

Now a complete truck

HEREAFTER Ford One-Ton Trucks may be bought complete with bodies and cabs, ready for the road.

The chassis may still be purchased separately.

But, in most cases, the Ford Truck will be sold as a complete Ford job. The body as well as the chassis will be planned to give Ford service.

This radical step in the production of Trucks is being taken to insure the utmost efficiency from the Ford Truck; to give the purchaser Ford value in every part of his truck; to produce better bodies at lower prices.

Two Standard Bodies

The two types of Truck bodies most widely used are the Stake and the Express.

These types will be kept in stock, set up, painted (or in the lead) and ready for prompt delivery.

They have oak floors, sills of seasoned hickory and specially designed forgings and castings.

The construction at every point provides for rough usage such as every truck is bound to get.

Enclosed Cab

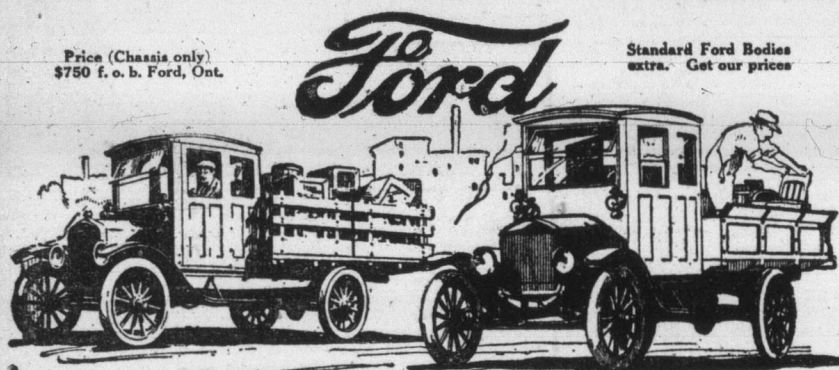
The driver gets proper protection in the Enclosed Cab of the Ford Truck.

This cab can be closed up tight, or perfectly ventilated. It has sliding windows and two-way double ventilating windshield.

These complete Ford Trucks are on sale NOW.

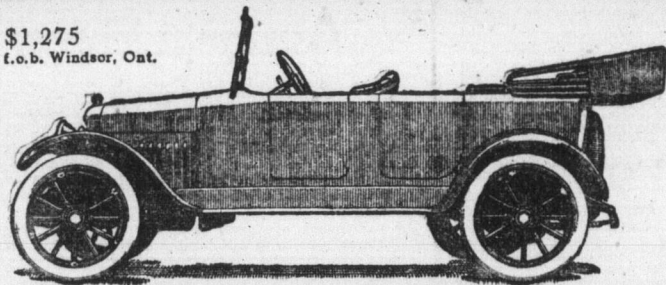
Call and learn what it will cost to use them in your business. Look them over carefully. See how they outclass other Trucks in every detail.

Price (Chassis only)
\$750 f.o.b. Ford, Ont.



Thompson & Firth, Distributors, Kitchen

\$1,275
f.o.b. Windsor, Ont.



Maxwell— A Car of Assured Reliability

THE reliability of every Maxwell is assured by the volume produced. One model quantity production involves the investment of millions of dollars in special machinery, plants, laboratories, etc., before a single car is produced.

Therefore, the basic design must be right—right beyond any question—before this special equipment is installed.

And after production starts absolute accuracy in every part must be assured to prevent delays, wastage, hand-labor—things we can't afford.

No tools are too expensive—no precautions too elaborate—to assure this result.

This was our original plan and it has been consistently followed in producing the 300,000 Maxwells now on the roads of the world.

It is the reason why of Maxwell reliability—economy—uniformity.

A car made right to begin with saves you many a dollar even after you buy it.

MAXWELL MOTOR CO. OF CANADA, Limited, WINDSOR, Ont.



More miles per gallon
More miles on tires

H. J. HAMBRECHT, Kitchener, Ont.

Farmer Nee's Rapid Transit

"The origin of rural motor express lines is obscure but they have probably been in operation on a small scale and in widely separated neighborhoods for several years," said F. E. Fenn, secretary of the Rural Motors Express Committee of the National Automobile Chamber of Commerce, in a New York address recently, in which he brought out clearly the rapid development and advantages of these systems. "For many years hucksters have called on farmers, bargained with them for products and sold to the market at a profit. This was bad for the farmer because the prices he obtained hardly made it worth while to produce; bad for the merchant, because it added little to the prosperity of and so kept him incapable to have been; and bad for the consumer, because the product of the farmers was insufficient and a lot of material came down into town that was unfit for food, as for example, the decrepit rooster and the disreputable egg."

"Up to this time it was supposed that railroads carried all the food necessary. We had overlooked the fact that half of our farmers are miles away from a railroad and received so little encouragement that they produced only what they needed for home consumption. It was only when the railroads failed when embargoes became general, and when the farmer was obliged to waste a great part of what he had raised, that our minds turned definitely toward this newer method of transportation."

"The present day rural motor express does six important things. It is

1. A method of getting to market supplies of food hitherto unavailable because of the distance between producer and the market, and lack of other transportation.

2. A method of relieving railroads of short and unprofitable hauls.

3. A method of encouraging business between farmers and merchants by increasing the earnings of the farmer and improving his purchasing power.

4. A method of decreasing dissatisfaction on the part of farmers and farm hands by providing increased facilities and comfort.

5. A method of transporting produce to the consumer more quickly and in better condition than ever before.

6. A method of maintaining men on the farms and in producing by others who now spend a great part of their time driving to market."

Mr. Fenn's address was given during an eighty-day session of the "First Semi-Annual Motor Transportation Conference," conducted by the Colt-Stratton Co., New York dealer for Dodge Brothers Detroit.

FRENCH PREMIER HAS A CONFERENCE WITH ITALIAN DELEGATES

Paris May 16—Premier Clemenceau received the Italian Premier, Vittorio Orlando and the Foreign Minister Baron Sonnino at the War Ministry to-day. No announcements were made concerning the conference. It is understood that the American delegation is unyielding in its position concerning Fiume.

THREATENS TO WITHDRAW Owing to the Division of BANAT

Geneva May 16—The Roumanian delegation may possibly withdraw from the Peace Conference. Advisers from Paris made public by the Roumanian Bureau at Berne say that owing to the decision of the Council of Ten to divide Banat between Serbia and Roumania, Premier Bratianu and the Roumanian delegation will quit Paris unless there is a modification of the terms. These are considered by the Roumanians to be unacceptable.

"LADIES FREE"

President Thomas Joseph Haligan of the Flint Baseball club gullant molder and dancing master that he is, wants the womenfolk at Athletic park this summer in large numbers to cheer his players on.

He wants their cheering and maddening presence so much that he had decided that they will all be admitted free at the gate.

All they need do is pay the war tax. If they want to sit in the sand, they will of course, be called on to unmesh the price for the shady section, but they will still have a big advantage over the males.

In some cities the clubs have adopted a policy of free admission to soldiers with wound stripes. Haligan has decided against this as a general rule, although he will be mighty glad to play host to any wounded soldier who is in need of it.

As for wound stripes one of his players is entitled to wear the decoration and he expects that one to burn up the circuit this summer.

He also remarks that he knows several boys with wound stripes who are drawing very good wages—The Flint Daily Journal.

Wellesley

Messrs. Ellwood Faulhafer, Louis Martin and Fred Bardon of Kitchener spent Sunday in town.

Louis Wagner and Fred Miller motored to Kitchener on Wednesday. Albert Hamel and Louis Wagner spent Sunday at Josephsburg.

A moving picture carnival will be held here on May 22nd evening showing the Allied Armies at the Front.

Pte. Alex Dewar who was overseas for about a year and a half returned home Saturday.

Home on Saturday.

Mr. P.A. Wagner is installing a new lathe in his garage.

Mr. Valentine Berdux spent Sunday in Millbank.

An allied river flotilla has taken the offensive on the Dvina and Voga Rivers. The flotilla bombarded Tul gas, on the Dvina and Kitzka, on the Vaga.

A policeman ran with drawn baton to Brooklyn, N.Y., street, where there was a big crowd. He found it was merely a flat tire.



—And then they were prouder than ever!

WHEN Johnnie started to boast about his wonderful bicycle it stirred up Harry's dander.

"Think you got the only swell bike in Town! Huh!" said Harry. "Just wish I had my wheel here to show you a thing or two."



"Aw, say, what yeh givin' us! Mine's a peach! It's a beauty I tell yeh."

"Mine sparkles like a trout coming out of the water. Listen! Did you ever see a trout swim? Well, that's just how smooth and easy my bike goes! See?"

"Aw! Come off! I can go like that, too—and I can stop when I want to; I can ride down a steep hill and never worry about her running away with me. I got a real brake!"

"You're not the only one! Mine has a Hercules Coaster Brake, called after the strong guy. Press easy—she slows down nice and quiet. If you want to stop quick, press a little more and she'll stop without shooting you over the handle bars. Some brake!"

"Say! What make is your bike?"

"C.C.M. What else would it be?"

"Wha-a-a-t! C.C.M.! Why, mine's a C.C.M. too!"

C.C.M. Bicycles

Just you remind Dad that he has a live, growing boy who needs all the right kind of outdoor exercise he can get. More than likely he rode a C.C.M. him-

self. He will know what sturdy, husky, easy riding wheels they are—the cheapest because best made. Get him to see the nearest C.C.M. dealer right away.



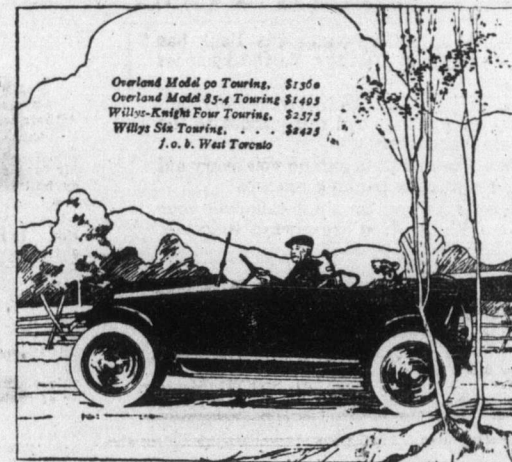
Look for these Name Plates when choosing a bicycle. All of these well known lines are members of the "C.C.M." family.

90% of the Parts of Every C.C.M. Bicycle are Made in Canada and Each Machine is Fully Guaranteed by

Canada Cycle and Motor Co., Limited
Montreal Toronto WESTON, Ont. Winnipeg Vancouver

You Can Get the Cleveland at Butler Cycle Co., 210 King St. West.

Overland



Oh Boy!

The owner of an Overland owns all out of doors. In his Model 90 he goes in comfort and with an enjoyment possible only because of the high quality, fine appearance and unfailing performance of his car.

Last month in Oklahoma, U.S.A., a stock Model 90 Overland car broke the world's non-stop high gear record, 4,370 miles in 7 days and nights in high gear, over bad roads with a gas record of 20.66 miles per gallon.

This durability and economy is an every-day advantage for Model 90 owners—order yours now.

A. LOCKHART & CO.
22-24 Queen St. S.

Willys-Overland, Limited, Head Office and Works, West Toronto
Branches: Montreal, Winnipeg, Regina



WANTED--EXPERIENCED TINSMITH
Only firstclass man need apply. Apply
RUBBER MACHINERY SHOPS or
127 West King St.

Ponselle Sir Home Fire

Never in all its career has "Keep Fires Burning" with such vivid Ponselle has been by thousands as world's great dramas. Her go fairly makes you "silver lining" to in this great song 4958



'Impressio by French

A dream of p light is the Symphony Orchestra. Impressions of—from the first final faintest no the slow languor swift gaiety, all sionate romance beautiful land o nades, scenery is in this great record. A6101—

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