



Now Then, All Together, to Help Win the War!

INCREASED PRODUCTION is now the most crying need of the hour. A world famine is at hand unless every effort possible is put forth along the line of producing food, to feed the armies at the front, and help make up the serious shortage of food supplies in the various Allied Countries.

Everybody can help—those who produce the raw materials; the manufacturer who fashions these materials into the implements used in raising crops; those who transport the implements to the farmers; the farmer; the thresher; the elevator employees, and those who have to do with the shipment of food products across the water—the co-operation of all is needed at this critical time.

Farm help is scarce, as in all lines of activity, and it is only by making use of the most efficient labor-saving implements that the present world-crisis can be coped with. Large-sized implements which can be operated with the minimum of man power will go a long way towards securing the increased production of food products so absolutely essential at this time.

You take no chances with Massey-Harris Implements, as they are designed by those having years of experience with farming conditions and the building of suitable machinery to handle the farm work economically and satisfactorily. The line includes everything needed, from the plowing of the land to the hauling of the crop to market.

Massey-Harris Co., Limited.

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Branches at:—Montreal, Moncton, Winnipeg, Regina, Swift Current,
Saskatoon, Yorkton, Calgary, Edmonton, Vancouver, Kamloops.

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