



Average first year depreciation of the Ford car is \$125 as against \$250 to \$400 for practically any of the lower priced cars

It is difficult to set any definite figure for the depreciation of an automobile. So much depends on the condition of the individual car at the end of the season.

The average price paid for used cars in the \$1000-or-less class at any time during the first year is about \$250 to \$400 less than the first cost. But the average used Ford sells very quickly for \$125 less than the purchase price.

Compare the Ford depreciation cost of about \$10 a month with the probable \$30 or more a month that the other kind will cost you. Which is the better investment?

Ford Motor Company
OF CANADA, LIMITED.

Ford Roadster \$400
Ford Touring 525
Ford Coupelet 730
Ford Sedan 800
Ford Town Car 700
F. & B. Ford, Ontario

FORD, ONTARIO

All cars completely equipped, including electric headlights. Equipment does not include speedometer.

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are in position to give good service to you and your family. The Guide will not knowingly carry the advertising of any unreliable concern. In writing to the advertiser, be sure to mention that you saw his announcement in The Guide, Winnipeg. It will insure good service.

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STRONG BANK STATEMENT

With a million dollars increase in assets, and an exceptionally strong reserve of liquid assets against public liabilities, the Bank of British North America was able to present to its shareholders at the eightieth general meeting, held in London, England, on March 7, a showing which holds out the certainty of greatly increased prosperity as soon as normal conditions are restored. Reports of the meeting indicate not only a very sound condition in the bank itself, but a confident and cheerful attitude towards Canada and her prospects among the British shareholders. "The bank's liabilities to the public, exclusive of acceptances, now amount to about 52 millions of dollars, against 50½ millions a year ago. Deposits have increased in the neighborhood of two millions, but other items have slightly decreased. Against these public liabilities the bank holds the sum of 26½ millions of dollars in cash, call loans and promptly realizable securities, affording a reserve amounting to 51 per cent. of public liabilities and four million dollars greater than a year ago. Against immediate public liabilities the reserve is 52½ per cent.

After caring for regular customers the bank's current loans in Canada have been reduced by a little less than three millions, owing to the difficulty in finding thoroughly sound and profitable new business. The credit and standing of the bank have been the primary consideration, and it is believed that the bank's strength in credit and assets will give it great advantages in extending its connection when normal conditions return.

USING LOADING PLATFORMS

For some considerable time, and particularly during the past fall and winter, farmers in many places have had difficulty in getting grain cars spotted at the loading platform. One case of this kind occurred at the loading platform at Wakopis, on the C.N.R. Alex. Rankin, of Killarney, was loading some cars of grain, and one that he was going to load with barley and which the conductor had promised to spot at the platform was left several yards away from the platform. Where it should have been, two cars loaded with the company's coal were put. The consequence was loading had to be done from the ground four car lengths from the platform. Alex. Rankin wrote concerning this matter to the Board of Grain Commissioners, and they laid a complaint before the railway company, pointing out that it is necessary at this time of the year to see that the platforms are kept clear to allow farmers to load their grain. The outcome was that the general superintendent of the C.N.R. notified its agents that during the grain season no other use of grain loading platforms is to be made except for the loading of grain or farm machinery.

THE LATEST U.S. NOTE

On Wednesday, April 19, President Woodrow Wilson told the United States congress, assembled in joint session, that he had given Germany irrevocable notification that the United States will break off diplomatic relations if her illegal submarine campaign is continued. From the wording of the note it would seem that this was America's last word in the series of diplomatic exchanges which have passed between the two governments since the world was startled by the sinking of the Lusitania. In brief, the note contains an account of the accumulation of facts proving that Germany's assurances to the United States are being violated; that the submarine campaign, despite the earnest protests of the United States, is being conducted with renewed vigor in contravention of all the laws of humanity, and the United States government will sever relations unless it is brought within the law. The diplomatic history of the world shows that such a course is almost certain to be followed by war. The German reply to the note is anxiously awaited throughout the world.

BELGIAN RELIEF FUND

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T. B. Bates, Maybourn, Sask. 2.00
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