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Six hundred dollars is the price of the Ford runabout; the touring car is six fifty; the town car nine hundred—f. o. b. Ford, Ont., complete with equipment. Get catalogue and particulars from any branch, or from Ford Motor Co., Ltd., Ford, Ont., Canada.



## There's a reason Why so many EUREKA REFRIGERATORS

are being used by Butchers, Grocers, Creameries, Hospitals, Restaurants, Hotels, etc., etc., in all parts of the Dominion. The Patented System of dry air circulation is superior to anything else in use, and 28 years of experience is a strong guarantee. All Eureka Refrigerators are as dry as a sideboard, and food stuff is kept in

the best possible condition, perfectly dry and wholesome.

Eureka Refrigerators are made to last a lifetime. Handsomely finished, lined with odorless Spruce, coated with pure orange shellac, or white enamelled, or lined with white porcelain. They are sold only direct from the Factory, eliminating middlemen's profits. Show rooms, 31 Brock Ave. Telephone Parkdale 513. Write for catalogue.

**EUREKA REFRIGERATOR CO., LIMITED**  
31C Brock Ave., Toronto, Canada

*Eureka Refrigerators are Canadian made by Canadian labor.*

## Electric Service

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The home that is completely equipped with electrical devices is a happy one.

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You can wash, iron, sew, sweep, cook, keep cool in summer and warm in winter, by means of electrical apparatus designed especially to relieve you of unnecessary and fatiguing labor.

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**The Toronto Electric Light Co., Limited**

"AT YOUR SERVICE"

12 Adelaide St. E.

Telephone Adelaide 404

## In Lighter Vein

One Variety of Fool.

THERE was a man in our town  
Who wasn't very wise.  
He lost his heart completely to  
A pair of hazel eyes.

And when he saw his heart was gone,  
With all his might and main,  
He tried and tried, but uselessly,  
To get it back again.

Which proves his folly plain enough;  
For, 'spite the pain and cost,  
All wise men know a heart's no good  
Until that heart is lost.

—Walter G. Doty.

No Dispute.—The prospective parlor-maid had already stated that she was sober, honest, and willing. She had left her last place of her own accord. She didn't mind the stairs; she would do the steps; wash the handkerchiefs; she would cook on cook's day out—in fact, everything appeared so rosy that the lady of the house couldn't help feeling the least bit suspicious. "Well," she said, "things seem pretty good. I hope you had no words with your last mistress before leaving." The prospective parlor-maid tossed her head. "Oh, dear, no, mum," she replied, "none whatever! I just locked the bathroom door when she was 'aving' 'er bath, spoke me mind, took all me things, and went away as nice an' quiet as possible!"

Preparing for the Season.—"What's this—black panels for the dining-room?"

"I'm going to make a desperate effort to have my husband at home for dinner when the team's away, anyhow. So I have leased a wire and shall operate a scoreboard in the dining-room."—Pittsburgh Post.

Foresight.—Aunt Rebecca—"Dat ol' man o' yohs am sho' a good provider." Aunt Chloe—"He done shows his sense. He wants to keep me busy occupyin' dis here skillet as a utensil instid of a weepin'."—Philadelphia Public Ledger.

Irate Parent: "No, sirree. You can't have her. I won't have a son-in-law who has no more brains than to want to marry a girl with no more sense than my daughter has shown in allowing you to think you could have her."

We Never Knew.

The old oaken bucket that hung in the well

Was full of germs stealthy.

But we never knew it, as matters befall,

And so grew up healthy.

—New York Sun.

Not the Least.—"Why do you call the baby Bill?"

"He was born on the first of the month."—Buffalo Express.

Reassuring.—"Is my wife forward?" asked the passenger on the Limited. "She wasn't to me, sir," answered the conductor politely.—Purple Cow.

Soaked.—Freshman — "Why don't they wear watches with full dress?" Dormite—"No one could get them both out at once."—Columbia Jester.

Behind the Procession. — "Why aren't you dancing, Mr. McXixe?" "I was out of town for the week-end and I don't know any of the new steps."—Puck.

Spice of Life.—Headlines to adjoining columns in the Toronto "Daily Star":—

"Mayor called meeting to discuss Scripture."

"Mayor calls 'Globe's' report a 'blasted lie.'"

These mayors lead a life full of variety.—Punch.

## Esterbrook Pens



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In the old days it was the "four-in-hand," now

it is the "four-in-car."

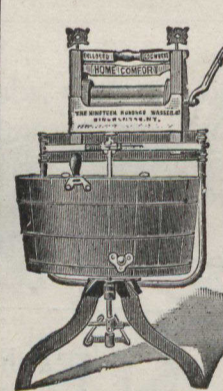
Where men used to seek "blood" in horses, they now seek "class" in tires. Hence, Dunlop Traction Tread is the choice of the many.

T. 103



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CHAMPAGNE