Officers of Usk Church For Year

John Willman Elected President and Percy Skinner Secretary

USK. March 28:-- Marsh Memorial Church here, at its annual meeting recently, elected officers for the year as follows:

Honorary president, Rev. Canon T. J. Marsh.

President, Capt. John Willman. Secretary, Percy Skinner.

Trustees-Rev. H. T. Allen, Rev. at an early date. A. W. Robinson, Mrs. Whitlow, Mrs. Glover, Mrs. Bell, Mrs. Post, Mrs. borne and Mr. Alger.

It was decided to buy an organ Jackson, sentenced to nine months' for wilful damage.

For a deep black shine MONTREAL ... TORONTO ... VANCOUVER

for the church and have it installed imprisonment at Okalla for theft;

Stuart, Mrs. Skinner, Mrs. Duncan, Kenney of Terrace sailed last night sentenced to three months for Mrs. Drake, Mrs. Breehin, Mr. Col- on the Prince Rupert for Vancou- creating a disturbance, and Barney ver, having in his custody Wilfrid Doran, who will do three months;

J. J. Hepmer of Burns Lake, sent down for six months for selling li-Provincial Constable H. L. Mc- quor: Walter Rehbin, who has been

PEMBINA EGG-Delivered, per ton \$12.00 ALBERTA EGG-Delivered, per ton 12.50 ALBERTA LUMP-Delivered, per ton 13.50 Special Prices On Your Winter Supply

MILL ENDS-Per load BOX CUTTINGS-Per load

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THREE IMPORTANT FACTORS ENTER INTO THE COST OF YOUR AUTOMOBILE

- 1. How much it costs to make the car
- 2. How much extra you pay the dealer
- 3. How much it costs for operation and up-keep

THE PURCHASE of an automobile involves a considerable amount of money and it should be earefully considered from all angles before a final decision is made.

The value of the car to you depends on the value built into it at the factory, how much extra you pay the dealer for distribution, selling, financing and accessories and what it will cost to operate and maintain the car after purchase. Each of these factors, as it relates to the Ford car, is frankly explained below.

Economy in production

THE FORD CAR is made economically because of the efficiency of Ford production methods. The money saved through this efficiency is put back into the car in improved quality of material and in greater care and accuracy in manufacturing. The constant effort is to eliminate waste and find ways to make each part better and better without increasing cost-frequently at lowered cost.

Because of Ford economies in large production and because the Ford organization operates on a low-profit margin, the price you pay for the car is much less than it would be under any other conditions. Yet it brings you many unusual features of construction and performance.

At least \$75 extra value is represented alone by the Triplex shatter-proof glass windshield, the Rustless Steel, the four Houdaille double-acting hydraulie shock absorbers, and the five steel-spoke wheels. The unusually large number of ball and

roller bearings and the extensive use of fine steel forgings instead of castings or stampings are other features that reflect the high quality built into every part of the car. Throughout, it is a value far above the price you pay.

Low dealer charges

THE SAME PRINCIPLES of efficiency and economy that characterize the manufacture of the Ford car are applied also to distribution. Obviously it would do the public little good to save in production if these savings were sacrificed later in excessive costs of selling, financing and accessories.

The Ford dealer, therefore, operates on the same low-profit margin as the Ford Motor Company of Canada, Limited, his discount or commission being the lowest of any automobile dealer. He does a good business because he makes a small profit on many sales instead of a large profit on fewer sales.

THESE LOW PRICES

Roadster . \$540

. \$550 Tudor Sedan \$620 Coupe . . \$620 Sport Coupe \$655 Three-window Fordor Sedan . . \$775 Cabriolet . \$790 Town Sedan \$835

(All prices f. o. b. East Windsor, Ontario. Bumpers, spare tire and taxes extra.)

Easy time payments can be arranged through your Ford dealer

The lower cost of selling, combined with the low charges for financing and accessories, means a direct saving of at least \$50 to \$75 to every purchaser of a Ford, in addition to the savings made possible by economies in manufacturing. The money you pay for a Ford goes into value in the car. It is not wasted in high dealer

Low up-keep costs

IT IS IMPORTANT to remember that the cost of your automobile is not the first cost only, but the total cost after months and years of service. Here again there is a decided saving when you buy a Ford.

The cost of operation and up-keep is lower because of simplicity of design, the high quality of material, and the reduction of friction and wear through unusual accuracy in manufacturing and assembling. The reliability and longer life of the car contribute to its low depreciation per year

The intelligent, painstaking service rendered by Ford dealers is under close factory supervision and is a considerable factor in the low up-keep cost of the Ford. All labor is billed at a flat rate and replacement parts are always available at low prices through 700 Ford dealers in every section of Canada.

In two, three or five years, depending on how much you drive, the saving in operating and maintaining a new Ford will amount to even more than the saving on the first cost of the car.

FORD MOTOR COMPANY OF CANADA, LIMITED



"THE CANADIAN CAR"

HALF-PRICE SALE

Since our Denny Allen Sale peop have been waiting for another real

To see how many know a bargain when they see it, we will take a sport. ing chance. For one day only our stock

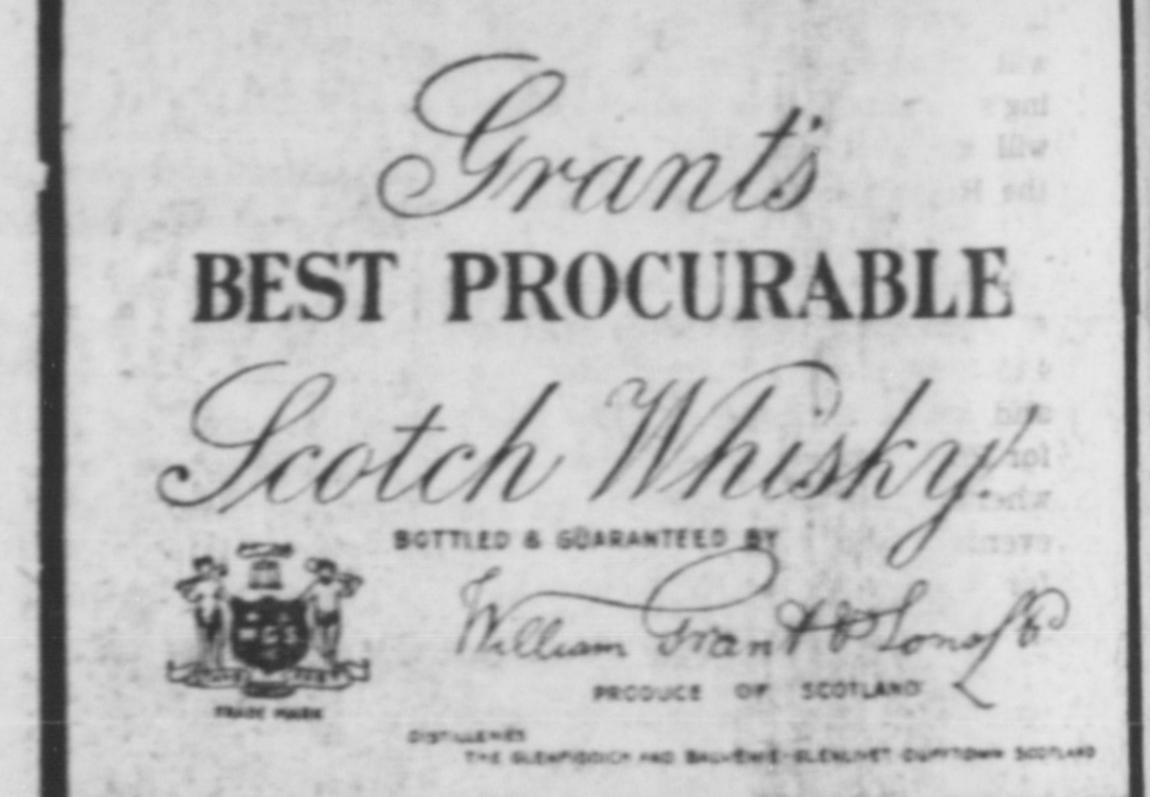
UMBRELLAS

will be sold at half price. \$5.00 umbrellas, \$2.50; \$10.00 umbrellas, \$5.00. All colors.

We think the advertising we will get will more than make up our loss as this will be below wholesale price.

John Bulger Co.

"TRY A NIP TONIGHT"



The Original Label - look for it at the Vendor's and insist on GRANT'S "BEST PROCURASLE"

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Stores ... Remember

the mant!

Old Country Ale 18 drink. Try it and you too will be for Sale at all Gov convinced ernment Liquor

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