

NOTICE

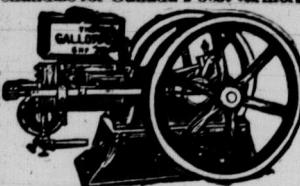
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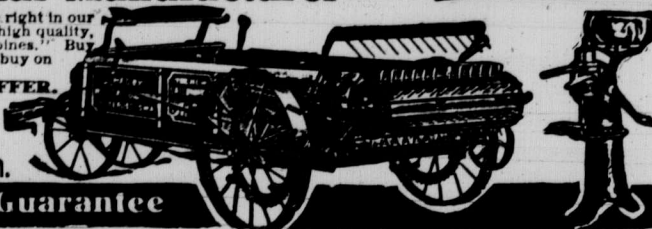
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Touring Car \$590

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In the Dominion of Canada only

FURTHER we will be able to obtain the maximum efficiency in our factory production, and the minimum cost in our purchasing and sales departments **IF** we can reach an output of 30,000 cars between the above dates.

AND should we reach this production we agree to pay, as the buyer's share, from \$40 to \$60 a car (on or about August 1, 1915) to every retail buyer who purchases a new Ford Car between August 1, 1914, and August 1, 1915.

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Ford Motor Company

Of Canada Limited
Ford : Ontario

WHAT SAMPLING REVEALS

A herd owner may ascertain from the creamery that his average is 40 pounds of fat per cow for the month and yet have a dim idea that some of his cows are better producers than others, but probably few men are prepared for the veritable surprises encountered when they commence regular weighing and sampling. To take the case of two 2-year-old heifers that freshened this spring, last month one gave 30 pounds of fat, the other gave 46 pounds. One

5-year-old in the same herd of grade Jerseys gave 67 pounds of fat, and another 5-year-old gave only 36 pounds. The owner would scarcely believe that one mature cow is thus earning, with fat at 27 cents per pound, eight dollars and thirty-seven cents more than her stable mate in just one month. What will be difference be for the whole year? That is the crucial test.

Between two 3-year-olds in the same herd, that both freshened in March, there was a difference last month of 19

pounds of fat, worth over five dollars. Similar differences are to be found in many herds, illustrating very clearly that it is palpably unfair to take a general average of the herd unless they are decidedly more even in production than those cited above. Records of individual production alone can give this valuable information to the owner. Milk and feed records may be obtained free on application to the dairy commissioner, Ottawa.

—C. F. W.

War News

Continued from Page 4

to Antwerp, and when the German cavalry arrived they found no soldiers in the city and were received by the burgomaster, who had instructed the citizens to offer no resistance in order that the city might not be destroyed. Ostend, a popular seaside resort, is also occupied by the Germans. Antwerp, however, is strongly fortified and will not be surrendered.

On the French and Russian frontiers the allies appear to be having the best of the encounter. A great part of Alsace has been taken by the French, who have driven back the German armies with heavy losses, while the great Russian army is moving slowly but surely towards Berlin from the east.

Great Battle in Progress

The following official announcement was issued from Paris on Sunday night:

"A great battle is now in progress along a vast line extending from Mons to the frontier of Luxemburg. Our troops, in conjunction with the British, have assumed everywhere the offensive. We are faced by almost the whole German army, both active and reserve.

"The ground, especially on our right, is thickly wooded and difficult. The battle is likely to last several days.

"The enormous extent of the front and the great number of forces involved makes it impossible to follow step by step the movements of each of our armies. We must await the result of the first phase of the combat before we can form any conclusion as to the situation. Otherwise, we should be giving to the press divergent and contradictory news, since such a battle naturally is made up of actions and reactions which follow and connect in a continuous manner.

"In Vosges, the general situation determined us to withdraw our troops from Donon and the Saales Pass. Those points were no longer of any importance, since we occupied the fortified line, beginning at Grand Couronne de Nancy. Lunéville is occupied by the Germans, and at Namur the Germans are making great efforts against the forts, which resist energetically."

Telegraphing from Rozendaal, Holland, on Monday morning, the correspondent of the Central News says:

"There is no doubt that a big battle is now in progress in the neighborhood of Charleroi, Belgium. The Germans are rushing troops in that direction. Only 3,000 troops are left in Brussels which is more completely isolated than Liege.

"The Germans have occupied all the villages between Louvain and Alost, in order that the passage of their main army across Belgium may not be interrupted.

"There are no Germans, excepting scouting patrols, around Ghent."

No word has been received from the North Sea and it is assumed that the German navy is still keeping in the safe waters of the Kiel Canal and Baltic Sea.

Japan Declares War

Japan declared war upon Germany on Sunday. She had demanded that Germany surrender her colony and fortifications at Kiau-Chao, China, which Japan insists should be handed to her to be returned to China as soon as this can be safely done. Germany made no reply to the Japanese ultimatum, which expired on Sunday, but the Kaiser instructed the commander of the fort to resist any assault. The whole Japanese army and navy will be used if necessary, to take the colony and a desperate resistance is expected. The British authorities, who were consulted by Japan, have stated that the latter country will confine its activities to the Far East and will not join in the general hostilities.

Italy still maintains her neutrality, but Greece is said to be assisting Serbia against Austria.

Twenty-five thousand volunteers from all over Canada, including many British ex-soldiers, are assembling at Valcartier, Quebec, in readiness to proceed to the war zone.