



**You Can Buy an Otis-Fensom  
Freight Elevator for as little as  
\$70**

Some people seem to think that any kind of an Otis-Fensom freight elevator is a costly affair, running into hundreds of dollars.

This isn't so, by any means.

Very likely the best freight equipment for your purpose would cost very little. Yet the saving it will effect will be proportionately as great as the most expensive equipment would afford you.

We are looking for business men who have warehouses, stores, factories, etc., and who do not know the vital economy of a freight elevator.

We want to send such men a copy of our book--

**"Freight Elevators and Their Uses"**

Send me your book

Send for your copy to-day. It explains the value of freight elevators in general, and the peculiarly successful features of Otis-Fensom freight elevators in particular.

Name .....  
Address .....

**OTIS-FENSOM ELEVATOR CO., Limited**  
Traders Bank Bldg., Toronto



**THE IDEAL HOME BEVERAGE**  
You are quite safe in ordering a case of light, sparkling, palatable

**Sterling  
ALE**

**FOR HOME CONSUMPTION**

Take it with your meals—it is a splendid aid to digestion, and contains but a small proportion of alcohol.

Let your friends try "STERLING" Ale—They will be delighted with its flavor.

All good dealers and hotels keep it in stock. Brewed and Bottled in the most up-to-date and sanitary plant in Canada by

**REINHARDTS' OF TORONTO**  
INSPECTION INVITED



10 cents everywhere

*Taylor's*  
**INFANTS-DELIGHT  
TOILET SOAP**

Almost a million Canadian women use Infants-Delight Toilet Soap. They enjoy its rich, creamy lather—its rare cleansing power—its soothing, softening effect on the skin—and its delicate fragrance.

Have you never tried it? Then you and yours have been missing a real toilet treat. Get a cake from your dealer right away and you'll see how true this is. 10c. everywhere.

110



The same splendid soap qualities, but scented with the fragrance of fresh-cut violets. Free Trial Sample sent on receipt of 2c. stamp to cover postage.

Please send me a Sample of Taylor's Valley Violet Toilet Soap.

John Taylor & Co., Limited  
Toronto  
Oldest and largest Perfumers and Toilet Soap Makers in Canada.

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A new car for the new year! Why try to get along with old, cumbersome, "liability on wheels"? A substantial portion of our product for the new year will go to those who have tired of the expense and trouble of a heavy, unhandy car.

Every third car is a Ford. Nearly 180,000 have been sold and delivered. New prices—runabout \$675—touring car \$750—delivery car \$775—town car \$1,000—with all equipment, f. o. b. Walkerville, Ont. Get particulars from Ford Motor Company of Canada, Limited, Walkerville, Ont., Canada.