



What Will You Do For Help?

FARM help is scarce, but this condition can be relieved to a marked degree by using machines that accomplish more work in a given time with less man power.

Why should the farmer cling to horses—a slow, expensive means of power—when every other business is adopting the truck and thereby reducing the cost of hauling, speeding up deliveries, and saving for human needs the food that the horses would otherwise consume?

The motor driven truck can work constantly at maximum load under the burning summer sun, or in the coldest weather. Unlike the horse it needs no rests while working, it eats only while in actual use, and when the day's work is done it requires very little attention, and leaves you free for other "Chores" about the place. Then, it can be housed in one-quarter the space of the horses, wagon and harness it replaces.

It is a mistaken idea that a truck is useful only for driving upon paved roads. The Ford can be driven all over the farm, and used for hauling grain, potatoes, fruit, roots, fertilizer, wood, stock, milk or any other product. The speed it travels, the time it saves, and its low upkeep cost appeal very strongly to all users of the Ford Truck. If you need help, order your Ford One Ton Truck today.

All prices subject to war tax charges, except trucks and chassis

Ford

THE UNIVERSAL CAR

One-Ton Truck \$750

Runabout . . . 575

Touring . . . 595

Coupe . . . 770

Sedan . . . 970

Chassis . . . 535

F. O. B. Ford, Ont.

**Ford Motor Company of Canada,
Limited**

Ford . . . Ontario