

TRADE NOTES

CALGARY'S NEW SASH AND DOOR FACTORY

The Riverside Lumber Company, Ltd., of Calgary, now one of the largest lumber concerns doing business in Western Canada, have added to their business a sash and door factory. This is located at Calgary, where the head office is found and from there the number of branch offices operated by the company are supplied with material. A glance at their advertisement in a recent issue indicates where those various offices are located.

Many question the fact how it is that the Riverside Lumber Company established but five years ago with comparatively small capital, has developed into such an important concern. To complete the answer it is but necessary to visit the plant at Calgary, and a chat with the manager will convince you of the fact that it is the man at the helm to whom this success must be attributed. Alexander Sereth, the manager, belongs to a generation of lumbermen. His parents and grand parents were dealers in logs and boards in the Old Land. It was there Mr. Sereth received his early training. He was three years in the lumber business in the United States, and now as the manager of this concern his gifted powers and his experience has brought success to the firm.

The Calgary plant employs over one hundred and twenty men. The firm own their own timber limits in British Columbia, a brother of Mr. Sereth looking after the rough lumber supply in that province. Thus it is, that the firm can have a constant supply of lumber and retail it at a uniform price. They guarantee all material sent out of their factory and farmers and builders would do well to consult this firm before placing orders for building material.

A PHYSICIAN'S TESTIMONY

Dr. Snow, late senior surgeon Cancer Hospital, London, England, said:

"Scientific nutrition like Bovril will do more to stay the ravages of any malady than a century of progress in drug treatment."

Well fortified by nourishing food you can resist insidious or sudden attacks of disease. Bovril is a highly concentrated food. Immediately it is taken it is transformed into energy and strength. No other food so quickly stimulates and invigorates the system as Bovril.

H B K COMPANY

A representative of this paper had the pleasure of calling upon Mr. J. J. Westgate, president of the Hudson Bay Knitting Co., of Montreal, and of being shown over this company's immense factories.

This concern was founded by Mr. Westgate some twenty years ago, and has steadily increased its business until today it is without doubt the largest of its kind in Canada. Some idea of the magnitude of this business can be realized by the floor space used, solely for manufacturing purposes of 112,000 square feet.

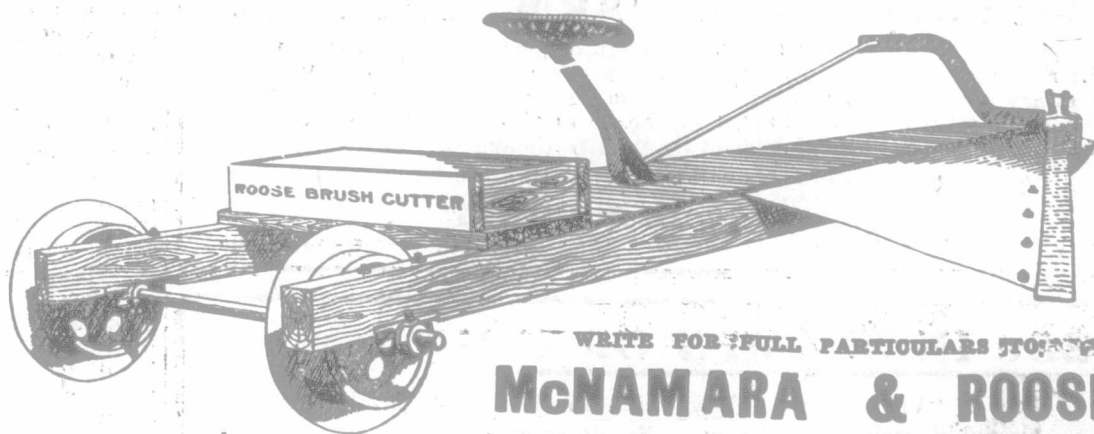
It has always been the rule of this company to put the best quality of material obtainable into each and every article they manufacture, their motto being: "Never sacrifice quality for price." It may be here stated, however, that in many instances they sacrifice price for quality. Any business with quality as its foundation is bound to succeed.

Once more to the front, they are now making the H. B. K. patent "Ripless Tip Glove," which positively cannot rip, thus coming nearer being an everlasting glove than any other glove ever made or thought of.

Some two years ago they commenced manufacturing the "Husky" working-man's shirt, which has now become famous, every pair being guaranteed to wear twelve months, something unheard of before. Any glove or garment bearing the trade mark, H. B. K. in the red diamond is guaranteed and can therefore be relied upon.

THE IMPROVED ROSE BRUSH CUTTER

A solid steel machine, easily worked with four horses. Takes the place of thirty men cutting by hand. Will clear from five acres a day up. Get the brush off your land. It is no good for any purpose and it's hard to sell brushy land.



WRITE FOR FULL PARTICULARS TO:
McNAMARA & ROOSE
Manufacturers WETASKIWIN, ALTA.

\$3,000,000 Spent To Make a \$1,000 Car

Over \$3,000,000 has been invested to make Overland cars cost less than any others. The saving all goes to our buyers

We are making a 25-horsepower Overland for \$1,000 this year. It has a 102-inch wheel base—a possible speed of 50 miles an hour. There is not a road in America—not a hill with a road up it—which this car cannot travel.

We are making a 40-horsepower Overland, with single rumble seat, for \$1,250. It has a 112-inch wheel base. Every price which we quote includes five lamps and magneto.

As a result of these values, Overlands have become the most popular cars in existence. Over 20,000 people will buy them this year. Let us explain how we give such remarkable cars for the money.

Automatic Machinery

We have spent some hundreds of thousands of dollars on special automatic machinery. Each machine is devised to make some part in the most economical, most exact way.

Here is a machine which enables one man to do the work of sixty men. Here is a machine which performs thirty operations in the time which another machine took for one.

Here is a welding machine which brings steel to white heat while one is taking a breath. Here are rows upon rows of automatic machines doing work of an army of experts far better than experts ever did it by hand. The sum of their savings—on the thousands of parts which go into a car—saves hundreds of dollars on an automobile.

Other Economies

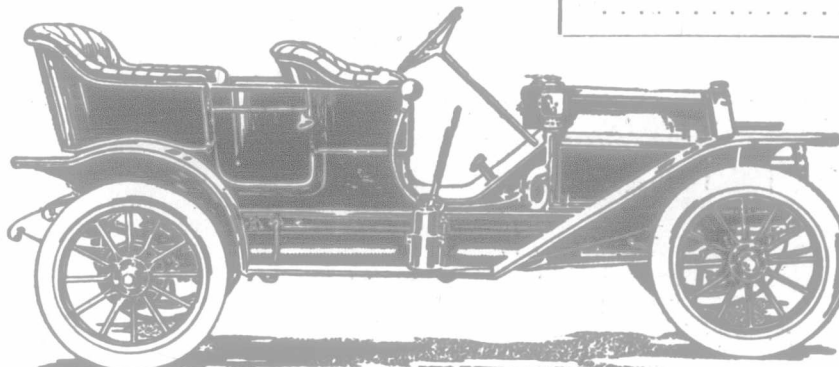
One whole factory—every machine and every man in it—is devoted to one model alone.

There are separate factories for the different parts, so that all can be made in the most economical way.

Then we have an output of \$24,000,000 per year. So the overhead expense—which in some cars amounts to a fourth of the cost—is but a trifle per car in the Overland.

Those are some of the reasons why no other car can compete with the Overland.

The
Overland



The 40-horsepower Overland costs from \$1,250 to \$1,500, according to style of body, etc. The wheel base is 112 inches. All prices include gas lamps and magneto.

Utter Simplicity

Yet the man who knows would give more for the Overland than for any other car in its class. It is so simple, so easy to care for, so trouble-proof, that it appeals to experts and novices.

The Overland has fewer parts than any other automobile. All the complexities have been eliminated. The car almost cares for itself.

Many owners write of running it thousands of miles without even cleaning a spark plug.

The operation of the car is by pedal control. One goes forward or backward, fast or slow, by simply pushing pedals. A child can master the car in ten minutes. A young woman is now running one of the cars from the Atlantic to the Pacific.

Overlands are used in the U. S. Mail service because of their proved reliability. Each car does the work of three horse-drawn vehicles.

Numerous large concerns supply Overlands to their country salesmen, because any man can always keep them going.

On a ranch in Texas, 15 men in Overlands are doing the work of 50 men on horses.

Ask for the Facts

More people are buying Overlands now than any other car in the world. You should know all the reasons, for those reasons will appeal to you. If you will send us this coupon we will mail you a beautiful catalog, giving all the facts and picturing all the styles. Please cut out the coupon—now—before you forget it. Learn the facts about this remarkable car.

We have dealers in 800 towns.

The Willys-Overland Co.

TOLEDO, OHIO

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Please send me the catalog M. 33 free.

M 33