

ures have been in many instances all too rare. If it helps brighten the lives of the farm women, or to lighten their burdens, it serves a most worthy purpose.

In thus contributing so materially to the convenience and contentment of the farmer's family, the motor car is removing one of the chief drawbacks urged against the farm—its monotonous drudgery. Important, too, is its tendency to keep the boys on the farm, where large opportunities are, for unless all signs fail agriculture is entering an era wherein farming will be made more attractive, more remunerative, more dignified, and more respected. Also, by making available a larger working force in the farm the auto has a greater significance than at first blush might appear, for it not only makes possible better cultivation, but the farming of larger areas, and hence large production, and further, in so far as it saves time, team and man to the farm, to that extent is the auto helping to solve another serious rural problem, that of labor.

Therefore, aside from big dividends the auto may pay in added contentment, its material uses are manifold. Its consideration in farm affairs brings to mind the wonderful changes in the environments of those of the rural districts now and those in former times, brought about largely by inventive genius. Farm implements of the greatest labor-and-time-saving qualities have been provided. It is a far cry from the old-time forked stick, dragged by drowsy oxen, followed by drivers no less listless, to the burnished gang plow, propelled by a quartet of Percherons, and the steam plow that turns sixteen or more furrows at a time; from the flail to the twentieth-century grain separator, or from the reaping hook and cradle to the binders and headers of the present, implements all brought to their higher perfection in comparatively recent times. These and other modern devices have made possible industrial conquest, lifted burdens from the husbandmen, put more and better food within the reach of the masses, brought wealth and often luxury for those who till the soil, and immeasurable benefits to multitudes born and yet to be born. More recently the trolley cars, telephone lines, rural free mail delivery, and improved roads have ameliorated and benefited the farmer's industrial and social conditions; enlarged prosperity has provided modern conveniences in the home and it remains for the auto to remove the last objection to rural life. It is epoch-making in farm affairs; it promotes broader views, helps the farmers' organizations, enables closer community of interests, and should bring nearer the day of co-operative marketing. As its possibilities come to be more fully understood, the use of the motor car in rural affairs will undoubtedly increase in proportion.

That the farmers consider the automobile a safe and satisfactory investment for their money was illustrated last fall in a Winnipeg salesroom. Do farmers consider the automobile a safe and satisfactory investment? Here is a

man who has just sold his wheat for a couple of thousand, and didn't know of a better investment for his money than to purchase an automobile. An hour later he pulled out his roll of bills, paid cash for the machine and rode

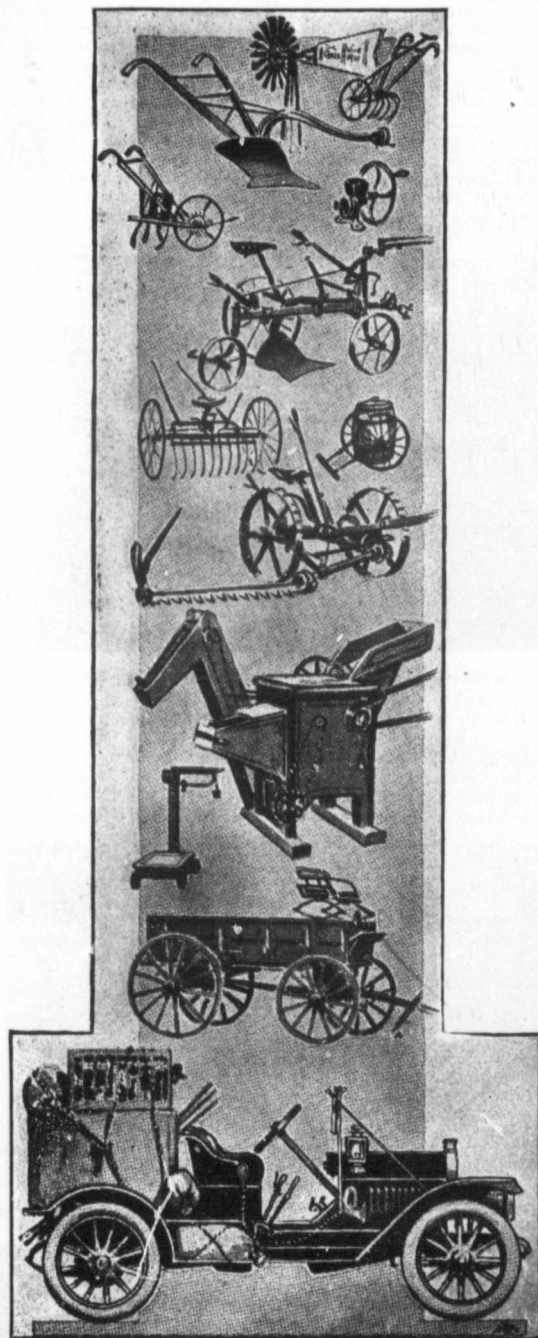
placed in the hands of the farmers during the last year, it is plainly evident that the farmer of the grain belt is not behindhand.

The idea is gaining ground that the man of limited income may wisely purchase a motor car. It is no longer the rich man's plaything. But care must be used, not so much in selection, for all manufacturers are putting out machines of highest type, but in the keeping up of the car. It must be properly lubricated, must be looked over occasionally for loose bearings or parts, must be kept under shelter and it must be driven with care. A careless driver will wear out an automobile in a couple of seasons where a careful driver will use one for years and it will seemingly do as good work as ever. Running at high rate over bad roads, forcing the engine to its capacity all the time, and forgetting to keep sufficient oil to lubricate all of the parts, will ruin any machine no matter how well constructed. The up-keep depends upon the driver. By using forethought and applying simple methods known to every man who makes a study of his machine, the expense of keeping up a machine is very small indeed. A good driver does not tear around corners or start his machine with a jerk, or stop as if he had hit a stone wall. If he did he would ruin his tires and disarrange the mechanism of the machine generally, and would be likely to try his hand at putting it in order, which would be worse, when he does not understand what he is about. This sort of thing is what makes frequent trips to the repair shop necessary, and the owning of an automobile an expensive luxury. All machines to-day are built on general lines, strength and simplicity being the key-stone of construction, and the man who makes himself at all familiar with the different parts of his automobile and their right adjustment will have no trouble in operating his car, be it light or heavy.

The demand for automobiles within the limit of price which can be reached by the masses of people to whom they will appeal not only for pleasure but service, has become so fixed that the manufacturers are doing their best to meet it by putting out a light-weight car and runabout which has proven satisfactory in every respect. The future is one of promise for the low-priced cars, and it is not beyond the means of the comfortably well-to-do farmers to grant their desires in this respect.

The coming Automobile Show which will be held in Winnipeg, February 13-18, will tell the story of the development of the automobile industry as it has never before been told in Western Canada. People will be talking automobile everywhere; at home, on the street, and we doubt not in their sleep and all opinions stop at one point on the dial—success.

Continued on page 95



Some Things the Farmer Buys—Among Them the Auto

case in point. A farmer sauntered leisurely into the building, and in a disinterested sort of way began looking at the machines. On being asked if he was interested in automobiles he replied that he

home in it, satisfaction showing in every line of his face. This is not an unusual proceeding in the salesrooms of all of the better makes of automobiles, and by the large number of machines