

AS USUAL  
AT RIGHT  
PRICES

USE  
**Mann's**  
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elf—For Service

**CHELL**  
STREET

32

All cars completely  
equipped, including  
electric headlights.  
Equipment does not  
include speedometer.

"It's a  
Long Look  
Back to 1894. But  
I've Been Making  
Truly-Canadian  
Dunlop Tires all  
That Time."  
—Hondy Andy.

**THE ONLY WAY  
TO HELP BUILD  
UP CIVIC LIFE**

Everybody Should Get To-  
gether And Work  
To-gether

CO-OPERATION IS  
THE THING

Individualism is An Old And  
Discarded Theory

The only way to build up a city, increase its industrial activities and establish for it an enviable position in the business centres of the world is for its citizens to get together and work together. In the opinion of John N. Willys, president of The Willys-Overland Company, of Toledo, Ohio, the largest automobile manufacturing plant in the world. Despite his active participation in the affairs of his immense factory, Mr. Willys contributes considerable time and financial assistance to the development of municipal growth. He is an enthusiastic supporter of all live Chamber of Commerce organizations.

Recently the distinguished automobile manufacturer made a trip to Riverside, Cal., where the local Chamber of Commerce is conducting an exciting campaign for new members and civic up-building. In response to an urgent invitation, Mr. Willys gave a brief talk to the Riverside business men, in which he emphasized the necessity for them to work together and not depend on individualism.

"The only way you can build your city is by working together toward that end," declared Mr. Willys. "I don't build 950 Overland automobiles every day by my own efforts. No more can any one man among you build Riverside. Individualism is an old and impractical theory—in my opinion it is a hundred years behind the times. Work, and work together, is what will count. You must have the vision, you must believe in what you can do, in what your city can do."

"Any Chamber of Commerce can get new industries, if it will get after them. When I took over the automobile factory in my old home town of Elmira, N. Y., in 1910, it had 17 employees. To-day we have 3,500 employes there and in another year we hope to have 5,000."

It was my interest in the city, in the Chamber of Commerce, which made me go to Elmira, when I might have done better financially in another community. But, now, the big factory there is making a prosperous and happy community. You'll find men who will become interested in Riverside in the same way and who will bring you industries. I don't know how much my local representative is doing for this Chamber of Commerce, but I know I want him in it. And, just to show my interest in the movement and in Riverside, I'm going to subscribe to ten memberships for three years for him, to get him started right."

"When we undertook to rebuild the Toledo Chamber of Commerce," Mr. Willys concluded, "we were a little alarmed at the amount of money which was being expended in that direction. We had been spending about \$10,000 a year for that purpose. This year, however, we are spending \$100,000 in the support of the Chamber of Commerce and every time I return to Toledo I can see that the city is growing."

In an editorial comment, referring to Mr. Willys' remarks before the Chamber of Commerce, a Riverside paper had this to say: "This country needs more men of the Willys type. He has developed from the ranks and has earned all that he has. Riverside owes a deep debt of gratitude to the manufacturer of the Overland automobile, not only for the wonderfully encouraging words spoken by him to the Riverside boosters, gathered about the luncheon tables yesterday noon, but he happens to be one who backs up his words with deeds. If there is anything that more fully demonstrates this than his action in taking out memberships in the Chamber of Commerce, that cost real money, we don't know what it is. We are for John N. Willys."

**WOMEN DRIVERS AID  
IN IMPROVEMENTS**

They Detect Much that Men Over-  
look and Are Not Afraid

The advent of the woman motor car driver and enthusiast has been directly responsible for many of the changes in the way of improvements, which have taken place in the construction of automobiles during the past few years. The influence exerted by women in the purchase of a car is a recognized fact, and the manufacturer who is fortunate enough to build a product which will measure up to feminine requirements is assured of a ready market for his automobiles.

To begin with few men decide on a car before consulting the women members of their families, or their wives or sweethearts, and the case may be. Experience has taught them that, as a rule, a woman's judgment is worth careful consideration before an investigation of this kind is made. Where a man is often careless about minor details of the car's construction, a woman is often most particular. She will, for instance, detect a poor color scheme the moment she sees an automobile, if it is defective in that respect, and if another part of the body construction

does not harmonize with the general design she will discover that imperfection much more quickly than the average man would. And unless that trouble is remedied she will not be slow in transferring her affections to some other make of car. More than one automobile dealer has lost the sale of a car because the make the machine which he handled did not answer these finer requirements in beauty and harmony which are so appealing to the feminine mind. No matter how sterling may be the qualities of that automobile its general appearance must satisfy the critical eyes of the woman who is looking it over before she will endorse its purchase.

**—small—light—economical  
—your ideal car**

Each season for a number of years the Overland organization has accomplished what no other automobile manufacturer has even attempted.

Each season it has built a car that would satisfy the demands of the most fastidious—one having all the up-to-date advantages, comforts and conveniences known to the automobile industry—to sell at a price so low as to defy comparison.

Overland organization, Overland experience and Overland factory facilities have accomplished what others have considered impossible.

This year Overland dominance is even more positive.

We have developed and built the ideal small, light, economical car—complete in every detail of construction and equipment—smart in appearance, of highest quality and finest finish—to sell for \$850.

Only the economies possible with a production of 1,000 cars a day make possible such a complete car at such a price.

This Overland was built to reach a new low level of operating and upkeep expense. It was designed to meet the demands of those who could not afford a big, expensive automobile, yet would not be content to own a little, unsightly, uncomfortable car.

But its success has been such that everyone—people of wealth and automobile experience, as well as those of modest means find in this economical \$850 Overland their ideal light car.

It has beauty, finish, comforts and conveniences that everyone wants.

A look at the car will tell you that.

But you must ride in it to appreciate fully and completely its ample power, its smooth operation, its comfort, simplicity of control and remarkable easy riding qualities.

Yet it is not only inexpensive to buy but very economical to operate.

You can own this Overland.

See the Overland dealer and let him give you a demonstration.

But do it now.

In spite of our output of 1,000 a day we are pressed to the utmost to meet the demands. For no other car at anywhere near the price compares with this small, light, economical Overland in beauty, finish, comfort and performance.

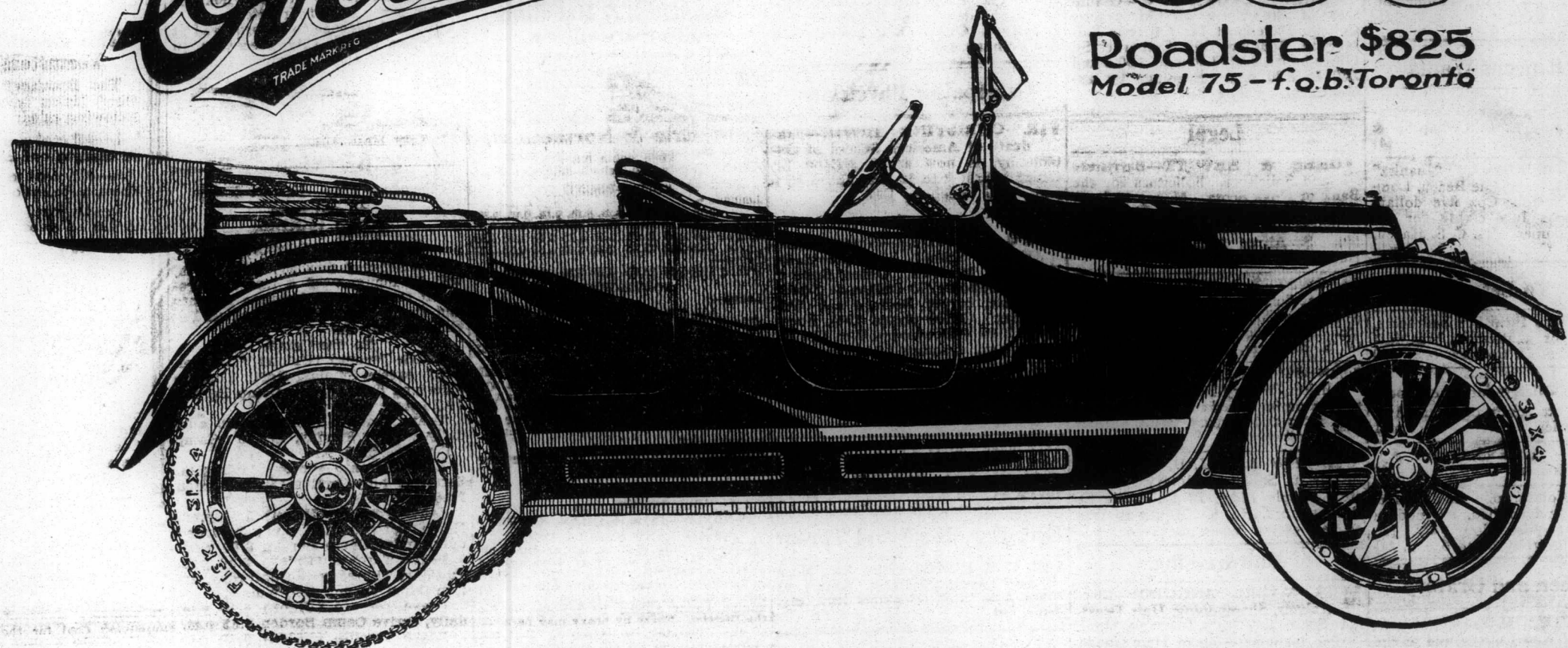
Do not delay action until it means a long wait for delivery.

Act today.

**JAS. A. LOW, Dealer**  
BOTH PHONES. Bell 1207  
Automatic 201 15 Dalhousie St., Brantford  
**Willys-Overland, Limited**  
Head Office and Works, West Toronto, Ontario

**Overland**  
TRADE MARK

**\$850**  
Roadster \$825  
Model 75 - f.o.b. Toronto



**Catarrh Cannot be Cured**

with LOCAL APPLICATIONS, as they cannot reach the seat of the disease. Catarrh is a blood or constitutional disease, and in order to cure it you must take internal remedies. Hall's Catarrh Cure is not a quack medicine. It was prescribed by one of the best physicians in the country for years and is a regular prescription. It is composed of the best tonics known, combined with the best blood purifiers, acting directly on the mucous surfaces. The perfect combination of the two ingredients is what produces such wonderful results in curing catarrh of the bladder, throat, nose, etc. Take Hall's Family Pills for constipation. Sold by Druggists, price 50c. H. J. CHERRY & CO., Props., Kelowna, B.C.

**MOTOR CAR EXPORTS  
TRIPLED THIS YEAR**

Department of Commerce Figures Show Astonishing Increases. Automobile exports continue to grow at an almost unbelievable rate, as shown by the latest monthly summary of the U. S. Department of Commerce. March shipments of this year were very nearly double those of March, 1915. 7,418 vehicles against 3,768. In the nine months' period ended with last March 55,149 motor vehicles valued at \$72,900,319

were exported, as compared with 17,876, valued at \$28,289,218 exported in the corresponding period one year ago, and 29,471 valued at \$18,765,656 two years ago. This is an increase of 151 per cent. in value in one year and of 288 per cent in two years. Exports of passenger cars more than tripled both in number and value in the last year, and those of commercial vehicles were more than two and one-half times as great as in the nine months period a year ago. The figures are as follows: Passenger Cars. Nine months exports ended March 31: Number Value,

1914	19,928	\$17,904,002
1915	11,663	9,551,731
1916	38,795	29,261,446
Commercial Cars.		
1914	543	861,654
1915	6,313	18,737,487
1916	16,345	43,600,900

The principal countries to which cars were exported in the last nine months period and the value of shipments in round figures were: United Kingdom, \$22,000,000; Russia, \$12,000,000; Asia and Oceania, \$5,180,000; Austria and New Zealand \$4,000,000; Canada, \$3,780,000; West Indies and Bermuda, \$2,070,000.

**GASPE BASIN**  
THE FAVORITE SPOT FOR HEALTH SPORT.

Charming resort for sportsmen and pleasure seekers. The vicinity affords beautiful scenery, fine sea bathing and unexcelled fishing. Guests have the privilege of salmon and trout fishing in connection with the house. Salmon and trout fishing par excellence. Don't miss the sport. **BAKER'S HOTEL** New Open. So long and favorably known, offers first class accommodation for tourists with all the comforts of home. Has been greatly enlarged, up-to-date in every respect. Rooms with baths, hot and cold water. Tennis courts, croquet lawn, etc. Before making your plan for the summer outing be sure to write for terms and other information to **BAKER'S HOTEL, GASPE, QUE.**