

NOTICE

The Holstein Livestock Shipping Association has been re-organized and will commence shipping on Tuesday, Oct. 23rd, and on following Tuesdays, as can be arranged. Any one having stock, hogs or lambs especially please notify

ANDREW HUNTER, Shipper

HOLSTEIN LEADER

LETTER POSTAGE

At the coming session of Parliament efforts will be renewed to secure penny postage as before the war. The Government is considering the matter and looking into its financial aspects. It is claimed to be more a matter for the Finance Department than for the Post Office. An extra revenue of 20 millions is calculated to accrue from the extra cent postage. On the other hand, it is argued, that the increased volume of business would compensate and this is substantiated in a way by experience when the original reduction from three to two cents took place. It is to be hoped if two cent postage is again adopted, it will not mean, as it did before, an increase in parcel post and other charges. It should be remembered too, that the maintenance of rural mail delivery means a greatly increased expense without anything like an equal return in revenue from letter postage.

SHALL IT BE NINETEEN PLENTY FOUR?

Pessimists would have you believe that this world is reaching a stage of mediocre living—that life at its best now is a continual groping to exist.

But the year of 1924 will unquestionably find the Canadian government, the Province of Ontario, the County of Grey, the Town of Durham and your own family in improved conditions. Those who "yell" loudest are frequently responsible for their individual ills.

This world has its faults, every age had faults to combat, but— if it were not for these hills to climb, we would become a race of stagnant people.

Optimism in the universe is a stable way of expressing "Everything will come out in the wash, even though it is a long time washing."

Count every day of 1924 a forward step to maintaining the equilibrium of your family life. Make this community hum with your actual progress of betterment.

It's up to you what you make of the year 1924. Promote in every way the interest of your community for in that way you can best promote your own interests. And do not overlook the fact that the kind of a town you live in is the kind of a town you help make the town you live in.

Many business men spend a lot of time killing time, waiting for the day to come when business will happen their way. Such men are blind to the eternal fact that business comes where it is invited and stays where it is well treated. No true business man loses any time waiting for business to happen; he goes busy advertising and makes it happen.

LOCAL AND PERSONAL

Much sympathy is felt for Mr and Mrs Fleming Reid in the loss of their little four year old son from scarlet fever and pneumonia.

Messrs Wood and McBrethany, evangelist and singer, conducted the service in the Presbyterian church Sunday morning and are commencing special services at Fairbairn.

Mrs A. Murdoch is spending a few days with Yeovil and Dromore friends.

Mr G. T. Calder lost four sheep 6 weeks ago and could not get any trace of them until Monday evening, when he found them a couple of miles west of Durham.

Winter was somewhat slow in coming but when it did come, it came in earnest. No need saying anymore as everyone knows about it. Roads are good.

Elections are over for another year. Our Reeve for 1924 got a close shave. See results elsewhere.

Several persons saw a robin last week but have not heard of it since Sunday.

The four patrons of the Egremont Creamery sending the highest number pounds butter fat between the dates Dec. 17th to Jan. 1st, 1924, are as follows:

- Wm. Groat Son 97.52
- David Bruce 97.02
- Arthur Irwin 78.59
- N. McDougall 64.15

The annual meeting of the Egremont Creamery Co. will be held in the Agricultural Hall Holstein on Saturday afternoon, Jan. 12th at 1.30 p.m. Everybody welcome.

The regular meeting of the Women's Institute will be held Thursday, Jan. 17th, at the home of Mrs J. R. Philip. A large attendance is requested.

The village Trustees, Messrs R. J. Arnill, Geo. T. Calder, Herb Lamont, were elected by acclamation. Others were nominated but withdrew.

Mr and Mrs Wm Aitken and daughter Agnes of Weyburn, Sask., are visiting with Mr and Mrs Colin McMillan.

The first meeting of the Community Circle for the New Year, was held on Monday evening last in the basement of the Methodist church, and a good attendance was on hand notwithstanding counter attractions. The scripture reading was taken by Mr Egin Schenk, followed by the topic by Mr Arthur Abbs. Mr Wm Thorne introduced our new book "In far Formosa" and took up the first chapter of this book. Mr Geo. Burrows favored the Circle with a solo. The next meeting will be held Monday evening in the basement of the Methodist church. Several business matters concerning the Circle will be open for discussion. Let everyone make an effort to attend this meeting.

Messrs David Allan and Geo. Fenton made a business trip to Toronto the first of the week.

Mr Arch. McMillan of Big Sandy Montana, is visiting his brother, Colin McMillan.

Mrs Wm Gibson, Mt Forest and Mrs Jessie Gray of Woodstock, Mrs Jas Kerr and Mrs Jennie Burrell of Spinkfield, Mass., Mrs Ina Heibel of Hamilton, who have been staying with Mr and Mrs Jas Horsburgh since their mother's death, returned to their homes last week.

Miss Josephine Connolly who for the past six months has been a pupil of Mt. Forest Business College, has now completed her course by carrying off with her the medal, as well as her diploma. Hearty congratulations Josie.

DIED

REID—At Yeovil, on Thursday, Jan. 3rd, William Thomas, son of Mr and Mrs Fleming Reid, aged 4 years.

IMPROVED TRAIN SERVICE BETWEEN TORONTO & WINNIPEG

The Canadian National Railways announce that effective Jan. 5th, 1924, improved train service via New Longlac Route will be put in operation. "The National," the Toronto, Winnipeg and Western Canada train will hereafter run by this route and via Allandale, Parry Sound, Orillia and Washago, instead of via Beaverton, leaving Toronto 10.45 p.m. daily, arriving Sudbury at 8.55 a.m. and Winnipeg 4.10 p.m. the following day. "The National" will carry Tourist Sleeping Car Toronto and Winnipeg, Standard Sleeping Car Toronto and Edmonton, Compartment Observation Library car Toronto and Winnipeg, Standard Sleeping Car Toronto and Sudbury; dining car serving all meals. For tickets, reservations and full information apply to any Canadian National Agent.

FARM FOR SALE

100 acres, lot 27, con. 7, Bentinck township, County Grey, 3 1/2 miles from Provincial Highway, 7 miles from Durham, 1/4 mile from school. Buildings—a good house, driving house and bank barn 44x64. Will sell on easy terms of payment or will accept town property as part payment. Immediate possession.

A. MCGILLIVRAY, Postmaster, Chatsworth

YEovil

The Misses Morrison, Holstein, were New Year's guests at W. M. Groat's.

Miss Hilda Whyte who was home for Christmas, also came up for the New Year's holiday.

Mrs P. Horschburg who has been spending the holidays with her sister, returned on Thursday to her home at South Bend.

Miss Adeline Haas, Toronto, visited her brother a few days last week.

We congratulate three from our vicinity in being elected to the Council by acclamation, viz.: Deputy Reeve Calder and Councillors Groat and Ferguson. Probably to-day's vote for Reeve may also elect another from Yeovil.

With sorrow we report the death of little William Thomas (Billy) Reid, eldest child and only son of Mr and Mrs Fleming Reid of this section. Despite the loving care of friends, doctors and a trained nurse, he passed away last Thursday afternoon, Jan. 3rd. Billy was four years of age, September 10th and was a very lovable, bright little boy—a favorite of all—and his early going is much regretted. He is better off—we cannot conceive the joys of the new life he has entered this New Year—we know all its happiness for "of such is the Kingdom of Heaven." But the home is empty without his merry, winsome presence and all the community sympathically with the grief stricken ones. Friday afternoon he was tenderly laid to rest in Reid's cemetery—Rev Mr. Barnett conducting the funeral services.

"He's safe at home in Paradise Among the blossoms sweet, And God's own shining silver sea Sings softly at his feet. Safely where child angels play The meads of heaven among, Where he will be forever glad, Forever fair and young."

Nurse Brownlee who was at Fleming, Reid's, returned to O. Sound last week.

Dr T. Urquhart who spent part of last week with his mother and sister, returned this Monday morning to his duties in Maple.

On New Year's Day Mr Chas Melnick attended the Golden Wedding celebration of Mr and Mrs J. Mark (his sister) in the home of their daughter, Mrs McMillan, Holstein. Mr and Mrs Jas. McEachern were also there. Mrs C. Schenk could not attend on account of illness in the home but Eileen, Milton and Lorne enjoyed the festival.

Mrs Harvey Groat and baby returned home Thursday after enjoying a ten day's visit in her Kitchener home.

New Books at Holstein Public Library

Readers are requested to keep this list for further reference.

- LITERATURE**
- 824 Four Healed of a Woman E. Bone
 - 825 Patricia Brant, spinster. Burt Co.
 - 826 Friendly Road Grayson
 - 826 Adventures in Friendship "
 - 828 Adventures in Contentment "
 - 829 Martha of the Manonotte Country H. R. Martin
 - 830 The City of Pleasure Bennett
 - 831 Mr. Porhach Bennet
 - 832 The Gaspards of Pine Croft Ralph Connor
 - 833 The Mine with the Iron Door. H. B. Wright
 - 834 The Trail of the Golden Horn. C. Cody
 - 835 The Middle of the Road. Gibbs
 - 836 The Bond Triumphant. Graham
 - 837 Heralds of the Empire. A. C. Laut
 - 838 Pioneers of Old Ontario. Smith
 - 839 The Cloisters of the Heath Road. Maud Diver
 - 840 Sam Slick, the clockmaker. T. C. Halliburton
 - 841 Northern Neighbors Grenfell
 - 842 Up from Slavery. B. Washington
 - 843 Lonely Pines Maud Diver
 - 844 When Christmas crossed the Peace Nellie McClung
- FICTION**
- 370 The Spillers Rex Beach
 - 369 The Timber Pirate Jenkins
 - 371 Cap'n Warren's Wards Lincoln
 - 372 Dr. Nye Lincoln
 - 373 The U. P. Trail Zane Grey
 - 374 The Valley of Silent Men Curwood
 - 375 The Alaskan Curwood
- MISCELLANEOUS**
- 304 The tale of the Enchanted Bunions Ruth Sawyer
 - 305 The Swiss Twins McKishnie
 - 306 Openway McKishnie
 - 307 The Stranger Star Grafton
 - 308 Judy of York Hill E. Humm
 - 309 Red Robin J. Abbott
 - 310 Emily of the New Moon Montgomery
 - 311 Paint Perfume Zona Gale
 - 312 The Obsession of Victoria Greson C. L. Luty
 - 313 Friday's Footprints Applegarth
 - 314 Sir Gibbie Geo. McDonald
 - 315 Bonnie Prince Pittier Saunders
- SCIENCE**
- 83 Wisdom of the Wilderness Roberts
 - 84 The Burgess Flower Book Burgess
 - 85 Birds of Peasemarsh. E. L. Marsh
- BIOGRAPHY**
- 133 Anthony John J. K. Jerome
 - 134 The Book of Misadventurous Heroes Basil Matthews
- POETRY**
- 37 Ballads and Lyrics Bliss Carnan

WANTED

Quotations on a good cast iron stove to take in 28 or 30 inch wood, to be delivered at S. S. No. 13, Egremont. Apply to

W. W. RAMAGE, R. R. No. 1, Varney

Very Close Contest for Egremont Reeveship

Egremont staged about the closest poll of 2. Only a small vote was race in the township's history Monday when McEachern, the former Reeve, came back with the small margin.

For REEVE	1	2	3	4	5	6
Allan's Drom.						
Holst'n Yeovil Mt. For.						
Drury's total						
Gilbert McEachern	25	21	105	48	78	48
John McArthur	9	35	169	49	46	307
For DEP-REEVE—Neil Calder (acclamation.)						
For COUNCIL—John A. Ferguson, W. M. Groat, Jas. Mack (acclamation.)						

BLyTH'S CORNERS

Miss Lizzie Stewart is spending a few days visiting her sister Alice, Mrs Erskine, near Markdale.

The furious storm on Sunday last did not prevent our plucky pastor, Mr Burnett, from being in his place, and the few present must have felt amply repaid by the excellent New Year sermon. Text "Be ye perfect even as your Father which is in Heaven is perfect."

Our teacher, Miss Wilson, has we are told, but not officially, given notice of resigning the last of January, ill health, we believe, being the cause.

The sleighing is excellent now, the best it can possibly be this winter.

We can scarcely believe our late M. P. P., Dr Leeson, to be slow but nevertheless he did not appear to know of the meeting last week in Toronto and was not in attendance. Every class of people of a progressive mind, will, we are sure, rejoice at the outcome of this Convention.

(Intended for last week)

At our annual school meeting Mr. Thos. Park, the retiring trustee, was substituted by Mr. Nelson Halliday, and Mr Henry Damm was re-elected Sec'y Treas. The total receipts for the year were something over \$2500 and leaves a balance on hand of over \$1257.00.

There will be no election for municipal honors in Normanby this year. Evidently the ratepayers are either satisfied with their managers' merit or didn't want to be too hard on the old cabbies' wind to trot them out with younger aspirants.

Winter appears to have set in at last and on this New Year day it is real stormy and you feel it.

The last regular monthly meeting of the Varney U. F. O. for the year was held on Friday afternoon last. On account of illness in the home but Eileen, Milton and Lorne enjoyed the festival.

Mrs Harvey Groat and baby returned home Thursday after enjoying a ten day's visit in her Kitchener home.

The first meeting of the Community Circle for the New Year, was held on Monday evening last in the basement of the Methodist church, and a good attendance was on hand notwithstanding counter attractions. The scripture reading was taken by Mr Egin Schenk, followed by the topic by Mr Arthur Abbs. Mr Wm Thorne introduced our new book "In far Formosa" and took up the first chapter of this book. Mr Geo. Burrows favored the Circle with a solo. The next meeting will be held Monday evening in the basement of the Methodist church. Several business matters concerning the Circle will be open for discussion. Let everyone make an effort to attend this meeting.

Messrs David Allan and Geo. Fenton made a business trip to Toronto the first of the week.

Mr Arch. McMillan of Big Sandy Montana, is visiting his brother, Colin McMillan.

Mrs Wm Gibson, Mt Forest and Mrs Jessie Gray of Woodstock, Mrs Jas Kerr and Mrs Jennie Burrell of Spinkfield, Mass., Mrs Ina Heibel of Hamilton, who have been staying with Mr and Mrs Jas Horsburgh since their mother's death, returned to their homes last week.

Miss Josephine Connolly who for the past six months has been a pupil of Mt. Forest Business College, has now completed her course by carrying off with her the medal, as well as her diploma. Hearty congratulations Josie.

FORD WON'T TRY FOR PRESIDENCY

The announcement of Henry Ford that he would not run for President of the United States on any ticket against Calvin Coolidge, is one of the most important developments of the Presidential situation. It means that the movement that has been in progress to induce him to enter the Presidential race will terminate and political prognosticators will be without a favorite topic on which to speculate. There is not the slightest question but that Henry Ford was favored for the Presidency by a large number of the people throughout the country. The sentiment which developed in favor of his nomination is a high compliment to him. It was based upon the conviction of many that the genius that he has shown in the development and management of his private industry would find great opportunity for service in the discharge of the duties of the head of the nation. It will not be forgotten that the motor magazine's support may actually alienate many who were friendly to Coolidge before he (Ford) spoke. There are financial interests that view Ford with disfavor. The Jews have no occasion to align themselves with him. There are many who rate him as a joke in politics. In spite of which, it is a reasonable assumption that he has helped Coolidge, but he hasn't decided the next election.

The national wealth of Canada is figured at \$2,500 per head. Some of us can't help wondering who got our share.

Breaking up School District Long being the ground of contentious argument, steps are being taken to break up Chatsworth High School district. The various municipalities involved are being asked to share the expense of the procedure.

Mr. Farmer, if you are considering selling all or only part of your live-stock this winter, the Review will give it that publicity that will enable you to realize larger prices. An advertisement inserted for a week or two, will dispose of your wares for you.

Yeovil U. F. O. Co-operative

To the Editor Durham Review Leader

When the benefits of co-operation are so apparent, it is a great surprise to see many farmers throughout the country who do not avail themselves of the opportunity that lies within their reach, of joining in with the Farmers' Clubs in a true co-operative spirit to market their stock and other products. By so doing it has often been clearly demonstrated they could add materially to their yearly income and in buying the bulky supplies necessary in the home and in the operation of their farms. Only those who enjoy these advantages know the value.

The greater the number of co-operators living in one district and closely associated with one another in a club or clubs, the easier it is to get up an order, as it requires quite a number of small orders to make up a carload, and in buying carload lots, there is always a saving worth while.

In these days of extremely low prices of farm products compared with other articles that every farmer needs, the necessity is forced on us to study the most approved method of preparing and placing our products on the market in order that we may get for the finished article something approaching its original cost. There is only one way of doing this under existing conditions and that is organization and co-operative effort. In this age of perfecting organization in every human endeavor, if we as agriculturists, fail to see what is our interest, and do not equip ourselves with the proper armor to defend our calling, we will most assuredly fall a prey to the rapacious greed of the great financial interests, who when the clear waters of the rivers of France and Belgium ran red with the blood of the innocent, complacently sat in their gilded parlors watching the golden dollars flowing into their money bags. It is not necessary for them to tell us that they are not running their own business for the "Glorious God" as one in Canada has said. This fact is quite evident. And when we find that organization brings such great results in robbing and destroying, surely we might reasonably expect it would bring much better results by co-operative effort to uphold and protect.

Many instances could be cited of successful co-operation in Ontario and as it might be of some interest to many of your readers, I will herewith give you a few particulars about our U. F. O. Club in Yeovil. We have been doing business here for upwards of 10 years, first organizing as a Grange and later as a U. F. O. During this period we have done a yearly business of from \$3000 to \$20,000, and strange to say the year we did the largest business in 1922, was the only year we had any appreciable deficit. It was around \$100, according to the auditors' report, but a small amount like that wouldn't discourage a bunch of true co-operators.

So we started out in 1923 to recoup our losses, and during the business year just ended, under the efficient management of J. C. Nicholson, our energetic Sec'y Treasurer, we have not only wiped out the deficit but increased our assets from \$221 to \$275. In 1922 owing to the scarcity of grain for feed, we bought some 29 car loads of feed, mostly re-cleaned scrubfeed. This year, as usual, we have handled the usual variety of supplies, such as clover and timothy seed, seed corn, screenings, flour and feed, salt, cement, binder twine and small quantities of household necessities, amounting to a little over \$8000. We have increased our membership by 15, making it now 79. There are still a few good farmers we wish we had with us so come and join up.

J. A. F.

HURRAH FOR SKATING

Get your Skates Sharpened at DURHAM MACHINE SHOP

Starr and Automobile Skates Also Hockey Sticks for Sale. Circular and Cross-cut Saws gummed. Get your Cream Separator repaired.

GENERAL REPAIRING

F. W. Moon, Machinist, etc. (Nearly opposite Post Office)

HURRAH FOR SKATING

Get your Skates Sharpened at DURHAM MACHINE SHOP

Starr and Automobile Skates Also Hockey Sticks for Sale. Circular and Cross-cut Saws gummed. Get your Cream Separator repaired.

GENERAL REPAIRING

F. W. Moon, Machinist, etc. (Nearly opposite Post Office)

HURRAH FOR SKATING

Get your Skates Sharpened at DURHAM MACHINE SHOP

Starr and Automobile Skates Also Hockey Sticks for Sale. Circular and Cross-cut Saws gummed. Get your Cream Separator repaired.

GENERAL REPAIRING

F. W. Moon, Machinist, etc. (Nearly opposite Post Office)

HURRAH FOR SKATING

Get your Skates Sharpened at DURHAM MACHINE SHOP

Starr and Automobile Skates Also Hockey Sticks for Sale. Circular and Cross-cut Saws gummed. Get your Cream Separator repaired.

GENERAL REPAIRING

F. W. Moon, Machinist, etc. (Nearly opposite Post Office)

For Breakfast, Dinner, Supper
Plain or Toasted Sandwiches or Puddings
EAT BREAD
 —Any Time, Anyway
 Bread is your best food—Eat more of it.
 You can eat slice after slice of it when it's really good bread with the tempting quality that comes from all pure ingredients.
 That Means Good Bread—The All Pure Loaf
HENDERSON'S BAKERY
 Makers of Good Bread

Every Day Bargain Day
 AT
THE PEOPLE'S MILLS
 Sovereign Flour, Eclipse Flour, White Lily Pastry Flour
 Wheat Cereal, Rolled Oats, Bran, Shorts, Feed, Flour, Oat Chop, Crimped Oats, Mixed Chop, Mixed Grain for Poultry Feed, Blatchford's calf Meal, Pig Meal and Poultry Feeds.
 Our prices are of the best quality and our Flour is guaranteed. Our prices are right for spot cash.
 Highest Price paid for any quantity of wheat delivered at the mill. Goods delivered every day.
 Phone No 8, day or night
JOHN MCGOWAN
 The People's Mills Durham

The New Ford Coupe
 An entirely new body design of remarkable beauty as well as practical utility, is the distinguishing feature of the new Ford Coupe. The body lines follow in one graceful sweep from the new high radiator to the "Turtle-back" curve of the rear deck, which has been enlarged to conveniently accommodate bulky grips and packages. Upholstering is luxuriously deep both in the seat and back, the covering being of rich brown broadcloth with mahogany trim. A recess shelf is provided behind the seat, for parcels. Interior fittings include revolving window regulators, and door locks and handles finished in nickel. The large rear window is fitted with silk poplin shade in dull silvered mountings. The windshield is surmounted by a broad sun-visor, which protects the eyes from glare. As a handsome and practical all-weather car for town or country, the new Ford Coupe cannot be surpassed.
New Ford Prices
 Coupe, \$665 Fordor Sedan, \$895
 Electric Starting and Lighting Equipment Standard on these models.
 Touring Car, \$445 Runabout, \$405 Truck, \$495
 Electric Starting and Lighting Equipment \$85.00 extra.
 All prices L. O. B. Ford, Ontario. Government Taxes extra.
 All Ford models may be obtained through the Ford Weekly Purchase Plan
Ford
 CARS · TRUCKS · TRACTORS
SMITH BROS.
 DURHAM · HOLSTEIN · MT. FOREST
 FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

The New Ford Coupe
 An entirely new body design of remarkable beauty as well as practical utility, is the distinguishing feature of the new Ford Coupe. The body lines follow in one graceful sweep from the new high radiator to the "Turtle-back" curve of the rear deck, which has been enlarged to conveniently accommodate bulky grips and packages. Upholstering is luxuriously deep both in the seat and back, the covering being of rich brown broadcloth with mahogany trim. A recess shelf is provided behind the seat, for parcels. Interior fittings include revolving window regulators, and door locks and handles finished in nickel. The large rear window is fitted with silk poplin shade in dull silvered mountings. The windshield is surmounted by a broad sun-visor, which protects the eyes from glare. As a handsome and practical all-weather car for town or country, the new Ford Coupe cannot be surpassed.
New Ford Prices
 Coupe, \$665 Fordor Sedan, \$895
 Electric Starting and Lighting Equipment Standard on these models.
 Touring Car, \$445 Runabout, \$405 Truck, \$495
 Electric Starting and Lighting Equipment \$85.00 extra.
 All prices L. O. B. Ford, Ontario. Government Taxes extra.
 All Ford models may be obtained through the Ford Weekly Purchase Plan
Ford
 CARS · TRUCKS · TRACTORS
SMITH BROS.
 DURHAM · HOLSTEIN · MT. FOREST
 FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

The New Ford Coupe
 An entirely new body design of remarkable beauty as well as practical utility, is the distinguishing feature of the new Ford Coupe. The body lines follow in one graceful sweep from the new high radiator to the "Turtle-back" curve of the rear deck, which has been enlarged to conveniently accommodate bulky grips and packages. Upholstering is luxuriously deep both in the seat and back, the covering being of rich brown broadcloth with mahogany trim. A recess shelf is provided behind the seat, for parcels. Interior fittings include revolving window regulators, and door locks and handles finished in nickel. The large rear window is fitted with silk poplin shade in dull silvered mountings. The windshield is surmounted by a broad sun-visor, which protects the eyes from glare. As a handsome and practical all-weather car for town or country, the new Ford Coupe cannot be surpassed.
New Ford Prices
 Coupe, \$665 Fordor Sedan, \$895
 Electric Starting and Lighting Equipment Standard on these models.
 Touring Car, \$445 Runabout, \$405 Truck, \$495
 Electric Starting and Lighting Equipment \$85.00 extra.
 All prices L. O. B. Ford, Ontario. Government Taxes extra.
 All Ford models may be obtained through the Ford Weekly Purchase Plan
Ford
 CARS · TRUCKS · TRACTORS
SMITH BROS.
 DURHAM · HOLSTEIN · MT. FOREST
 FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

The New Ford Coupe
 An entirely new body design of remarkable beauty as well as practical utility, is the distinguishing feature of the new Ford Coupe. The body lines follow in one graceful sweep from the new high radiator to the "Turtle-back" curve of the rear deck, which has been enlarged to conveniently accommodate bulky grips and packages. Upholstering is luxuriously deep both in the seat and back, the covering being of rich brown broadcloth with mahogany trim. A recess shelf is provided behind the seat, for parcels. Interior fittings include revolving window regulators, and door locks and handles finished in nickel. The large rear window is fitted with silk poplin shade in dull silvered mountings. The windshield is surmounted by a broad sun-visor, which protects the eyes from glare. As a handsome and practical all-weather car for town or country, the new Ford Coupe cannot be surpassed.
New Ford Prices
 Coupe, \$665 Fordor Sedan, \$895
 Electric Starting and Lighting Equipment Standard on these models.
 Touring Car, \$445 Runabout, \$405 Truck, \$495
 Electric Starting and Lighting Equipment \$85.00 extra.
 All prices L. O. B. Ford, Ontario. Government Taxes extra.
 All Ford models may be obtained through the Ford Weekly Purchase Plan
Ford
 CARS · TRUCKS · TRACTORS
SMITH BROS.
 DURHAM · HOLSTEIN · MT. FOREST
 FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO