

How to Make Less of Nature's Forces on Modern Farm

BULLOCK EXPECTS BIG GAIN IN SALES

Omaha Distributor of Big Bull Tractor Predicts 1916 Will Be His Greatest Year.

EXHIBIT AT CONVENTION

"The Big Bull tractor," announces Mr. Bullock, Omaha distributor, "is going to enjoy the greatest sale in its history during the coming year. The Big Bull has gained a just reputation for practicality, reliability and freedom from repairs."

Mr. Bullock is bubbling over with enthusiasm for the same in which he cuts quite a figure. Last year the Omaha office sold 300 tractors in Nebraska alone. And a trailload is coming from Minneapolis to fill orders for spring delivery, which now aggregate as many as were sold during the whole of last year.

The rapidly increasing business of the Big Bull people is indicative of the tractor business in general. The farmers are coming to realize that the tractor power farming is more efficient than the slower, more laborious method of doing the work with horses. In many instances a tractor has been worked for full twenty-four hours each day for a week at a time.

Has Contract No. 1.

Mr. Bullock has distributor's contract No. 1 with the Bull tractor manufacturer, and his enthusiasm could not be at a higher pitch. The factory plans a production of 3,000 machines this season, and this is thought to be below the demand by the Omaha office.

At the implement dealers' convention the "Big Bull" will occupy both No. 9 at the Auditorium, where open house will be kept by Mr. Bullock.

Everybody Talks Tractor, as All the Farmers Want 'Em

Everybody is talking tractors these days and farmers everywhere are buying them. Manufacturers everywhere are giving special attention to the developments and demands of the farmer. None of the manufacturers is more alive to the situation and the opportunity opened by the advocates of power farming than the Alvin-Taylor company. This company is now building its tractors in three sizes—15-35 horsepower, 25-50 horsepower and 35-60 horsepower, giving a wide range in expense and usefulness.

E. A. Hoig, manager of the Nebraska branch at Lincoln, is one of the live ones in the tractor game. He believes in the tractor thoroughly and makes everyone he comes in contact with believe it.

"A tractor must not be an experiment," says Mr. Hoig, "but it must be up to date and have all the modern improvements. The man who secures the agency for one of the good tractors is fortunate and will surely make a bushel of money this coming season. I have a few agencies open yet, but am having little trouble filling them, on account of the general knowledge of the prospects of the game. The Alvin-Taylor line is no longer an experiment, as we have hundreds of them in active service all over the country. We have been in the tractor game a long time and know it as well as any of the manufacturers."

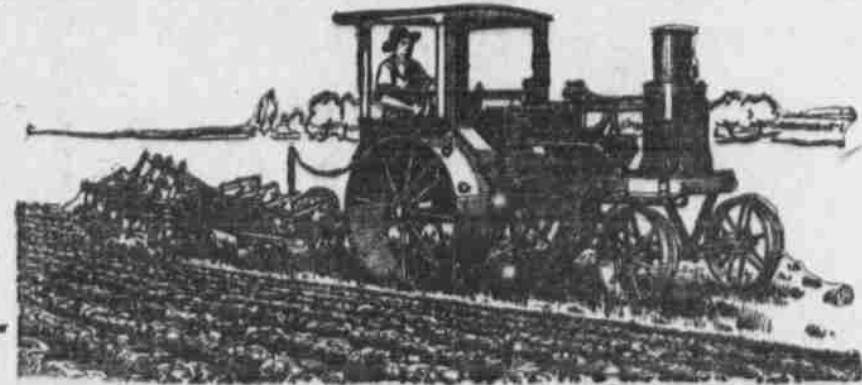
Avery Company to Show Six Sizes of Tractors at Show

Six sizes of tractors will be exhibited at the implement dealers' convention by the Avery company. This display will represent one of the most complete lines of tractors on the market.

The four former sizes of 3-16 3-pow, 12-25 4-pow, 25-50 6-pow and 40-60 10-pow tractors will be on display. In addition to these there will be two new sizes, one a 4-cylinder 16-25 5-pow which has just been built for the 1915 trade and a new 5-10 horse power tractor designed to pull two 12-inch plows. This latter tractor is made to meet the demand for a small tractor at a moderate price.

All tractor dealers that are alive to their opportunities are getting ready for the big business in tractors that is surely coming with the increased demand for power machinery.

The 1916 Avery covers a complete line



Start Tractor Farming Bigger Crops--Less Expense--Easier Work

A TRACTOR gives you the power you need to practice best farming methods. plow deep and do all your work in the right way at just the right time, which means bigger crops. Gives you power that doesn't stop for rest—power that hot weather and hard ground can't stop—power in a concentrated form that one man can handle. You can't turn a switch and stop a horse eating. But a tractor stops eating when it stops work, and when it is working it costs less than to feed enough horses to do the same work.

There's a Size Avery Tractor to Fit Your Size Farm

Avery Tractors are built in sizes to fit any size farm. They have sliding frames, double drives, two-speed gears, low speed heavy duty tractor motors, extra large crank shafts, renewable inner cylinder walls, no pumps or fan.

Prices: They are sold at low prices as follows: 2-Pow Tractor, \$750 cash; 4-Pow Tractor, \$1125 cash; 5-Pow, \$1500; 6-Pow, \$2125; 8-10-Pow, \$2475. Avery "Self-Lift" Plows and "Yellow-Pellow" Thrashers are also built in sizes to fit any of above size.

EVERY CO., Opposite Union Depot

EVERY

One Man Outfits 6 Sizes Fit Any Size Farm

DESIGNER OF THE WELL KNOWN WALLIS TRACTOR.



CASE BRANCH MAKES RECORD

Omaha House is Awarded Silver Cup for Largest Increase in Business During 1914.

IN OMAHA FOR SEVEN YEARS

The J. L. Case Plow Works opened their Omaha branch in September, 1909. The location was at that time at 716-17 South Ninth street. It was a successful sales department from the first and in a very short time was ready for new quarters.

In February, 1915, the new building was finished at Eighth and Jackson streets, where their was double the floor space and arranged especially to accommodate this class of business. Sales have increased steadily and at the present time Mr. Hindelang, the manager, is in possession of the silver cup awarded by the home office in Racine, for the largest increase in business of any branch of the company during 1915. Mr. Hindelang says that with the prospects of the coming season the other branches will certainly have to go some to take the cup away from the Omaha branch.

The lines carried by the Omaha branch are the J. L. Case line of plows, harrows, planters, listers, cultivators, stalk cutters, etc. As a side line the Wallace Farm Tractor is handled. It was the Wallace Cub that traveled 1,000 miles from Cleveland, O., to Fremont, Neb., last year to take part in the demonstration. The chassis of this same tractor will be on exhibition during the Implement Dealers' convention.

Other lines are the Rude "Wide-Spread" manure spreader, Parry vehicles and Auto Trailers and K. C. hay presses.

Butte Wants Club.

Butte, Mont., boosters are furthering a movement to enter a club in the Northwestern league. A site for a downtown ball park has already been secured.

SALES MANAGER OF THE WALLIS TRACTOR COMPANY.



Farmers Now Own Tractors Which Are Kept Busily at Work

A new general farm tractor will be exhibited by the Advance-Rumely Thresher company, incorporated, at the implement dealers' convention at the Auditorium this week.

This new tractor is a new member of

the oil pull and gas pull family and is designed to fill the demands of the average farmer. There are a lot of new features that every farmer will want to look into and will find interesting. The Rumely tractors have been among the pioneers in the tractor business and have followed it closely all the time. First the demand for tractors was for the larger type by land owners with very

large tracts. They were expensive and only those with large farms could afford to invest in them. Facts are that the tractor was generally owned by someone who did custom work and the machine was his investment rather than the land he plowed. Of late years there has developed a demand for a tractor that could be owned by the average farmer and a

lighter and smaller tractor has come into being. The trend of conditions indicates that it will only be a short time, comparatively, until every progressive farmer will have a tractor as a necessary part of his equipment. To meet this demand the Advance-Rumely people are putting out their general purpose tractor which they will exhibit at the convention.

TWO PLOW
\$750.00 CASH
F. O. B. La Porte, Ind.
(Complete with Plows.)

THREE PLOW
\$975.00 CASH
F. O. B. La Porte, Ind.
(Complete with Plows.)

See The NEW RUMELY TRACTOR
AT THE AUDITORIUM THIS WEEK

Just what you have been waiting for—a one man, all purpose, small farm tractor that will efficiently and economically handle your plowing and other jobs—drawbar or belt.

One Man — One Machine

This is strictly a one-man outfit—the construction couldn't be simpler and the control easier. Tractor and plows are combined in one machine, and the control of the entire outfit and mechanism is from the operator's seat. At your hand are the clutch lever, the lever to control the depth of plowing, the spark control and hand throttle, and the trip for raising and lowering the plows.

You can back up with your plows, make short turns and cut square corners. The tractor handles like an automobile.

You Watch the Plows

Notice the arrangement of the plows—directly in the operator's line of vision at all times. With this rig you plow just the same as with a horse gang and you know how the outfit is working every minute. The plows are automatic lift, and hitched directly behind the drive wheel so that all three wheels are on unplowed ground.

For Other Jobs

For tractive jobs other than plowing the tractor runs in the opposite direction, bringing the drive wheel on the

ADVANCE-RUMELY THRESHER COMPANY LA PORTE, INDIANA

COVER TRASH

The extreme wet weather which prevailed over the country last summer and fall brought forth a growth of weeds which will cause damage unless they are properly handled.

The weed seeds, which had abundant time to mature during the fall, are amply protected from the freezing influences. They will grow a wonderful crop of weeds.

Farmers will have to take special precautions to prepare the ground to prevent weeds from choking his crops while young.

The abundant moisture that fell last fall, if properly taken care of in the spring, will insure a banner crop, as far as moisture is concerned.

The Oliver Chilled Plow Works has a device in their combination rolling coulters and jointer that will enable the farmer to put all trash and weed seeds absolutely on the bottom of the furrow. It not only does this, but fills in all the air spaces at the bottom of the furrow; consequently, when a farmer uses this device on his plow he can put the weed seeds and trash where they will not interfere with the harrow, and at the same time prepare the bottom of the seed bed for capillary attraction, which is essential for Western farmers.

We want to interest you in complete details of how this little device, which costs but a few dollars, will save unnecessary work and insure a seed bed on the top that is free from weeds and trash of all kinds—one with the weed seeds so deep in the ground that your crops will have a good start before the weeds can interfere. It is a common sense proposition and one that will both save and make dollars which you can never estimate.

Oliver Chilled Plow Works
Plowmakers for the World

TENTH AND FARNAM STREETS
AND AT THE AUDITORIUM
OMAHA, NEB.

Implement Dealers Wanted

At our Auditorium exhibit and office, 9th and Harney Sts., to make either of these places their headquarters. Come in and visit us, we want to see you

Fairbanks, Morse & Co.

Capacity
50 to 600
Bushels per Hour

Gasoline Power Required
2 to 15 h. p.

Watts Cylinder Shellers

Direct From Manufacturer to Dealer

THE SHELLER that has no competition, when capacity, horse power and price are considered. No corn too soft or tough for them to shell. See them in actual operation at the Auditorium.

All Sizes on Exhibit at Store Rooms of

WATTS MFG. CO.

2427
Farnam St.

Douglas 2406

Don't Miss Seeing

THE WAITE TRACTOR

At the Auditorium This Week
The Best \$750 Tractor Buy on the Market

Space 3 :- :- Tractor Floor

JOHN DEERE

FARM IMPLEMENTS

9TH AND 10TH STREETS, HOWARD TO HARNEY
OMAHA