ... by the close co-ordination of resources and facilities,
 ... by improved labor- and time-saving methods of manufacture,
 ... by sharing with Canada the savings effected by increased production.

In quality and in value, the Canadian dollar now goes farther than ever before in the purchase of a General Motors car.

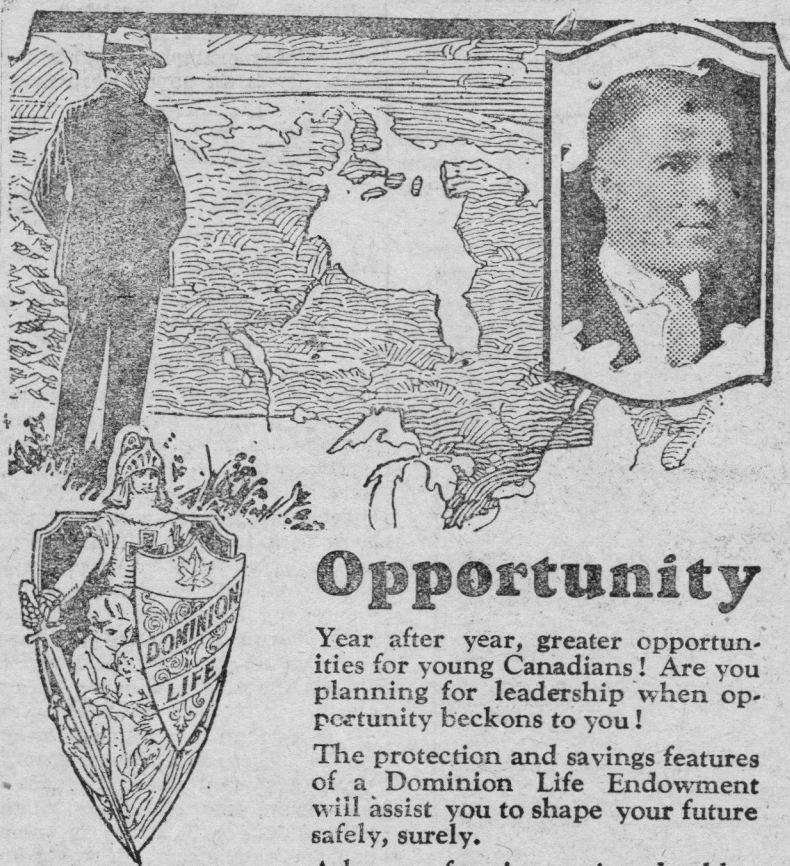
CHEVROLET PONTIAC
 McLAUGHLIN-BUICK LA SALLE

OLDSMOBILE OAKLAND
 CADILLAC GENERAL MOTORS TRUCK

GENERAL MOTORS
 of **CANADA** Limited

Home Office and Factories: OSHAWA, ONTARIO

GM-223B



Opportunity

Year after year, greater opportunities for young Canadians! Are you planning for leadership when opportunity beckons to you!

The protection and savings features of a Dominion Life Endowment will assist you to shape your future safely, surely.

Ask me for interesting booklet, "Canada's Future and Yours".

C. VIBERT CRAIG
 Ottawa Ontario

the DOMINION LIFE
 ASSURANCE COMPANY 2712A
 Head Office: WATERLOO, ONTARIO

FOR SALE

28 young pigs

Apply to

NOTICE

Any person dumping refuse on the roadside or in the ditches will be prosecuted, according to law

By Order
 RUSSELL COUNCIL

FOR SALE

A good sound young work horse, (Clyde)-French Canadian-Weighing around 1500 lb

Apply to:-
 R. E. MORRICE
 R-R-2, Russell, Ont.
 Bell Tel. - 601-6

FOR SALE

For immediate sale, House and Lot
 Apply to
 M. C. Macphail

FOR SALE

Auto Seat, Rubber Tired Buggy in good condition. Will sell reasonably
 Apply to

CHESTER CHERRY

McArthur-Warner Limited

OUR STOCK OF FALL GOODS

IS NOW COMPLETE
 MEDIUM WEIGHT SUITINGS, UNDERWEAR ETC.
 SEE OUR LINES OF DRESS GOODS.

HOW ABOUT A NEW FALL SUIT OR OVERCOAT?
 WE HAVE THEM ALL

LOOK

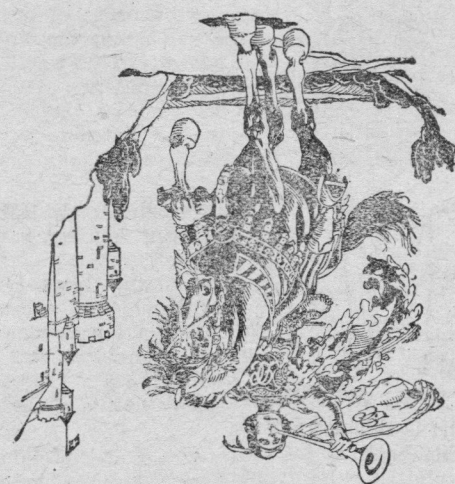
One large Galvanized Pail
 Containing:-1 pkg Chipso, 3
 Cakes P&G Soap, 3 Cakes of
 Gold Soap, 2 Cakes, Guest Iv-
 ory Soap, 1 Cake Ivory Soap
 Medium&1 Galvani²ed Pail,
ALL FOR 98 CENTS EACH



SPECIALS FOR SATURDAY, OCT. 8th.

5 lb pial of pure, fresh Honey for 62 cents.
 2 lb of Jam Filled Biscuits for 25 cents
 Fluffy Mellow Biscuits for 25-cents per lb
 Red Onions 7 lb for 25 cents

BELL TELEPHONE NO. 11



DE FOREST CROSLEY RADIO

By Appointment of

It gives us great pleasure to state that we have been appointed Dealers in this territory for De-Forest Crosley sets, speakers, tubes, batteries and power devices

Arrangements are now being made for a full showing of the De Forest Crosley "Royal Series," and shortly our announcement will detail the features that make the "Royal Series" the crowning radio achievement for 1927.

D, A. McARTHUR