



Save the Horses for Farm Work

THE average farmer has enough work for his horses right on the farm. He can ill spare them to pull a buggy or a phaeton. And his own time is valuable, too. With farm labor so scarce, he cannot afford to spend half a day or a day to drive a horse to town and back, when he can do it in an hour or two in a Ford.

Costs Less

A Ford car soon pays for itself in the time it saves the busy farmer, costs less to run than a horse. It doesn't eat its head off when idle.

Mr. S. M. Smith, of Holstein, Ont., says: "I can run my Ford car more miles with less expense than a horse." His experience is typical of thousands of others.

Mr. W. A. Fallin, of Vermillion, Alberta, states that he has driven his Ford more than 13,000 miles over muddy roads, prairies and fields in every kind of weather. His entire maintenance expense for three years, outside of one set of rear tires has been only \$3.35.

With the cost of running a Ford less than driving a horse, it doesn't seem good business to drive a horse to town and tire him out so that he is not fit for work on the farm the next day, now does it?

Never Tired

That's the great beauty of a Ford! It never gets tired. It whisks you to town and back, or takes the children to school, or your wife to visit a friend, 15 miles down the line, without any slowing up for breath or any urging with a whip. You

don't have to say "gid-dap" to a Ford. And as for hills, well, it scurries over them like a squirrel climbs a tree.

Easy to Drive

It is as easy to drive a Ford as to drive a horse. It is just the car for country service. Narrow roads or sharp turns do not bother it. It can turn completely around in a very little larger space than a horse and buggy. It is not afraid of a traction engine, a street car, a train or another motor car. It never "shies." It stands without hitching.

The initial cost of a Ford is small—\$495 for the touring car. If you care to sell it at the end of one year, you will find many buyers who will offer you the first price, less \$125. Consider, therefore, how much pleasure you can have in a year for \$125; how many hours of tedious travel, and how much horseflesh you can save. Don't you think it is a good "buy"?

No progressive farmer can afford not to own a Ford. The more you look into this, and think it over, the more you will realize that it is so.

Ford

Touring Car - \$495

Runabout - \$475

F.O.B. FORD, ONTARIO

Ford Motor Company of Canada, Limited

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