

have been and are getting what they want. Millions of pleasure automobiles are in use throughout the land. They have been sold in large numbers to farmers to whom they appeal strongly as a source of pleasure, convenience and even profit.

Because of lack of space at our disposal, we cannot undertake to go into an exhaustive analysis of the economic conditions which not only justify, but demand, the extensive adoption of motor cars in place of horse-drawn equipment. The pleasure car has been universally accepted without much regard for economics, but the adoption of the motor truck for transportation of merchandise and general utility depends upon the business man's recognition of its economy and efficiency of operation as compared with horse drawn equipment.

Statistics show that horses consume per head each year the product of five acres of land. The same statistics show that on large farms and small, horse labor costs the farmer twelve and one-half cents per hour; that is, the total working hours of horses per year divided into their total cost of maintenance per year gives a net cost of twelve and one-half cents per working hour. In the cities where truck teams are hauling day after day throughout the year—and therefore represent the lowest possible cost per working hour—the cost of haulage is $17\frac{3}{4}$ cents per ton mile with horses—against $11\frac{1}{4}$ cents with motor trucks. These are striking statements. The sources from which they are taken are government reports, available to anyone, and should receive as a whole the careful study of every businessman whether he lives upon a farm or in the city.

The farmers already appreciate the fact that the pleasure car saves horse-

flesh, that it is also a saving of time to jump into a motor car and go to market instead of hitching up the horses and driving them. While the farmer has with his pleasure car reduced the roadwork of his horses, he has in but few instances reduced the number of horses he has been keeping for farm and road purposes; the use of the pleasure car has not materially reduced this item of expense or in any way offset the investment he has made in an automobile.

If you were fitting yourself out with equipment necessary to go to farming and were obliged, on account of financial circumstances, to limit yourself to the smallest possible investment, you would study very carefully just what you should buy in the way of transportation equipment and of course you would buy a wagon before you would buy a buggy or a carriage. You and your family could, if necessary, go to market in a wagon and take a considerable load at the same time, but with a carriage alone you could not market your crops.

Let us suppose you ARE equipping yourself in such a way. You will buy a pair of horses—or more if necessary—for the work on farm and a heavy wagon for farm and road use. A few years ago you would have bought—as soon as possible—another horse, a buggy or carriage, and probably a spring wagon. Today it will be to your advantage to buy a combination motor car.

This type of car is intended primarily for commercial purposes, that is hauling a load of some merchandise or other, and having a carrying capacity up to 1,500 pounds. They are made with a top over the driver's seat and the entire body, with curtains to be raised or lowered on sides and rear according to weather conditions. They