



## High-Priced Quality in a Low-Priced Car

**Q Without regard to price** and from the standpoint of quality only, the Model T car is accustomed to winning out. The steel in the Model T is superior to the steel in any other automobile built. This Ford Car is a veritable Vanadium steel car. Vanadium is admittedly the strongest, toughest, most durable special steel manufactured, and Vanadium steel is used in the Ford car wherever strength is a requisite. Because of it, the axles, the gears, the shafts, the springs will stand and are daily standing strains that would keep any other car in the repair shop. And steel is only one of the items of superiority.

Castings, body, equipment, tires, wheels, all are proportionately high grade.

**Q Ford does not want sales** that are made only because of price. Ford wants sales secured in a competition of quality. Buy a Ford car because it is a better car. Buy it because the imprint "Ford" means merit, and has meant merit more years than ninety-nine per cent. of the manufacturers of automobiles have been in business. Ford owners praise their cars because of the quality, not the price.

### COMPLETE EXHIBIT AT TORONTO AUTOMOBILE SHOW

4 Cylinder 20 h.p. 5 Passenger Touring Car with Magneto and Full Equipment \$1150.00, Roadster \$1100.00, Tourabout 1150.00, Coupe \$1250.00, Town Car \$1400.00  
Prices F. O. B. Walkerville **FACTORY AT WALKERVILLE** Branches in Toronto and Winnipeg

*The Ford Motor Company*  
OF CANADA, Limited

## Best Advertisers Use Plenty of Light

Illumination is one of the best forms of advertising. Keen advertisers realize this fully. The brightness of a store enhances the value of whatever other advertising you do. You can illuminate your whole store every night with the new

### TUNGSTEN LAMPS

making a show room of your entire store. We have a most attractive proposition for every progressive merchant. Phone M. 3975 and our representative will call and talk it over with you.

**TORONTO ELECTRIC LIGHT CO. Limited**

## FRENCH CLARETS, &C. CALVET BRAND



**CALVET**  
**CALVET**  
**CALVET**  
**CALVET**

Stands for **GOOD FRENCH CLARETS, SAUTERNES or BURGUNDIES.**

Ensures you getting **THE BEST FRENCH CLARETS, SAUTERNES or BURGUNDIES** in any part of the world.

Is the name of the celebrated firm of **J. CALVET & CO., BORDEAUX**, the leading Claret and Burgundy house in France.

Wines can now be obtained if specially ordered from all leading Wine Merchants and Hotels in the Dominion. The public are informed that each bottle bears the name of **J. Calvet & Co.**, which is a guarantee that contents are true to description as to growth and quality.

Prices range from **\$4.50 PER DOZEN** large bottles, upwards

**CALVET**  
**CALVET**

Wines will be found to contain a minimum of Sugar and Alcohol, and to be practically free from acidity.

Wines can be obtained from all Wine Merchants or on application to the General Agents for Canada,

**S. B. TOWNSEND & CO., 18 ST. SACRAMENT ST., MONTREAL**

THE ADDRESS OF THE NEAREST AGENT WILL BE GIVEN

## National Trust Co. Limited

18-22 KING STREET EAST  
TORONTO

**CAPITAL** ..... \$1,000,000  
**RESERVE** ..... \$650,000

This Company is specially qualified to act as Executor and Trustee under Will. It offers absolute security, business management and safe investment of trust funds.

**J. W. FLAVELLE, President. W. T. WHITE, General Mgr.**



**"The Saddest of the Year"**  
—Those Housecleaning Days. **NO!** not since the advent of

### Lacqueret

Just a touch here, a good application there, renewing, freshening, brightening, all over in a day or two, and what a transformation!

ASK YOUR DEALER FOR  
THE "DAINTY DECORATOR"  
AND COLOR CARD OR WRITE US

**INTERNATIONAL VARNISH CO.**  
Limited  
Toronto, Canada