TIME HIS CAR CAUSED FATALITY

iver Unfortunate-Exener. Oct. 7.-A peculiar coinci-

nnection with the automo.

at on Yonge street, which

the death of an Oshawa

recalled by the fact that Mr. Roy F. Brintnell, has unate as a chauffeur, for 1909, an automobile of rintnell had charge, struck Gunn, of Gunn's, Limited, r of Yonge street and Wil-

r of Yonge street and Wil-and caused injuries from Junn died later on in St. ospital. Gunn, with other mem-family, was on his way on station, and apparently ad time to cross the street the auto, when he was r. Before he died, Mr. red consciousness, appear-to exonerate Mr. Brint-

to exonerate Mr. Brint-blame in connection with and made the statemen self was to blame for at cross in front of the ma

council of an English ce recently proposed that n the shore should be al-

240 DUNDAS ST. Peoples'

RPET

y Carpet

by 4 yards, regula

PETER DORSEY KILLED Fell, Breaking Leg, and Was Destroyed
—The Summaries.

Mark of 2:05 1-4 for 3-

Year-Old Pacers.

Billings, and the European champion trotter, Willy, will also make an effort to break his record of 2:06%. The sum-RECORDS LOWERED AT LEXINGTON, KY.

Miss Deforest Establishes New

One month, \$3.00; six months, \$15.00.

MONARCH TYPEWRITERS may be purchased by making small monthly payments. Write for details. The MONARCH TYPEWRITER CO., Limited

> Phone 1765. London, Ontario.

112 MASONIC TEMPLE.

## **ARE SATISFACTORY**

Bradstreet's Says Trade Is Fairly Brisk in This City.

ALL LINES ACTIVE IN WEST

Trade in Toronto Is Up to Standard -Factories Are Busy, According to Reports Received.

Fell, Breaking Less, and Was Destroyed Fell, Breaking Less, and London Less and Less and London Less and L

The movement of wheat wan. The movement of wheat is steadily increasing.

Vancouver and Victoria reports say all lines of business are reported active and it is generally stated the turn-over for the year will show a

## One-Third of All Cars Made in Canada and the United States in 1912 Will Be



SAME HIGH QUALITY PRICES DOWN

Ford Model T Touring Car

4 Cylinders—Magneto—Vanadium Steel Construction—5 Passengers. Equipped with Extension Top; Automatic Brass Windshield; Two 6-inch Gas Lamps; Generator; Speedometer; 3 Oil Lamps; Horn and Tools.

Ford Model T Roadster

4 Cylinders—Magneto—Vanadium Steel Construction—3 Passengers. Equipped with Extension Top; Automatic Brass Windshield; Two 6-inch Gas Lamps; Generator; Speedometer; 3 Oil Lamps; Horn and Tools.

Ford Model T Delivery Wagon, 4 Cylinders, Magneto, Vanadium Steel Construc- \$875. Ford Model T Town Car, 4 Cylinders, Mag- \$1100 ALL Prices F. O. B. WALKERVILLE, ONTARIO.

FORD MODEL T FOR 1912 IS THE SAME HIGH-PRICED QUALITY CAR AS IT WAS IN 1911; THE SAME SCIENTIFICALLY ACCURATE AND SIMPLE DESIGN, THE SAME HEAT-TREATED VANADIUM. STEEL CON-STRUCTION.

There have been no mistakes to correct—no experiments to try out—but conveniences have been added and a MARKED REDUCTION IN PRICE made possible through larger production and added factory facilities.

There are no "ifs," "ands," "buts," "bluffs" or "exceptions." 75,000 FORD Model T cars will be built and sold in 1912, because our investigation of conditions in every part of the world shows us there is a demand for this quantity of FORD Model T cars.

We are not estimating, or guessing, or taking chances. We know.

We are not estimating, or guessing, or taking chances. We know.

With our large selling organization, consisting of distributing stations scattered from the Atlante to the Pacific Coast, our business fingers are on the pulse of trade conditions. We know from the insistent demand, that it will take many more FORD Model T cars to supply the wants of 1912, than in any previous year.

This demand exists only because FORD Model T has "made good" with more than 100,000 owners. You cannot get any better evidence of reliability. FORD Model T must be a high auxiliar on it course be all we dain to give so many individual.

better evidence of reliability. FORD Model T must be a high quality car—it must be all we claim to give so many individual owners such continuous satisfaction.

Only a perfectly organized factory, with every modern facility, turning out a standardized product, could build cars in such, large quantities, regularly day after day, and keep every promise of delivery on the days appointed. We have our plans, our materials, and our organization ready now to begin our 1912 Fords. Large as 1912 output may seem, it is but our normal production, working in our present factory, under ordinary conditions.

The Ford Factory, at Walkerville, Ont., is conceded by all leading technical experts to be the most compact, concise and efficient automobile factory in Canada. It is situated directly across the border from the Detroit factory, and has all the advantage that can be gained by frequent personal contact with Mr. Henry Ford, the designer of Ford cars, and the pioneer builder of motor cars on the American continent.

The Ford Motor Company devote all efforts to the building of one model, thus assuring a degree of efficiency (because of continued familiarity of the employees with their work), not possible where several models are being constructed, and where the workmen are switched from one piece of work to another.

The Ford factory is running continuously tweive months in the year. The workmen are never bothered with the trouble-some thought of being "laid off" for awhile. They know their employment is secure as long as they are efficient and industrious.

Still another fact lies in the simplicity of the design of FORD Model T. It is a quicker car to build because there are few parts and nothing intricate. So simple, that any ordinary individual understands it readily.

The Ford Motor Company has the financial strength to build this large output of FORD Model T cars without borrowing a dollar. They will pay spot cash, take advantage of every discount, and hence have the market of supplies at their command. Think of the force for low prices which we command when buying in connection with the big factory at Detroit, with the total output of 75,000 cars a year, with their 300,000 wheels, 300,000 tires, 375,000 lamps, 75,000 speedometers—all of the same style, the same model-and tens of thousands of tons of When the seller knows he is going to get spot cash he does business on a mighty fine profit.

This all around manufacturing efficiency possessed by the Ford Motor Company assures the highest standard of quality with the lowest standard of price. There is no occasion to lower

quality, and every opportunity to lower price.

FORD Model T is the highest quality car made in the world, bar none. A striking illustration of this fact was evidenced in a test made by the Government of France in December, 1910, when they pitted the merits of the Ford car against those of the best, highest-priced car made in France. The test was for "traction and shock." FORD Model T was 30 per cent greater in elasticity, 50 per cent stronger and 25 per cent better

The very fact that there are now over 100,000 Ford cars in operation is the very best evidence of the quality of materials used in its construction. Go where you will, you will find more than ten Ford cars to one of any other make, and this could not be so if the quality was not in the materials used in FORD

We have the demand; we have the factory facilities and capacity; we have the money; we have the selling organization, and we are going to make and sell 75,000 FORD Model T cars for the year 1912.



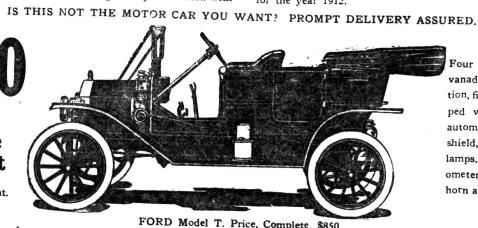
Model T Delivery Car

Here is the long-expected Business Car. Here is the answer to the demand of businessmen for motor car whose reliability and economy in operation has been established. A delivery car sold at a price within the possibility of every retail merchant in every line of business.

This Ford Model T Delivery Car is no experiment. Behind it is five years of satisfactory service. The same chassis that made FORD Model T world-famous. The heat-treated Vanadium Steel chassis. The same chassis that scaled Ben Nevis in Scotland, that crossed the Continent, hat climbed the steepest hills, that won in the keenest races, that has traversed the roughest ads, and over it a handsome, roomy delivery car body, that will carry 750 pounds with convenience and speed. It is a Ford Delivery Car, and that is the strongest assurance of reliability that can be given. This is the same car that John Wanamaker has tried out in New York and Philadelhia; that the Bell Telephone Company are using all over the country; that the New York Fire partment is using. A car time-tried, successful in every test-a car that will save money, because is easy to understand, simple to operate and cheap to maintain.

E. BERNAR

DISTRIBUTOR FOR MIDDLESEX COUNTY, GARAGE, 381 WELLINGTON ST., LONDON



Four cylinders, magneto, vanadium steel construction, five passenger, equipped with extension top, automatic brass windshield, two 6-inch gas lamps, generator, speedometer, three oil lamps, horn and tools.

Branches in Montreal, Toronto Hamilton, Winnipeg and Vancouver

Complete

Equipment

F. O. B.

Walkerville, Ont.

Dealers in All the Larger Towns and Cities.

OF CANADA, LIMITED.

WALKERVILLE.

**ONTARIO** 

very satisfactory increase over that of the previous twelve months. Retail trade at these and other centres is active and sorting orders for wholesale lines are good.

Hamilton reports say a good business of trade there. The movement of fall goods is fair and should be heavy during the balance of this month. Local factories are busy and all kinds of labor is well employed. Country trade is good. Deliveries of produce continue large and prices hold about steady.

Local factories are busy and all kinds of labor is well employed. Country trade is good. Deliveries of produce continue large and prices hold about steady.

At London reports say fall business here has been moving fairly briskly. Retailers and wholesalers report a good business and a satisfactory outleok for later on. Manufacturers related to continue busy for the balance Presidential nomination.

Of the year.

Ottawa reports say general trade folds steady there. Retail business as good tone and wholesalers report a good sorting trade in seasonable lines are good.

Hamilton reports say good business and should be heavy during the balance of this month, country trade is good. Deliveries of produce continue large and prices hold about steady.

At London.

Local factories are busy and all kinds of labor is well employed. Country trade is good. Deliveries of produce continue large and prices hold about steady.

At London.

London reports say fall business and monthly present good orders on hand and ex
London reports say fall business and a satisfactory outleok for later on. Manufacturers related to collections.

Chamber Perks Say: Company will be fall before the Government.

[Canadian Press.]

Ottawa Ropert Perks, Eric Robert Perks, British financier, and lead of the Georgian Bay Canal Commany, who from the Ecumenical Conference at Toronto, to which he is a delegate, and wholesalers report a good business and wholesalers report a good business and a satisfactory outless for the pression of the pression of the pression of the pression of the factories are