

The Spanish River Pulp & Paper Mills

Limited

Lake Superior Paper Company

Limited

Head Office: Sault Ste. Marie

MILLS AT

Sault Ste. Marie, Ont. Espanola, Ont.
Sturgeon Falls, Ont.

DAILY CAPACITY

460 Tons Newspaper 370 Tons Groundwood
225 Tons Sulphite

High Grade

Malleable Castings

Galt Malleable Iron Co.,
Limited

Galt, Ontario.

Ford Owners:

DEMAND GENUINE FORD PARTS

The Ford owner, who allows any but **genuine** Ford parts to be used in his car, suffers more than the actual loss on the inferior part. Other parts in his car are liable to damage from the inferior part, and, of course, the Ford warranty behind his car becomes void. There is also the dissatisfaction arising from poor service and repeated breakages.

To get **genuine** Ford parts — and the Ford service expected from those parts — Ford owners have only to look for the familiar Ford sign or the new Ford Service sign.

When the Ford Service Sign is displayed it indicates that the garage owner has agreed to supply only **genuine Ford Parts**.

Look for the **FORD SERVICE SIGN**

Ford Motor Company of Canada Limited
FORD, ONTARIO