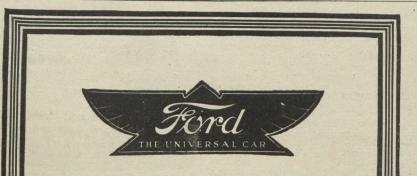


Birth discourses on "Women and Politics," "Canada's Birthday" and other themes which are uppermost in the feminine mind this minute. Mrs. Christine Frederick, of New York City, has permitted the editor to publish her address, entitled "The Average Woman Consumer," and delivered in Toronto last week before the Associated Advertising Clubs. Madge Macbeth contributes a sketch on Lucile Watson, the elever Canadian actress, now in Boston. And the fortnight's news is presented in note and picture.

Demi-Tasse	By Staff Writers.
The Fifth Wheel	Our Serial Story.
News of a Week	
Money and Magnates	By the Financial Editor
Reflections	By the Editor.



3



In every State of the Union you'll find Fords out-numbering any other car three to one. And there's a reason aside from the purchase price. They do the job —they run all the time—they get you there-and-back at half the cost of the steam-engine types.

Runabout \$600. Touring Car \$650. Town Car \$900-f. o. b. Ford, Ontario. Complete with equipment. Any branch manager, or from Ford Motor Co., Ltd., Ford, Ont., Canada.

