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J. Aldridge, S.O.E.A., 666; T. Cameron, S.O.E. A., 666; J. Blackledge, M. Co. A., 63; J. Munton, M. Co., A., 652; H. Seal, M.Co., A., 652; F. Gosling, Queen City, 628; W. to-day at 3 p.m.



Time has tested all its parts. Ford security is physical as well as financial. Vanadium steel has given it maximum strength and toughness -with minimum weight. And by all tests it is the one safest car. Another reason why every third car in America this year will be a Ford.

All Fords are Model T's-all alike except the bodies. The two-passenger runabout costs \$775-the five-passenger touring car \$850—the delivery car \$875—the town car \$1100-f.o.b. Walkerville, Ont., completely equipped. Catalogue from Ford Motor Company of Canada, Limited, 106 Richmond Street West, Toronto, or direct from Walkerville.

Would Not Ask T. E. Light Co. to Cover All the Highways-Great Conservative Rally

Called to Tell His Story.

NORTH TORONTO Conservatives Held Great Closing Rallay Last Night,

In Case of

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A SUDDEN attack of cramps, totolhache, neurality and there is general confusion and a scurrying for remedies which, while good, are old-hashined and slow. An Ellectric Heating Pad works instantiation, with a security of remedies which, while good, are old-hashined and slow. An Ellectric Heating Pad works instantiation, with a security of remedies which, while good, are old-hashined and slow. An Ellectric Heating Pad works instantiation, with a security of the securit

date after the death of the man Revell,

ural Causes, Induced by Constant Use of Alcohol-Dr. Evans Wanted to Be

"That John Revell, alias John Spurr, came to his death from natural causes. statement o the coroner.

# Lowering the Cost

DEDUCED to its simplest terms, the price of an article is the cost of material, labor of manufacture, transportation, distribution, sale and delivery—plus a profit on each of these.

Let us take the case of a fountain pen to show what price is.

First, the materials must be produced-the rubber in Para-the gold in South Africa or the Ynkon -iridium in Siberia.

Then all these must be transported to the factory. There the rubber is vulcanized into holders; the gold refined and stamped into points; the iridium tipped on to the gold; and

The labor operations on a fountain pen run well over the hundred mark. and expensive machinery is required for almost every one of them.

Manufacturing completed, the pens are sold to jobbers and retailers-transported hundreds and thousands of miles. And profits are taken at every step, remember that.

After the wholesale distribution, the retail sale is made delivery completed, and the pen at last put to its destined use.

Suppose you have paid \$2.50 for one of the standard well-known fountain pens. Do you begin to realize what an imposing number of things that \$2.50 has paid for? Haven't you a pretty clear idea that, if these operations were applied to the making of one single pen, it would break an oil magnate to buy

ls it not perfectly plain that Quantity controls price by one of the simplest of natural laws?

Para rubber by the shipload—gold and indium by pounds instead of milligrammes-labor of thousands organized and directedtransportation in car lots-and sales by the million—to every schoolboy, stenographer, business man—to everyone who writes.

It is all this gigantic expenditure, divided by the countless units of millions of sales, that makes it possible to buy a fountain pen for \$2.50. The more sales, the smaller becomes the cost of the unit.

We know that Advertising as raised Quality.

We know it has standardized prices.

And now we see that Advertising increases sales, shortens the road between producer and consumerand lowers prices.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or through the Secretary of the Canadian Press Association, 503 Lumsden Building, Toronto. En no obligation on your part—so write if interested.

buy the shares and said that Dr. Evans had told her that she could sell these shares back to the college at any time.

Dr. Hastings Has Notified All Dealers That Care Must Be Taken—Examination of Intake Accounts Adjourned Owing to Judge Mabee's Death—Garden Suburbs

The order to make sure that the city in whose name they were drawn. He will receive pure, clean milk, which is declared that during his lifetime Revel never hinted that he was anyone but Spurr, whose name he had assumed. He admits that now he knows them to have been the same man. but Spurr, whose name he had assunded. He admits that now he knows them to have been the same man.

A Fishing Expedition.

A passage-at-arms again occurred between W. A. Henderson, counsel for the defence, when County Crown Atterney Greer called upon Dr. Harvey to again go into the box. Mr. Henderson with the standards in every woy or the dealer will be asked to forfeit his license. In order to avoid any trouble in this crown to unearth evidence to bolster up charges of forgery which, he said.

up charges of forgery which, he said, to make the necessary specifications in are to be laid against his clients. He their contracts. He suggests that each protested that they would be bound in court by the statements that they stamped with an identification number should make at the inquest.

The chief coroner remarked that as those statements would doubtless the truth, they would be bound by that tie in any event.

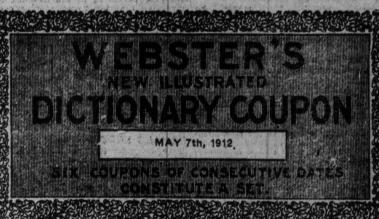
Harvey's Statement.

The Harvey went into the box and the statement on the scal. Dr. Hastings claims that such precautions are necessary if Toronto is to secure ideal milk. Already, he says, there has been a great improvement in the supply. Nine months ago 40 per cent, of the city's milk was ago 40 per cent of the city's milk was ago 40 per cent. Dr. Harvey went into the box and found to be adulterated, while to-day declared that he wished to make a there is little more than 5 per cent.

That John Revell, alias John Spurr, came to his death from neural causes, induced by the constant use of alcohol."

This was the verdict of Chief Coroner Johnson's jury after the last and stormlest sitting of the inquest at the morgue last night. When the report of Provincial Analyst Ellis was read, declaring that no trace of any polson, but had been found in any of the organs submitted to him, an expression of great relief came over the faces of the prisoners, Dr. J. G. Evans and Dr. W. J. Harvey. This grow even more noticeable when Dr. G. Silverthorn, who had performed the post-merten, declared that he, too, had found no trace of any polson, but that he had found a condition indicating sorosis of the life and wasted and was progressive to a point where death would ensue.

Dr. Evans told The World at the close of the purpose of the inquest that he had wanted and expected to be called, as he could clear up some points of Dr. Harvey seeking when the close of the inquest that he had wanted and expected to be called, as he could clear up some points of Dr. Harvey seeking when the close of the inquest that he had wanted and expected to be called, as he could clear up some points of Dr. Harvey's evidence. He resented bitterly



\*\*\*\* The \$4.00 (Like illustration in the announcements from day to day.)

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