

IS FARM HORSE TO GO WAY OF OXEN?

"Motorized Agriculture" Is Cause of Sharp Decline in Use of Horse on Farm

Will the farm work horse eventually go the way of the pioneering oxen into oblivion as an important factor in farm economics? This question is asked and answered by the Sears-Roebuck Agricultural Foundation in its monthly survey on the farm field, made public today.

The peak of horse production reached in 1920 was maintained for a short time and then began a sharp decline, which has continued to the present. As against a horse population of 20 million six years ago, there are in the United States today only 17 million head. Production in 1920 amounting to 1,500,000 foals has annually dwindled to a yearly foal of only 500,000. One colt is now being born to every thirty-three head over one year old.

That a further sharp decline may be expected, indicated by the figures shown in the survey, which states that of the present horse population 22.9 per cent are over 12 years of age, while only 9.1 of the total is represented in young animals, under three years of age.

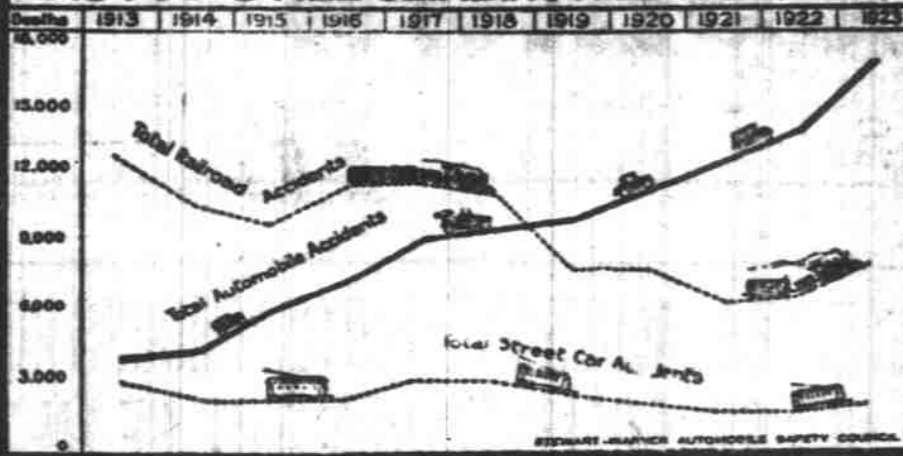
In the face of a diminished supply, a sharp slump in the demand for work animals is also noted. Where the horse price averages today between \$60 and \$75 a head, the high mark of 1920, the peak production year, was \$135.

"From an economic standpoint, the motorization of our farms is most significant," the survey declares. "Agriculture is highly competitive from a world standpoint. Russia is importing tractors by the thousands and launching great manufacturing plants for their production on a large scale. Farm motorization has developed rapidly in the Argentine, South Africa and other large agricultural production units.

"The trend of agriculture is distinctly towards increased production per man hour. Since trac-

AUTO TRAGEDIES INCREASE AS OTHER TRAVEL IS MADE SAFER

-AUTOS STILL CLIMBING HILL OF DEATH /



While railroad tragedies and street car accidents in the United States have gradually been diminishing in the last ten years, the annual toll exacted by automobile casualties is steadily mounting, says the Stewart-Warner Safety Council for the prevention of automobile accidents. Railroad accidents have been cut more than one-third, or from 12,520 in 1913 to 8,078 in 1923, the latest government figures available. Street car fatalities also have been cut down one-third, or from 3,080 in 1913 to 2,006 ten years later.

Automobile deaths, on the other hand, have increased over five-fold. Against the 3,822 deaths in 1913 we have 16,452 in 1923, and the score is growing each year.

Care, more care and still more care, is the solution of this national problem. The pedestrian must be always on the alert and as spry as a kangaroo. If he is to keep out of harm's way, and the driver for his part must never relax his vigilance for a moment when human lives are at his mercy.

tors permit of a reduction in man hours per unit of production as compared to the use of horses, the replacements of horses by motors where they are practicable is inevitable.

"Tractors are by no means the only factors that have contributed to the decrease in the number and value of horses on farms. Automobiles have almost entirely eliminated driving horses, and trucks are gradually replacing horses for transportation of crops to the market and supplies from the market. Registrations of trucks and automobiles from rural districts are increasing at a rapid rate and it is for transportation purposes that we will see the horse replaced most rapidly. Speed is an important factor entering into all phases of present day life."

Of the 833,000 cars produced and sold in 1925 by General Motors, Chevrolet led the list.

AUTO BUYER WANTS COMFORT IN MOTOR

Cleveland Six Designed With This Thought in Mind, Dealer Says

"Years ago when the average buyer went out to choose a new motor car, the primary consideration was: How does it perform? Of course, even today this is vital, but most all cars perform, so many prospects have come to take this factor for granted and look for convenience in a motor car," states R. N. MacDonald, local distributor for the Cleveland Six.

"It is because of this change in buying tendency that has prompted Cleveland Six engineers to concentrate on greater convenience to the owner in addition to a satisfying degree of performance.

"Take steering for instance. It is a great convenience to have a car that handles easily and can be parked without a great deal of effort. In the Cleveland Six, this has been achieved by incorporating a ball bearing steering mechanism. It steers without exertion and can be turned in a very small turning radius in con-

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Cold Reception Now Awaits Yankee Hobo in Mexico City

MEXICO CITY — The Yankee hobo who swings south to Mexico City when chill winds begin to sweep the States will be out of luck this winter.

A police order has been issued to round up all "foreign vagabonds" and deport those who cannot show they are engaged in honest and industrious life in Mexico.

In the past Mexico City has at some seasons been a sort of paradise for tramps and panhandlers from north of the Rio Grande. On warm, sunny days many could be found sprawled upon park benches, sauntering along the palm-lined paths—and pouncing upon every passing American who appeared to be a good prospect for a "touch."

Buy a Want Ad—It Pays Big

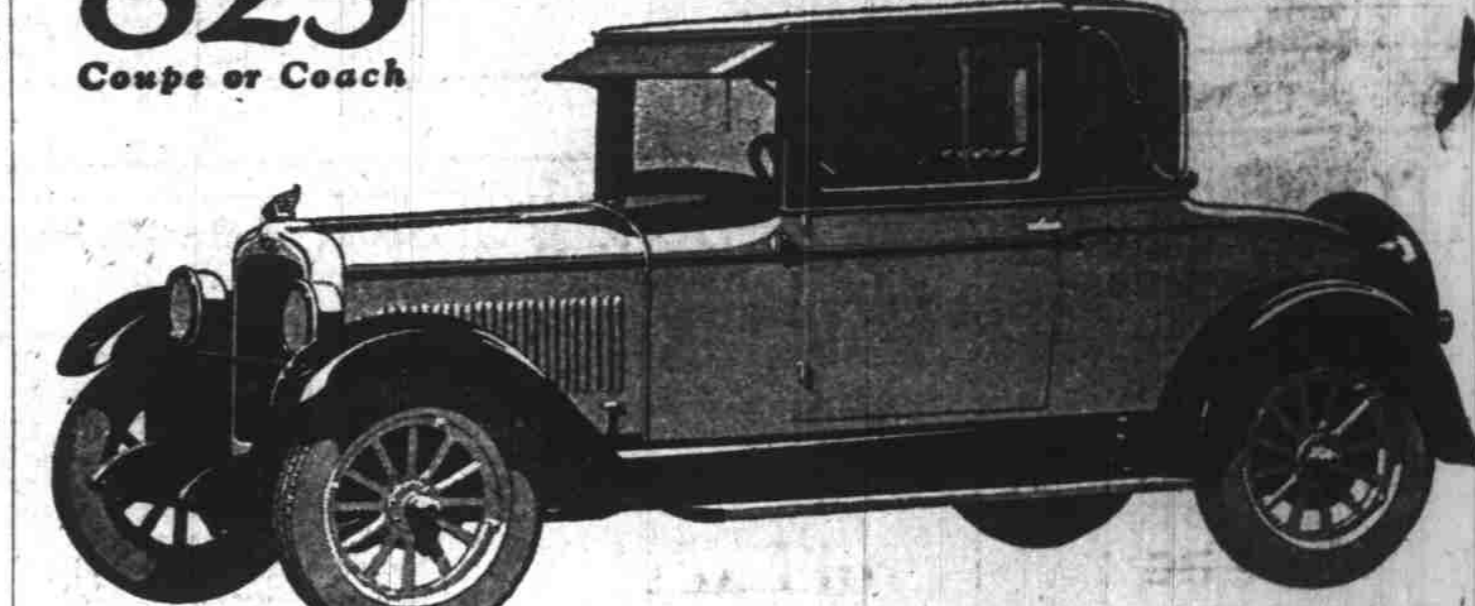
gested districts. "While driving it is not necessary for a Cleveland Six owner to continually adjust spark throttle manually. It is automatic in principle and adjusts itself to varying spark standards incident to fast and slow speeds of the motor. "Controls have all been designed with a view to instant accessibility for the driver. The gear shift lever comes up to the hand. Emergency brake is hand lever type operating through the rear axle differential. "Every automobile owner de-

tests the job of manual lubrication of the chassis. Because of this, and for the convenience of the owner driver, the Cleveland Six has the One Shot lubrication system on the chassis which ab-

lutely does away with the necessity of an oil can or grease gun. "All one has to do to lubricate the entire chassis is to step on the One Shot plunger located near the driver's heel and oil is forced un-

der high air pressure to every bearing point on the chassis—no need to get out and get amid dirt and grime. You can oil the entire car without getting out of the driver's seat—that's convenience," concludes Mr. MacDonald.

\$825
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Gone are the Old Penalties of Low Price

Until the new Pontiac Six was developed, it was literally impossible to buy a low priced six without accepting certain admitted penalties—those of ordinary beauty, ordinary performance, ordinary comfort and ordinary stamina. Now the new Pontiac Six changes all that. Developed by engineers who could draw on the almost limitless resources of General Motors, it provides not only the economy of an unexpectedly low price—but every characteristic of high quality. It provides the striking beauty of a smart, roomy Fisher Body; complete freedom from pitching, side-sway, and gallop; entirely new qualities of get-away, speed, smoothness and power; and above all, a stamina and long life that can be achieved only by the strictest standards of design, material, workmanship and inspection. And because it gives all that it does at so low a price, the new Pontiac Six has won from the very hour of its public presentation a wildfire reception, the like of which no other new six has ever enjoyed before.

Oakland Six, Companion to the Pontiac Six—\$975 to \$1295. All prices at factory.

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OWING to the success we have had with OAKLAND and now with the companion car PONTIAC added to the line, we have voluntarily decided to confine our business to the sales of Oakland and Pontiac exclusively.

This action should demonstrate our faith in the future of these two cars. Both are products of General Motors Corporation, the largest manufacturers of automobiles today.

The five counties of Marion, Polk, Linn, Benton and Lincoln is our territory for distribution.

An item of interest to our car purchasers is the General Motors Finance Plan which saves our buyers from \$30.00 to \$60.00 on the financing of a car bought on the payment plan.



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