

Men Who Sell Farm Machinery Meet Omaha Jobbers



Anton Hansen



J.C. McConney



Group of Iowa Implement Dealers



At the Parlin-Orendorff Plant



Viewing first gang plow ever made - Racine-Sattley Imp. Co.



C.T. Dunkle G.A. Danforth Ed. Lehmkuhl



S.C. Morgans C.H. Johnson T.F. Stroud

LAST WEEK the Retailers who handle millions of dollars of business in Agricultural Machinery and Implements in the Empire that is served from Omaha met here for their Annual Council. They found Omaha more than ever mindful of their welfare and attentive to their wants, for Omaha realizes the ever growing value of the Farmer's work

HERE are some of the hustlers who are handling the enormous farm implement business that is jobbed out of Omaha in a year.

Here are also a number of the live wires who attended the convention of the Midwest Retail Implement Dealers' association last week in Omaha. Other groups in the pictures show small bunches of the implement men as they scattered around in the great wholesale implement district of Omaha to place orders in the afternoons after the sessions of the convention were over.

Omaha has taken its place as one of the leading jobbing points for farm implements in the United States. It has advantages that have made it such. Like the ribs of a great fan, the railroad lines fan out from Omaha, digging their way straight into the heart of a wonderful agricultural region. So Omaha was a good place to locate wholesale implement houses.

"Coming up," said the jobbers of farm implements when on New Year's morning they read the figures giving the total of the farm implement business jobbed out of Omaha.

Here are the figures that confronted them:

Year 1911.....\$10,430,585
Year 1912.....11,995,172
Year 1913.....12,350,213

"And that's not all," they said. For while these are the figures that show the total of Omaha's jobbing business in strictly farm implements, there are other items that by some are classed with this line of business.

"Why not galvanized tanks and why not gasoline engines?" ask some of the dealers. "They are farm implements or at least implements and wares used on the farm for strictly farm purposes."

"Why not road graders?" ask others when they see by the figures that \$500,000 worth of these were manufactured in Omaha last year and were sent out to the farming communities in the Omaha territory.

Indeed, who can say how many of the nearly \$11,000,000 worth of automobiles sold out of Omaha last year went to the farms of Nebraska and adjacent territory? Those that went to the farms are farm implements just as surely as the old buckboard twenty years ago was a farm implement.

Why is Omaha a favored spot from which to do a large business in the line of farm implements?

Because it is a railroad center and because the roads running out Omaha pierce one of the best agricultural belts in the United States.

Because there are 13,000,000 acres of ground, producing grain in Nebraska alone, to say nothing of the millions of acres in the adjoining states that the system of railroads out of Omaha serves.



G.M. Durkee



J.L. Goosman



F.J. Hindelang



W.D. Hosford



In front of the Racine-Sattley Company's Plant



F.L. Haller



H.J. McHenna



E.S. Farrington



J.S. Rhein

Because the big factories manufacturing farm implements are largely located on the Mississippi east of Omaha, and this gives them a straight shoot to Omaha with their output, from which point they can distribute in a hundred directions.

Because the farms of Nebraska, western Iowa, northwestern Missouri, Colorado, Wyoming and parts of Montana can be served from Omaha wholesale houses through Omaha's system of railroads as from no other city in the United States.

With the coming of the farm demonstrators in more and more counties of the state; with the practical application of the scientific findings made at the Nebraska experiment station at the state farm; with the progress of more and more intensive farming; with all these developments will come greater and greater results in agriculture, and likewise increasing demands for the farm implements.

There is still much land in Nebraska, not cultivated now, that will be cultivated before five more years go by. More and more of the arid land in Colorado, Wyoming and western South Dakota is being reclaimed and placed under cultivation by the aid of irrigation. All this is territory supplied with implements by Omaha

Group of retail implement men at Racine-Sattley Co's plant in Omaha during the convention. Top row, left to right: J. R. Best, Dow City, Ia.; T. Sorenson, Marne, Ia.; E. Lingquist, Silver Creek, Neb.; Ed. Hrubsky, Schuyler, Neb.; W. J. Weatherholt, Norfolk, Neb. Lower row, left to right: J. B. Morrison, Shenandoah, Ia.; F. L. Larson, Omaha, Neb.; Walter Hoehb, Marne, Ia.; W. J. Bloss, Armour, Neb.; Paul H. Nelson, Lewistown, Neb. Group at Parlin & Orendorff's in Omaha during the convention week. Top row, left to right: William Peterson, Elma, Neb.; L. M. Little, Herman, Neb.; Robert Hancock, Herman, Neb.; W. C. Nelson, Coloma, S. D. Lower row, left to right: E. P. Peterson, Gothenberg, Neb.; O. L. Little, Elkhorn, Neb.; W. E. Whittier, Gothenberg, Neb.; W. J. Poyle, Blanchard, Ia.; W. N. Dewhurst, Blanchard, Ia.

In the past intensive farming has not been practiced to any great extent in the state. It was not necessary. It was easier to work more land

than to work a little land harder. Ground was cheap. With land now worth \$150 to \$200 per acre in the good agricultural parts of the state, more and more attention will be given to intensive farming in order to get value out of the ground. This will mean greater production and a greater demand for the implements with which to harvest the increasing crops.

Out of every 100 farmers in the state at the present time 38.1 per cent of them are tenant farmers. It is a recognized fact that, in general, tenant farming is not as intensive and not as productive as farming by the owner. Of something over 130,000 farmers in the state, 49,940 are tenant farmers. A system, if it should ever come about, that would get more of this land out of the hands of the city landlords and place it in the hands of the farmers themselves would greatly increase the intensive farming of the state, increase the agri-

cultural product of the state, and the implement business would grow with the other advancement.

A great convention of the retail implement dealers of the middle west has just been held in Omaha. Much good has resulted from the convention, in which the implement dealers of several states rubbed shoulders and talked over their mutual troubles. Much good also resulted from the conferences between the retailers, the wholesalers and the manufacturers of farm implements, for many are the problems that concern the three, and some of them at least have been settled in amicable agreement between the three.

Between 400 and 500 delegates attended the convention from at least a half dozen states. The forenoon and some of the evenings were given to the regular association work. The afternoons were largely spent in visiting the various wholesale implement houses of Omaha, where the retailers got the opportunity of looking over all the latest designs and make in farm implements and where they did much toward selecting their stock of spring implements preparatory to the spring trade.