Wheat Men Say New Era Coming With Big Farms

Two of America's largest wheat producers and members of the American Society of Agricultural Engineers predict the expansion of small farms into large farming into an industrialized operation. Both operate enormous wheat-producing areas, 40,000 and 30,000 acres. Neither fears the invasion of any other country's wheat. Each is a successful user of the methods he advocates. Both are "Caterpillar" farmers, using big Sixtys and Thirtys, taking advantage of the wealth of power with large capacity implements, says Bunting Tractor company, local dealers for "Caterpillar" tractors, combined harvesters, and road machinery.

The names of these two agricultural industrialists are well known. They are Hickman Price, of Texas and J. S. Bird, president of the Wheat Farming company, of Kansas. These "wheat manufacturers" told in papers presented at a meeting of the American Society of Agricultural Engineers, at Chicago, recently what they are doing and how.

Mr. Price says: "Modern farming is a battle of equipment. The time has come for agriculture to be recognized for just what it is — the greatest of all public utilities. It is the one basic utility furnishing food, clothing, and shelter. As with all public utilities the essential factor is that of developing constantly lowering production costs. If skill is employed in this, questions of surplus will adjust themselves automatically, as newer and wider uses for farm products are uncovered and developed."

Lowering farm production costs is also Mr. Bird's farm relief. In his own words: "At this time it occurred to the men of our organization that the question of cheapening farm production was receiving too little attention; that the mechanization of agriculture was only in its beginning and that through the application of power, mass production, and business management, probably more could be done to assist agriculture in its larger phases than through almost any other means."

The Price farms are operated in units of 3000 to 9000 acres. With such large units Mr. Price is able to make full use of equipment, running on 24-hour schedules, 5000 to 6000 hours a year. Idle tractors yield no return on the investment.

Mr. Bird's organization, the Wheat Farming company, has a department for each branch of operation, capital raising, publicity, education, production, etc. The company operates entirely with "Caterpillar" Tractors and combines, owning 17 Thirtys, 5 combines with windrow pick-up attachments, and 10 windrow headers. Rigid adherence to schedules insures timeliness in plowing, seeding, and harvesting, one of the most important considerations in obtaining maximum yields, in the opinion of Mr. Bird.

Retort Uncourteous

When a man was excusing some rascality by saying "One must live," old Doctor Johnson retorted, "I'm not so sure of it."

New Willys Six Has Fast Start And High Speed

TOLEDO, O., Mar. 22—Automobile manufacturers of today realize how increasingly important second gear performance has become. Under modern traffic conditions, there are more and more occasions which demand a fast getaway and quick acceleration. The car that furnishes only power and not speed in second gear is now rated as passed and fails to fully meet modern requirements.

In designing the new Willys Six, Willys-Overland engineers worked with a full realization of the necessity of creating a car that could flash ahead in second gear and the results have been declared to be highly satisfactory.

Repeated tests have proved that the Willys Six can dart ahead of cars selling for much higher prices attaining a speed of 45 miles an hour in second. Coupled with its remarkable high gear performance, which gives the driver advantage of acceleration from 5 to 50 miles an hour in 21 second, and a high speed of over 70 miles an hour, this provides absolute mastery of any traffic emergency.

"When we designed the new Willys Six, we recognized that truly modern car must be able to get away quickly from a dead stop and maneuver rapidly in traffic," engineers of the Willys-Overland company point out in their report covering tests of the car in traffic. "We wanted a car that would flash ahead when the traffic lights changed from red to green and we have such a car.

"The Willy Six has undergone strenuous acceleration tests. It has a maximum speed of over 70 miles an hour in high gear and 45 miles an hour in eight seconds, and from 5 to 50 miles in 21 seconds.

"These acceleration tests prove how admirably this car will perform in traffic.

"There are hundreds of times when a driver wants a burst of speed. Perhaps it is to pass a truck or a buss, or to get out of a tight situation. Whatever it is, the Willys Six will respond. It will give him the needed speed at the crucial time. For this reason, the car is pleasant to drive even in the heaviest traffic."

In addition to the pleasure of driving a car that will step out ahead of the traffic line, the engineers point to the extra margin of safety provided by the reserve power and speed always available.

CARS STILL WAY IN FRONT

NEW YORK (AP)—Automobiles outnumber airplanes 2,977 to one, according to the Aeronautical chamber of commerce. There are 9,740 licensed and identified aircraft in the country, 3,695 of which are in private use.

Oppression Not Peace

I am a man of peace. God knows how I love peace; but I hope I shall never be such a coward as to mistake oppression for peace.—Kossuth.

LINDBERGH TRIES A NEW STEED

Associated Press Photo

Col. Charles A. Lindbergh, who deserted his gliding experiments at Del Monte, Cal., recently for a short but active ride on a polo pony, tried his skill on a motorcycle a few days later and found it easier to control than the pony.

Good Meals Her Idea For Curing Of Traffic Ills

Good breakfasts leavened with a cheery smile and served by a bright-eyed housewife in a fresh, crisp frock is the latest receipe for cutting down traffic accidents. The idea is sponsored by Mrs. James N. Downey, of the safety division of the Detroit police department and chairman of the women's safety committee.

"Give a man a well-cooked breakfast, send him off with a smiling face and half of the traffic troubles will just vanish into thin air," said Mrs. Downey in outlining her plan to officials of the Dodge Brothers corporation.

"Send him off with quarrels and no breakfast and he is furious at the world. He steps into his automobile and drives onto the city's streets hating the world. He doesn't care about the other fellow. Then accidents happen!

"Women haven't any idea how important their conduct is in the whole matter of traffic," Mrs. Downey explained. "The breakfast table is of first import.

"Keep men happy and good tempered and they won't quarrel with their fellow drivers. Any employer will tell you how quickly he can tell which of his men are unhappy at home. The same applies to automobile drivers. Ask any police officer how frequently speeders tell them they are breaking traffic laws because they've just had a quarrel with the wife."

And Mrs. Downey practices what she preaches. Every morning of her life she sends her husband, a deputy sheriff, off to work with a fine breakfast of porridge, toast, fruit and coffee.

"And he never has an automobile accident, I can assure you!" the wife added.

Mrs. Downey pointed out other ways in which women can help materially in reducing traffic accidents. They are the worst offenders, she maintains, when it comes to jay walking. If they would obey the traffic laws when they are walking and stop their annoying habit of "back-seat" driving when they are riding with their menfolks, it would save time, trouble and even lives in many cases, Mrs. Downey declares.

Drives Motorcycle Up Difficult Hill

PORTLAND, Ore., Mar. 22 (AP)—Seth Davidson, Multnomah county deputy sheriff, conquered successfully with a motorcycle the dangerous mile path which circles Beacon Rock in the Columbia river east of here, this week.

The trail, first constructed by Henry J. Biddle, philanthropist and nature lover, at a cost of $10,000, is a narrow, rock strewn path fit only for pedestrians.

An airplane, condor like, droned over Davidson, taking pictures, as he roared around each curve in the trail to mount to the top at two and one half hours.

PRUSSIAN POLICE SEVERE WITH TRAFFIC VIOLATORS

BERLIN (AP)—Road "hogs," jay-walkers and other trespassers on public highways in Prussia are treated with scant tolerance by traffic cops.

Last year in Prussia alone more than half of police prosecutions were for traffic transgressions, awheel or afoot.

Police have orders to enforce strict street discipline and cases of fines inflicted on offending Berlin pedestrians last year were more than doubled compared with the previous year. Some of them were allowed to be paid in ipstallments.

WORNOUT RACING AUTOS BANNED ON SPEED TRACKS

INDIANAPOLIS (AP)—Battered, worn, dirty race cars are a thing of the past on speedways and dirt tracks governed by the American Automobile association.

A new ruling provides that speed cars "must be in good mechanical condition, brightly painted and neatly numbered and lettered."

Car Shipments For February Show Big Gain

DETROIT, Mich. Mar. 22 (AP)—Hudson Motor Car company shipments for February were 19,983 cars. This compares with 18,948 for January of this year and is the largest shipping month since July, 1929. Production levels though lower than a year ago were thus materially larger than at any time during the autumn or late summer months of 1929.

Hudson is shaping its shipment program conservatively on the basis that car stocks in the hands of dealers may be sufficient for display and reasonable sales purposes only.

Challenger Does Well

From the deep snows of Northern Canada to the blazing sunshine of Death Valley, Cal., the New Essex Challenger created record after record in reliability, endurance, economy, speed, brake and acceleration tests during Essex Challenger week, reports Hudson Motor Co. officials.

The car with the audacious title was submitted to every form of test and emerged victorious, in many cases with amateur drivers, both men and women, at the wheel. All tests were supervised by newspaper men, police and safety experts and timed by Western Union officials.

Perhaps the most spectacular record was achieved by H. W. Lewis, famous dirt track racer of Chicago, who made a successful assault upon the most assaulted record in the history of inter-city runs. Lewis roared through the night from Chicago to Detroit, a distance of 276 miles, in 4 hours 22 minutes, driving a standard stock model Essex Challenger sunsedan with only the top removed. Many of the most famous drivers in the history of stock automobile racing have held the record only to see it broken within a few days. From the birth of the motor car to today, manufacturers have gone after the record, but Lewis lowered it by more than an hour.

AMERICAN-MADE AUTOS LEAD FIELD IN HONGKONG

HONGKONG (AP) — Even in Hongkong, where the foreign population is principally British, American-made automobiles lead the field.

Figures released by the colonial government show there is a total of 1324 privately owned passenger motor cars in the colony, of which 791 are American makes. There are 427 British-made machines, 77 Italian, nine German and one Belgian car.

Air Society Honors American

ANN ARBOR, Mich. (AP) — Prof. F. W. Pavlowski of the University of Michigan engineering department, has been elected a fellow of the Royal Aeronautical society of England. He is the first American to hold a fellowship in the organization.

Eyes of Lower Animals

The biological survey says that the crystalline lens varies somewhat in the eyes of different mammals. Magnification of the object may sometimes result, but it is impossible to tell the comparative impression on the retina and the optic nerve. Should man appear three times his normal size to animals, all other objects would also be magnified three times.

Ear Meanings

It is said that those w. se ears are small and lie close to the head are cautious, careful in money matters and have logical minds.

High Title

The title of the emperor of Japan as the head of the Shinto religion is Tenno, which means literally King of Heaven.

Mending Faults

How few there are who have courage enough to own their faults or resolution enough to mend them! —Franklin.

A great funeral pillar, dating from the third century B. C. was found by workmen at Boleto, Italy.

LITERALLY FIVE

A motorist driving through a small country town, was pulled up for excessive speed.

"Didn't you see the notice, 'Dead Slow'?"

"Of course I did, but I thought it meant your town."

The Philadelphia patrolman halted the car for speeding.

"Have you got any intoxicating liquor in this car?" asked the police spokesman.

"Not any machine guns, bombs or sawed-off shotguns?"

"No," the motorist answered indignantly, "I'm neither a gangster nor a bootlegger!"

"Then I guess we can lock him up, boys," the spokesman said to the other bluecoats.—Pennsylvania Punch Bowl.

Willard STORAGE BATTERY
TRADE MARK REGISTERED

For Chrysler, Hudson, Oakland a Willard Battery

$10.65

For Smaller Cars

$7.95

BUY THE BEST — IT'S NO HIGHER

AUTOMOTIVE ELECTRIC CO.

213 Greenwood *Phone M-520*

Across from L. W. Weeks, Chrysler Dealer

A 5,000,000 MILE DEMONSTRATION

BETWEEN MARCH 24th AND 29th THE AMERICAN PUBLIC WILL MAKE A SUPREME TEST OF THE SPEED, POWER, SAFETY AND ECONOMY OF

THE NEW WILLYS SIX

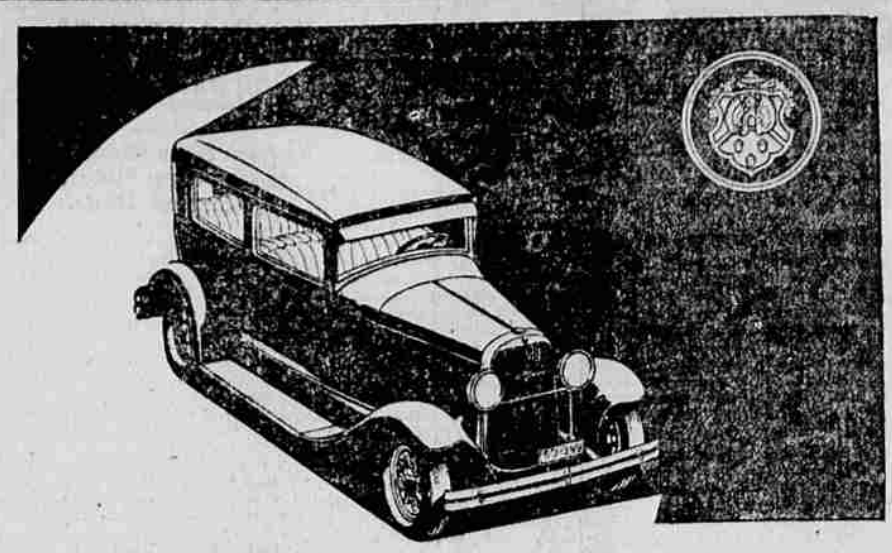
SEDAN DE LUXE
DOWN PAYMENT ONLY
$355
Balance in 12 easy monthly payments. List prices $695 to $850. Prices f. o. b. Toledo, O., and specifications subject to change without notice.

Come in and arrange for your own test. You are to judge this remarkable motor car in your own way.

72 MILES PER HOUR . . . 65 HORSEPOWER
48 IN SECOND GEAR . . . RICH UPHOLSTERY
INTERNAL 4-WHEEL BRAKES . . . 4 TWO-WAY HYDRAULIC SHOCK ABSORBERS

WILLYS-OVERLAND, INC., TOLEDO, OHIO

GETTINGS & HANKS
Fir St. & Jefferson Ave.



OLDSMOBILE *offers* IMPORTANT IMPROVEMENTS

. . . resulting in smarter style, greater luxury, and increased motoring satisfaction—without one change in the fundamentals which made this car so popular. Refinements include longer, lower bodies—roomier interiors—deeper seats—improved carburetion—more responsive steering—and improved, fully-enclosed four-wheel brakes—all are definite additions to Oldsmobile value.

TWO-DOOR SEDAN $895 f. o. b. factory, Lansing, Michigan. Spare Tire and Bumpers Extra

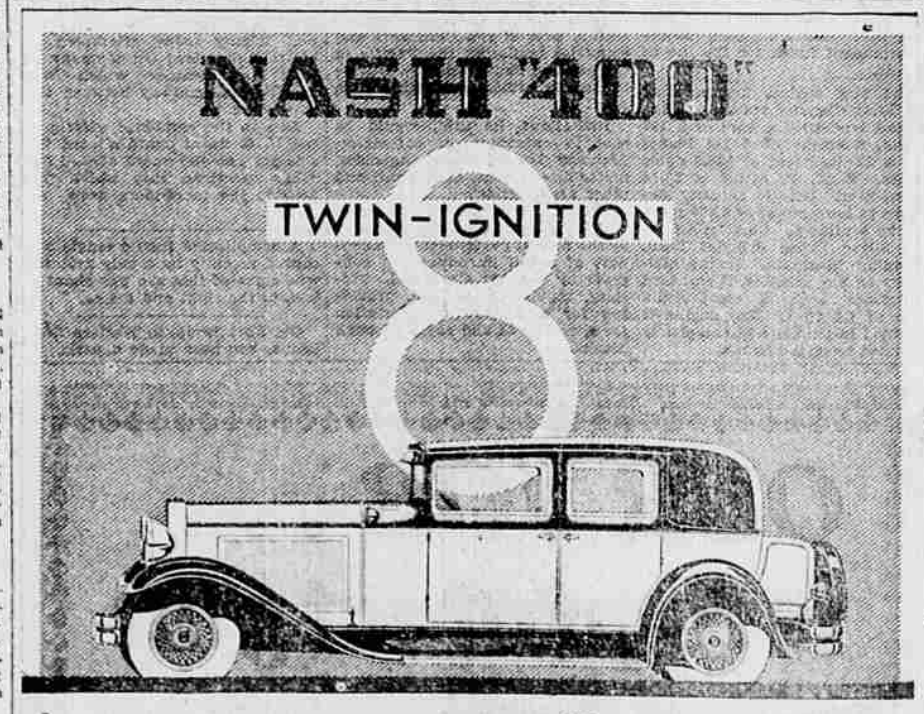
OLDSMOBILE

OLDSMOBILE SALES CO.
1428 Adams Ave.

PRODUCT OF GENERAL MOTORS

NASH "400"

TWIN-IGNITION



LEADER OF *LEADERS*—THE EIGHT OF *EIGHTS*

THERE is only one Twin-Ignition-motored straight eight in the Nash price field. ¶There is only one straight eight in the Nash field with a high compression, valve-in-head straight-eight motor. Only one with a 9-bearing integrally counterweighted hollow crankpin crankshaft. Only one with aluminum alloy connecting rods and pistons. And only one with a cable-operated system of brakes. ¶Few have the convenience of Bijur Centralized Chassis lubrication. ¶The Nash Twin-Ignition Eight also offers you the priceless protection of Duplate non-shatterable plate glass at no extra cost, in all windows, doors and windshields of all models. ¶*It is simply impossible to duplicate Twin-Ignition Eight quality, value and attractiveness at the Twin-Ignition Eight price.* ¶Here is a masterpiece of motordom, a leader of leaders, the eight of eights. Drive it and you will know it instantly!

30 EIGHT AND SIX CYLINDER MODELS • *Priced from* $935 to $2385 F.O.B. FACTORY

AUSTIN NASH CO.
806 ADAMS AVE.