Specialized Delivery for Farm

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WONDER is expressed by some that motor trucks are becoming used on the farm. Many who are unfamiliar with present rural conditions imagine that development is peculiar to the city and that farming conditions are the same yesterday, today and forever.

It is inevitable that as the nature of farming itself changes, the machines of the farm will display a corresponding change. Agricultural need always precedes the machine which fills it.

Tell me what kind of farming a man does and I will tell you what kind of delivery he uses, or will use within the next few years. The farmer who has graduated into some one of the numerous specialized forms of farming—the kinds that put fertility back into his farm, and daily profits into his pockets—will find motor truck delivery necessary in his business.

A TYPE OF VEHICLE USEFUL.

The New Regime.

There appeared recently in the Pennsylvania Farmer an account of one instance of motor marketing which nicely illustrates the new regime. S. L. Kester, of Clearfield County, Pennsylvania, has used a motor truck to his profit and convenience for two years in conveying his produce from Homestead Farm to market.

"He produces fruit, berries, garden products, butter and eggs," says the account. "The products are carried more safely and arrive in better condition than when hauled in a market wagon. About one-third as much time is spent on the road and one team is dispensed with. Towns that were practically out of reach by team are within easy distance by motor truck."

The writer prefaces his remarks on Mr. Kester's delivery success with this statement: "The number of users of the motor truck for marketing purposes is rapidly increasing and their success bids fair to make this method the popular one for conveying farm produce to market. As a saver of time and horses it is economical."

Economy Arguments.

And this is the age of all ages, and the year of all years, when economy is an argument. With shrapnel shooting the price of horse flesh skyward the specialized farmer, as well as the city merchant will listen to arguments for economy. Financial and economical crises are beneficial in that they force us to substitute for our extravagant ways, methods which will stand the test of profit and loss.

When we consider the advantages of farm marketing by motor as compared to the advantages of city gasoline delivery, it is hard to see why the city man beat his country brother to the method. The man in town has better streets and shorter hauls, yet he was first to adopt motor truck delivery.

But the difference is fast disappearing. Rural competition is increasing and ways and means for increasing the speed and decreasing the cost of delivery are becoming as popular among the orchards, lettuce fields and poultry farms of the countryside, as they are among the manufacturers, wholesalers and retailers, who make their deliveries over brick pavements and asphalt.

Bringing the Market Nearer.

The man who raises berries and fruit soon comes to wonder how he ever managed to stay in business with his old-fashioned methods of delivery. His motor truck enables him to rise later in the morning and get to market at the customary time. It enables him to gather his tender fruit, such as berries and peaches, in the cool of the day, and get it to market or shipping point the same afternoon. It not only moves him up closer to his customary market but puts him within easy striking distance of other markets.

These conditions apply with equal force to the producer of truck and garden vegetables. The motor truck makes the raiser of radishes, green peas and roasting ears master of his early morning marketing. It lets him get as much sleep as every man deserves, and yet enables him to get into market before it already is glutted. It makes him independent of local buyers, and enables him to go where he can get the best prices and conditions. Furthermore, it enables him to get there more easily, quickly and economically.

Every man who produces milk, cream, butter, or cheese to any extent is, or soon will be, the owner of a motor truck. It gives him the power and speed necessary to make quick deliveries in the cool of the day and cover, if necessary, long distances. The motor truck as now built will travel over all kinds of roads in all kinds of weather, and will encounter any hill. The motor truck has become an all-year proposition and one which will relieve the dairyman of the tortures of slow and tiresome delivery.

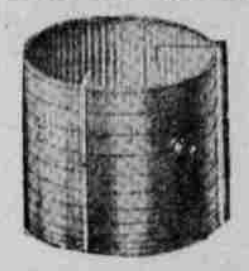
Motor Truck on Farm to Stay.

The poultry farmer is a natural member of the motor truck club and finds that his business can be handled with alacrity and economy by the aid of gasoline. It enables him to market daily, when desired, and to answer and to fill special orders on short notice. It makes a full-fledged business man out of the otherwise handicapped poultry farmer.

A farmer need not be an all-fruit, all-vegetable, all-dairy or all-poultry farmer to come in under the classification of those who need specialized delivery. Being engaged in several lines of specialized farming does not keep a man from being a candidate for specialized delivery.

No one need be surprised then to observe an increase in the number of motor trucks purchased for farm use. As the kind of materials marketed change, the means of marketing will differ. The more farmers who become engaged in specialized farming of any sort, the more farmer owners of motor trucks will there become. What is more, motortruck delivery holds as its grows. More than 90 per cent of all who take up motor truck delivery keep it up and never go back to the ways of their forefathers. The motor truck builds up the very businesses which demand it, and, therefore, becomes a self-perpetuating species.

RURAL DELIVERY OF MILK.



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