

SMALL FARMS ARE MUCH BENEFITED BY MOTOR TRUCKS

Dealers Make Study of Farm Problems, With Result Farmers' Wealth Has Increased.

To what extent can the farmer be considered a prospect for the sale of a motor car or truck, and how much acreage should a granger be possessed of in order to be a bona fide automobile or truck owner?

That is a question automobile concerns are figuring out, and upon the result of the estimate depends in great measure the sales campaigns for the coming year. The past two years have demonstrated to the men in the automobile industry that the man who used to be slow in seeing the value of the motor in farm business and social life is now a purchaser with a far greater idea of values than his city cousin. The farmer is slow to be convinced of the need of any innovation, but once he has the idea that the thing is needed, he will give considerable attention and thought to the make of vehicle he will ultimately purchase. That is the reason why some automobile and truck salesmen sell a farmer on the idea and then have him purchase, much to the salesman's chagrin, another make of car or carrier.

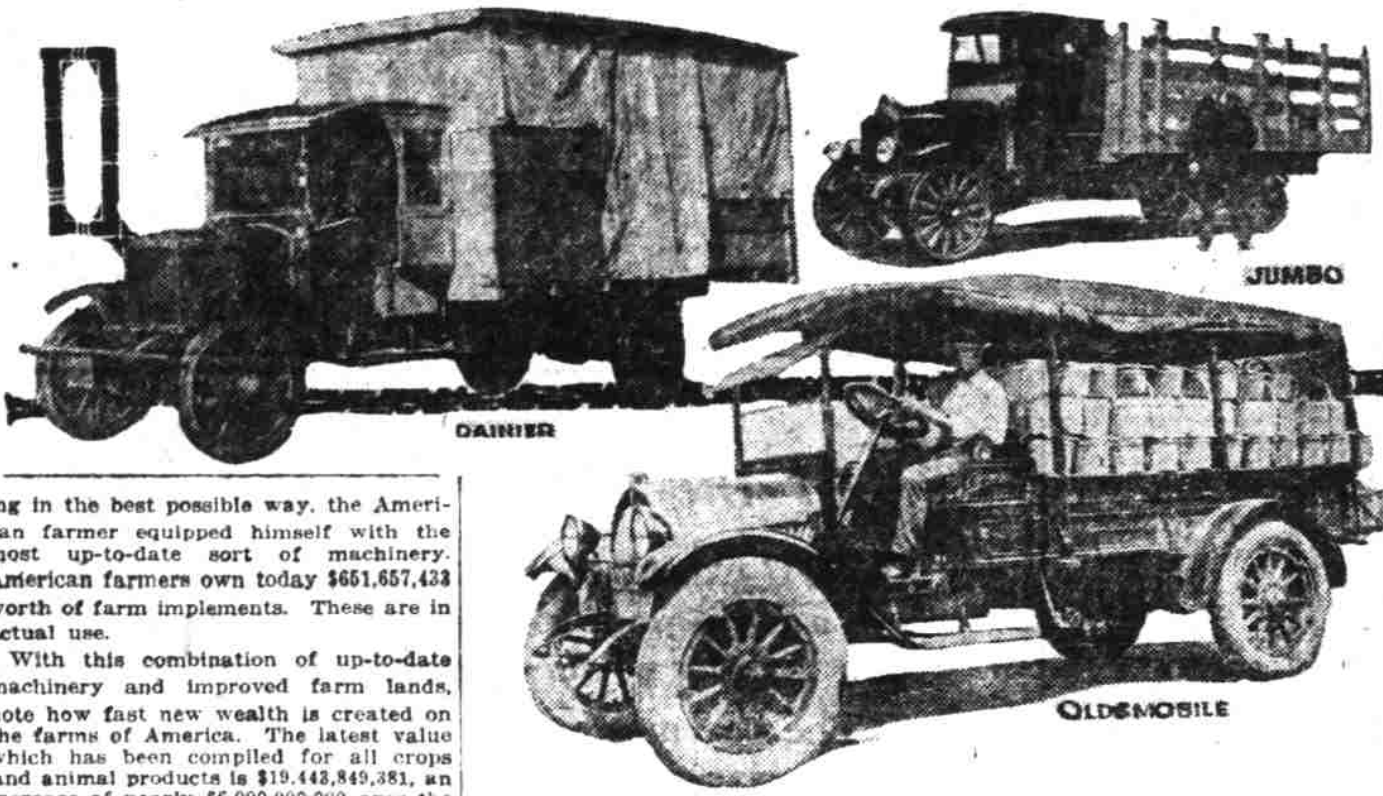
MANY TRUCKS ON FARMS
The wise far-seeing manufacturer is looking to the farm purchaser as the source of the stable demand for high grade goods.

During the war the farmer, especially the farmer of the Middle West, came into his own. His job was to supply food not only for his own country, but for the war-ravaged countries of Europe. He came through in a way that called forth the grateful thanks of the world for his patriotic response and incidentally brought a degree of prosperity which he had never before obtained.

There are 6,361,113 farms in the United States, not including Alaska or territorial possessions. The number in each state ranges from 2689 in Nevada and 5292 in Rhode Island to 417,770 in Texas, Arkansas, Illinois, Indiana, Iowa, Michigan, Missouri and Ohio all have more than 200,000 farms. These farms raised \$14,000,000,000 worth of crops.

FARMERS UP-TO-DATE
To accomplish his task of world feed-

TRUCKS DESIGNED FOR VARIED SERVICE



ing in the best possible way, the American farmer equipped himself with the most up-to-date sort of machinery. American farmers own today \$651,657,423 worth of farm implements. These are in actual use.

With this combination of up-to-date machinery and improved farm lands, note how fast new wealth is created on the farms of America. The latest value which has been compiled for all crops and animal products is \$19,445,849,351, an increase of nearly \$5,000,000,000 over the total value of the year before. In 1918 the corn crop passed the \$2,000,000,000 mark for the first time. In 1917 it topped \$3,000,000,000. Last year it went over \$3,500,000,000. This year will be another bumper year.

SMALL FARMS BENEFIT

The day when the man with a few hundred acres sent one of his men, if he had more than one, to the railroad station for loads of stores he had had shipped from the city, it was seldom that he could expect more than two loads per day, if the farm was near the six mile radius from the station. The time for ordering shipments of seed, lime and fertilizer from the city wholesale dealers was so chosen that the goods would arrive during the slack season, when teams would not be busy and the men could be spared for the rather long journeys to and from the station.

Now the freight car on the siding may be emptied in a short time, demurrage charges are becoming more scarce on the farm expense list, and much time is saved, if the roads between acreage and station are in a fairly good condition. Country blacksmith shops are coming to the point where the man who formerly knew everything about horse-shoeing and wagon repairing and little else, except politics, is now seeing the need of an automobile mechanic on his payroll, and usually has one, if he does not attend to that phase of the business himself.

Truck Tumbles Down Bank Passengers Asks for Match

Manufacturers are now building trucks and motor cars that will stand the "gauff" and every day a story is told about some car or carrier that has taken a tumble and survived to continue its life of usefulness.

One manufacturer reports that one of the trucks turned out by his plant took a rather hard tumble down the side of a steep grade, turning completely over and resting with the top of the steel cab buried in the earth at the foot of the bank.

Spectators witnessing the accident rushed madly down the slope to render assistance and comfort to the operators of the vehicle. As the first of the throng reached the spot, the driver's helper stepped forth and asked the breathless rescuer if he had a match on his person, and a moment later the driver himself emerged and was observed to be on the point of helping himself to a generous chew of tobacco.

When asked what they would do about it, the men replied that as soon as they could get the peaky vehicle upon its legs

again, they would proceed upon their way. Which is just what they did. The head of the concern to which the truck belonged, hearing of the incident, said that the transportation manager should be instructed to strap the men in their seats so as to facilitate going down banks when a short cut from one road to another was possible.

Use Drink Crate to Hold Tools Needed

A wood crate, such as is used as a container for either one or two dozen bottles of soft drinks is convertible into a very substantial and useful tool rack for private garage or workroom uses. All that is needed is to saw the part diagonally across and compartments of various lengths are provided to accommodate tools. The container can be made into a fixed shelf by nailing on to the

wall or a small handle attached to the top makes it a portable member. The tools can be arranged in the case for ready finding, whereas with a simple tool kit much searching is usually necessary to obtain the desired tool.

Scrubwomen in Clearfield, Pa., go to work in their own motor cars.

Hundred Million Road Program in New York

The New York state legislature will be urged to adopt a final bond issue of \$100,000,000 for permanent roads in the state.

A campaign has been started by the New York State Motor federation for the issue. New York has a reputation for highways at the present time, but unfortunately a lot of the state's highways are falling to pieces as a result of the use they have been subjected to in the past three years. But there have been a number of permanent highways built in the state, and the comparison between

the two shows the value in no uncertain manner of the permanent type.

Will Spend Million

Over \$1,000,000 will be spent in Yakima county in 1920 in the construction of paved roads, and a total of 38 miles will be added to the 42.5 miles now in use.



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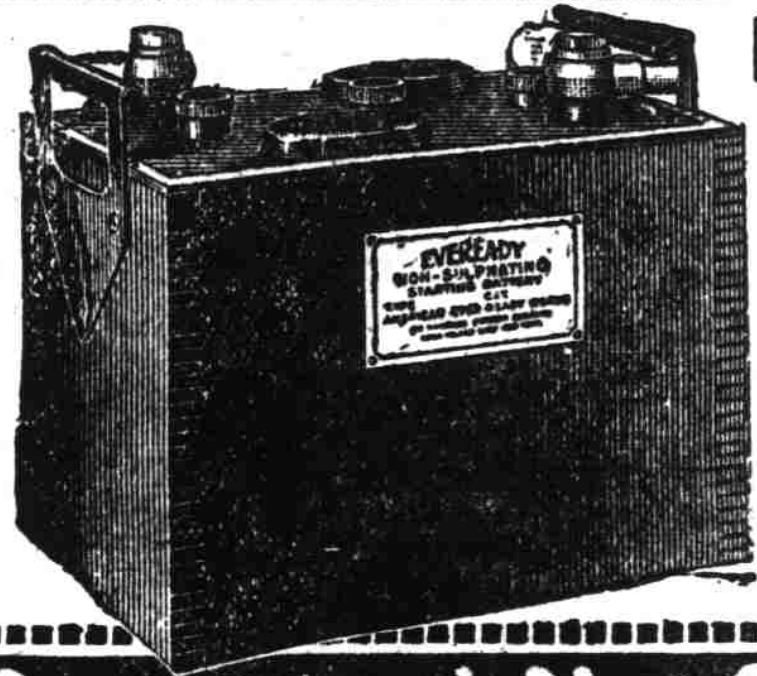
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