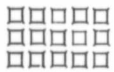




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The Automobile and the Farmer

By A. C. EMMETT.



THE advent of the automobile on the farm in Western Canada has been full of significance. Most farmers now use the motor car as a matter of common sense and economy, and



He Walked.

the time is not far distant when the farmers will form co-operative societies for the purchase of large motor trucks for the haulage of their products to market.

One of the greatest trade developments that the world has ever seen, has been that of the automobile industry, and it now ranks as the third largest industry in the world. A feature of the latest development has been the efforts of certain manufacturers to place a machine on the market peculiarly adapted to the needs of the agricultural community, and possible of use as a general utility vehicle, for the carrying of either passengers or produce as occasion may arise.

This is obtained by the provision of two types of bodies, quickly detachable, one for touring and pleasure purposes, and the other for the transport of freight and farm produce.

In a period of less than ten years, the automobile has taken a prominent place in the home and business life of Western Canada.

The early pioneers of the movement, in looking back over the few years that have passed since the first automobile made its appearance as a novelty and toy, merely for the use of the leisured, wealthy man, recall the almost general hostility shown towards what was described as an invention of the devil and a source of danger to those who were driving horsed vehicles.

In these more enlightened times, however, the automobile has received proper recognition and today it is hard to find a man who can truthfully declare that the mechanically propelled vehicle does not provide a good

Not only does it do this, but it also provides an untiring steed, that can be taken out at any time without any fear of overworking it. This makes it possible for the farmer and his family to get much needed recreation when the day's work is ended, and brings them into touch with friends, even twenty miles distant, who would not otherwise be visited except on very rare occasions.

With the earlier type of cars there was always more or less uncertainty regarding their ability to keep running without expert mechanical attention, but with the wonderful advance in engineering construction, a record of 20,000 in one season, has become common, and the expense of upkeep has been confined mainly to the renewal of tires and the supply of the necessary gasoline and lubricating oil.

The announcement of the 1912 models shows an even greater tendency on the part of manufacturers to place in the hands of buyers a car that is to all intents and purposes automatic.



He Rode a Horse.

sound investment for the man whose time is money.

To no class of men does the modern, medium priced automobile offer more value than the farmer. It provides a means of quick and cheap transport between his farm and the neighboring towns where his business has to be transacted, and allows of his doing all the necessary work in less than one-third of the time that he was compelled to spend when he was dependent on the horse drawn vehicle, for his many journeys.



The Buggy Next Came Into Use.

The provision of mechanical means for the initial cranking of the engine is practically a universal feature of all the different makes, and the lubricating devices have been so constructed that all the owner has to do is to see that the gauge shows a

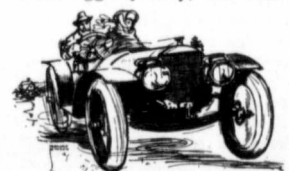
sufficient quantity of oil in the storage chamber provided for this purpose.

This simplification of two of the most important features of a car has made it possible for a woman to take out a car without calling for help from the male members of the family, and thereby provided a means for attention to matters connected with the farm, which would otherwise have necessitated the loss of valuable time by the father or brother.

The purchase of a car has also become an easy thing, for even the man of only moderate means, as there are many different makes to select from, at prices ranging from \$850 to \$1500, which is very little more than the cost of a first class team, harness and buggy, and when the fact is borne in mind, that the car when not in use does not require feeding and attention, the ultimate cost will be found to be less than that incurred in the upkeep of a driving team.

Utility.

With the provision made by many manufacturers for the conversion of a car into either a light delivery van or a touring car, an added feature of usefulness has been provided for those who find it necessary to carry farm produce to town and return with the necessities of life. Milk, butter, eggs, poultry, and even



And Now it's the Auto.