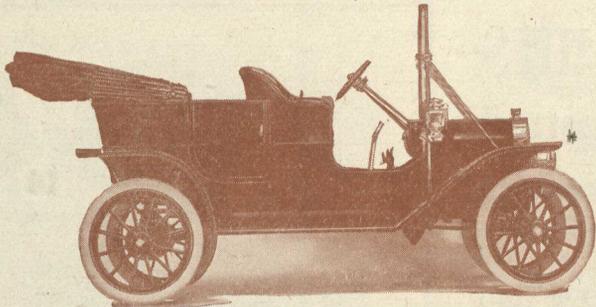


Ford Model "T"



Ford high-priced quality in a low-priced Car.

This 20 H.P. Car Has More Power Than Any "30"

The horsepower of the Model "T" Ford, though rated as "twenty," is greater than the average "thirty" and equal to some of the "forty" cars. A "thirty" weighing 2,100 lbs.—a much lighter weight than the average "thirty" has one horsepower for each seventy pounds. The Model "T" develops one horsepower for each 53.3 pounds of car weight. Horsepower has no significance except when compared with the load to be carried—you'll agree with us on this. This argument based on the generally

$$\text{accepted formula, H.P.} = \frac{D^2 \times N}{2\frac{1}{2}}$$

Our New Catalogue is Replete With Facts Like the Above.

4 cyl., 20 h.p., 5 passenger Touring car. 30 in. x 3½ in. wheels. 100 in. wheel base. A Vanadium steel car. \$1,150 f. o. b. factory; price includes magneto and full equipment. Roadster, \$1,100. Tourabout, \$1,150. Coupe, \$1,250. Town car, \$1,400.

TORONTO BRANCH
53-59 Adelaide St., West

WINNIPEG BRANCH
309 Cumberland Ave

FACTORY and OFFICES
Walkerville, Ont.

The Ford Motor Company
OF CANADA, Limited

This Charming Fern Pot for \$1.98



An attractive piece of ware consisting of a green earthen pot set in a silver-finished dish of charming design. It is a refined example of the better kind of silver plated ware that is now so popular.

It is six and a half inches in diameter and would never be offered for less than three dollars had we not placed a tremendous order that brought the price tumbling down. One dollar and ninety-eight cents is the price at which we are now able to sell it.

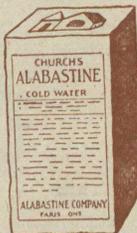
When ordering be sure to ask for the "lotusbloom" fern-pot—when carefully packed and ready for shipping it weighs 2½ lbs.

The Robert **SIMPSON** Company Limited
TORONTO



A pail, with water—a brush—and a pkg. of Alabastine

are all you need to transform an ordinary-looking wall into a beautiful and artistic wall which will appeal to the most refined taste. Any one can apply Alabastine. Alabastine colors are permanent—they do not rub off. They give that artistic soft, velvety effect which can be produced only by Alabastine. It hardens with age, becoming a part of the wall. Alabastine can be re-coated without removing the old coats.



CHURCH'S Alabastine
COLD WATER

Alabastined walls are now the most popular. There is nothing so charming, so sanitary, so cheap. In the modern home, Wall Paper, held on by flour paste, is now tabooed. The sales of Alabastine in Canada have doubled in the last two years.

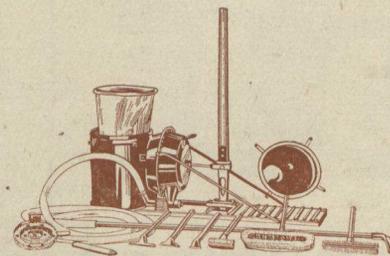
None Genuine without little Church on Label

FREE STENCILS

To still further popularize Alabastine and again double its sales, we have organized a Decorative Department, and are prepared to offer FREE COLOR SCHEMES and FREE STENCILS to all users of Alabastine. Write today for particulars—our advice is FREE. Let us help you to beautify your home at moderate cost.

The Alabastine Co., Ltd., Paris, Ont.
23 Willow St. 8

Housecleaning made a Delightful Undertaking with a PERFECT Vacuum Cleaner



Rugs, carpets, furniture, bedding, etc., thoroughly and quickly cleaned without being disturbed. A Cleaner that is light, strong simple in construction, effective and easily cleaned and has a blower attachment. Handpower \$25.00, water motor \$35.00 A. C. Electric \$75.00.

McKuen's PERFECT Combined Washing Machine and Boiler

A Perfect Washing Machine. The latest on the market, "1910," one that will do the washing right on the stove while the clothes are boiling, no rubbing, no damage to the most delicate fabric, producing cleaner and much whiter clothes. A complete surprise to everybody. Prices \$10.00 and up. Purely Canadian. Patented both here and in the United States. Write for pamphlets and further particulars. Mail orders receive special attention.

The Perfect Manufacturing. Comp'y
GUELPH, ONTARIO

Delicious Coffee is always assured if you use an Electric Coffee Percolator

Coffee made the "electric" way is healthful—the grounds are never boiled—no bitter taste. Filtration extracts full strength and flavor and saves one-third.

The Toronto Electric Light Co.
LIMITED
Phone Main 3975 - - 12 Adelaide St. East

HOLBROOK'S WORCESTERSHIRE SAUCE

The Sauce that makes the whole world hungry.

Made and Bottled in England
2089

SAUCE