

## YESTEROAY-

## TODAY-

From the beginning up to the present time, the methods employed by the farmer have been most primitive.
He has had only one kind of power with which to work.

The power of the horse.
The horse: sure but slow-his power measured by his strength, and his ability by the time he can pull.
The farmer's ability to produce depended on the power of his horse.

In plowing an acre the old way the farmer walked eight miles.

In plowing a sguare mile, one man and two horses walk five thousand two hundred and eighty miles.
It is shorter to walk around the Earth at the Equator than to follow a plow turning a tract of 5 square miles.

To plow three townships, the plowman must walk sixty thousand miles farther than from the Earth to the Moon and back again.

Theses figures give one an idea of the energy and time and effort spent in the old way of farming.

The farmer produced, it is true, but he had to struggle for results.

He worked hard and painfully.
His lot has been heavy and his days long. His work has been never-ending. But all that belongs to YESTERDAY,

## VICK BROTHERS <br> PHONE 32

SALEM bank of commerce building
SAMSON MODEL "M" AND IRON HORSE TRACTORS-SUNNYHOME LIGHTING SYSTEMS. AUTOMOBLLES-FARM TMPLEMENTS-TRUCKS

Today, for the first time, the farmer is given an even chance with all other producers in the world.
With the intelligent use of the tractor and other labor-saving devices it is made possible for him to become a business manto do his work methodically and to do more of it.

He takes his place with the manufacturer who has modern machinery.

He takes his place with the merchant who increases his efficiency with time, labor and money-saving systems of accounting, selling and delivering.

All industries have profited enormously by modern invention-and now the farmer's turn has come.

His day of opportunity is here.
He is able, at last, to make real progress. He can now call to his aid a Tractor which will break ground and handle all the heavy power jobs on the farm in half the time, at half the cost, and with half the energy he has heretofore expended.

He is able, again, to buy another type of Tractor which will apply power to every hand and horse-driven tool he already has on the farm -immensely speeding up the process of discing. drilling, seeding, mowing, reaping, spreading and cultivating-and cutting down the overhead while doing so.

He is able, again, by pressing into his service an efficient, economical Truck, to apply a saving in time, money and energy to eyery chore that calls him from the house to the farm, from farm to market and back again.

In every big thing he sets out to do on the farm he can, if he will, treble and quadruple his producing capacity, if he but takes advantage of the opportunity now offered him.

TODAY the hour of big achievement for the farmer is here.

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