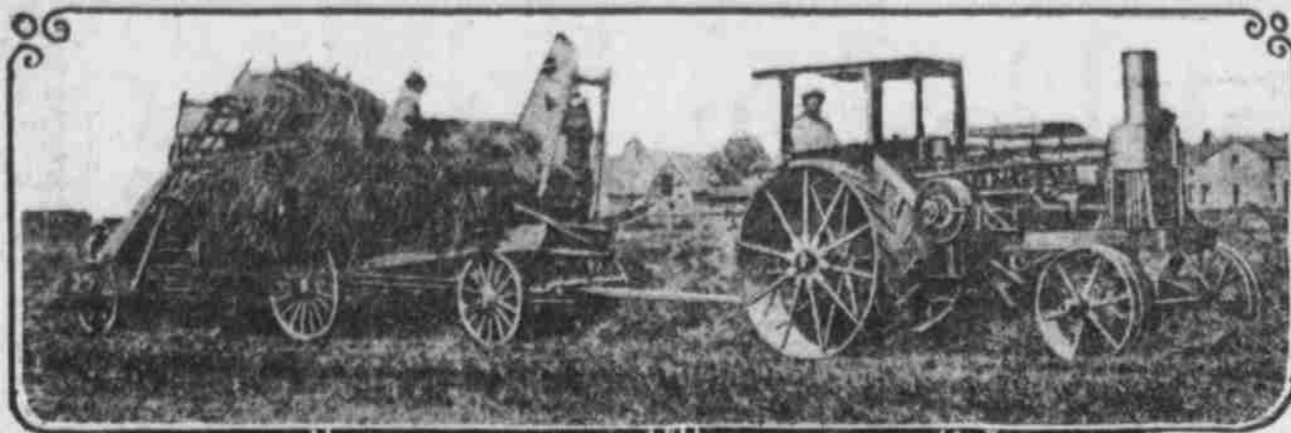


Tractor Demonstration Thoroughly Useful to Buyer and Seller



A good, clean, deep furrow



Alfalfa loaded and hauled by tractor power



Filling the Silo



Utilizing a tractor to move a house

In 1911 the first tractor demonstration on record was held in Nebraska. This was during the big land show in Omaha, and the tractor was then in its infancy. There were five machines demonstrated, and they worked on a small plot of land, consisting of about five acres, right in the heart of the city. The credit for the original idea of demonstrating the tractor, then almost unknown in its application to farming, belongs to E. A. Hildebrand, who, with the late R. H. Woodruff, at that time advertising manager of the Twentieth Century Farmer, and H. E. Dimond, manager and director that part of the land show.

Mr. Hildebrand and his co-workers felt that this demonstration, small though it was, had proved of value to all concerned, and efforts were made to hold another demonstration the following year, but no plot of ground seemed to be available for that purpose and it was necessary to abandon the idea.

The next year, 1913, permission to use the Coad ranch, near Fremont, consisting of something like 400 acres, was secured. Mayor George Weis and R. B. Schneider of Fremont became deeply interested in the enterprise, and it was decided to hold the demonstration under the joint auspices of the Fremont Commercial club and the Twentieth Century Farmer. Unfortunately, before the opening of the show, Mr. Schneider died, so that he was unable to witness the successful culmination of the plans which he had played so important a part in formulating.

At this time the National Power Farming Demonstration was regularly organized, with this slogan, "Let the buyer be better posted," which gives the keynote to the purpose of the demonstrations. The officers were as follows: R. H. Woodruff, general manager; T. F. Sturgess, publicity manager; A. E. Hildebrand, field manager, and R. B. Foster, secretary. It was felt that these men were particularly competent to manage an affair of this kind, on account of the previous experience they had had in exposition work. Mr. Woodruff and Mr. Hildebrand had the experience of staging the first demonstration of tractors ever held at the land show in 1911. Mr. Sturgess had been manager of the National Corn exposition held at Omaha in 1907-08 and 1909-10, and also took a leading part in the management of the land show in 1911. Mr. Hildebrand was in charge of the boys' and girls' department of the National Corn exposition both both years it was held in Omaha, and was superintendent of the machinery department of the National Corn exposition the following year, when it was located at Columbus, O.

In the 1913 demonstration there were twenty-three manufacturers entered, showing thirty-nine tractors. There was an attendance of about 25,000, which was considered at that time a wonderfully good crowd for such an affair, and great enthusiasm was shown.

On August 17 to 22, 1914, the second annual demonstration was held. The management was somewhat handicapped at first by the illness and death of the manager, R. H. Woodruff. His position was finally filled by C. C. Rosewater,

who had been in charge of the Omaha Land show in 1913 and also the land show in 1914, and who had been a member of the board of managers of the National Corn exposition both years it was held in Omaha. H. E. Dimond was made assistant manager. The other officers remained the same as the previous year. There were twenty-seven manufacturers present, with forty-nine complete outfits. The attendance mounted up to 25,000, consisting mainly of farmers deeply interested in this new form of power as applied to their use and coming from widely different and distant states. The government sent representatives to learn what could be learned there. Several new features were introduced and the demonstration was an even greater success than the previous one. There were three adjoining farms placed at the disposal of the management this second year in the vicinity of Fremont, the Colson, Middaugh and Turner farms, comprising in all about 600 acres.

The officers of the third National Power Farming Demonstration are: C. C. Rosewater, president; T. F. Sturgess, publicity director; A. E. Hildebrand, general manager; H. E. Dimond, assistant general manager, and R. B. Foster, secretary. The 1915 demonstration will be an affair of greater magnitude than the previous ones, and the promoters themselves would have dared to hope for when they made their first plans three years ago. There will be over 600 additional acres in use, making a total of more than 1,000 acres. Forty-two manufacturers have entered, and there will be over 100 complete outfits on the grounds. The management remains the same as last year and feel competent to handle this mammoth exposition, as they have watched it grow from a small affair to the present date. Arrangements are being made for one of the biggest gatherings of people that has ever been held in the state of Nebraska and preparations are being made on an enormous scale.

In saying that the National Power Farming Demonstrations are the first demonstrations of tractors ever held in the world, note that the word "Demonstrations" and not "contests" is used. There have been tractor contests held previously, but these have been discontinued because they have not been a decided success. At Winnipeg in 1910, 1911 and 1912 there were tractor contests held. Not many manufacturers were entered and these contests proved themselves of less interest to the farmers who saw them.

What the farmer wants is a demonstration of what the tractor is and what it can do on his farm, under the conditions that prevail in the section in which he lives. What the contest showed was more the ability of the drivers than the adaptability of their machines. The farmer does not care what a tractor can do when it is managed by an expert. He wants to know what his machine can do when he is running it himself in his own fields. This is the need that the demonstration was designed to meet.

The way the contest was managed, each machine was told where it was to run and what it was to do. The conditions were made the same for all tractors, and might easily be more adapted to the

ability of one machine than some of the others. The tractor that performed the best in the opinion of the judges, under these stated conditions, was awarded the medal, regardless of the fact that under other conditions as frequently met on the farm, some other machine might have performed as well or possibly better. Moreover, no consideration was given to some features of the tractors that might have recommended them to farmers in certain sections. Needless to say, there were discussions and recriminations, some manufacturers claiming that conditions were so made that their machines worked under a decided disadvantage. The manager and judges were placed in the position of an umpire at a ball game, with as little chance of satisfying the contestants and the farmers present as the average umpire has of satisfying the opposing teams and the fans with his decisions.

When the Twentieth Century Farmer people conceived the idea of a demonstration, they were inspired by a belief that the farmer himself is and should be the ultimate judge of the practicability of the tractor and that he should be given an opportunity of observing what each make of tractor can do under any and all ordinary conditions. They believed that no machinist or outside business man can presume to say which is the best tractor for the farmer to use, and that what is the best tractor for a man on one farm and under certain conditions would not be the machine that would be best for another farmer, who might operate under entirely different conditions. For this reason, the contest feature had no place in the plans made for the National Power Farming Demonstrations. They were to be strictly demonstrations of the adaptability and practicability of the machines entered.

To be sure, there are hard and fast rules by which the entrants are governed. For instance, in the public demonstrations but one machine of any make is allowed on the field at once. This rule was made to prevent crowding of the grounds and is rigidly enforced. However, if a company manufactures three or four machines all may be entered and any one of them used in the public demonstrations, or one used one day, another the next, another the next, and so

on. Moreover, time each morning is allowed for private demonstrations. Space is allotted and if anyone expresses a desire to see these different tractors at work the manufacturer is permitted to demonstrate the powers of his machines to his prospective customers in any way he or they may desire.

In this way if a man goes to the tractor show with the intention of finding out what machine is best adapted to use on his farm he can attend the public demonstration first. Here he can eliminate the machines that have features that do not appeal to him or that are not adapted to use under his conditions. He may then choose those that seem best suited to his needs and look those over carefully. He may talk to the manufacturers, hearing what they have to say and benefiting by their explanations; he may then attend the tractor short course and learn something about the working parts of the tractor and its engine; after this he may ask these firms to demonstrate to him whether or not their machines can do certain things that he considers it desirable for a tractor to do in order to perform the work he has in view. He does not have to take anyone's advice, but is able to decide for himself after actual witnessing of the tractor at work. If he makes a mistake in a purchase, then he can have only his own judgment to blame, for he has certainly had unusual opportunities of knowing exactly what he is buying.

Not all of the farmers who attend the demonstration are actually purchasers, or even prospective purchasers, of tractors. Many of them never expect to own a tractor and do not really believe that they are practical farm machines. They come to scoff, but at previous demonstrations many of the scoffers went home convinced that they, rather than the machines, were wrong, and some of them are coming back this year with the firm intention of investing in the best and most useful machine that their money can buy. Then, too, many who are already tractor owners come to learn more about the operation and management of their machines.

Every year sees a great change in the make-up of the tractors demonstrated. The first year they were all big machines, highly useful on the big grain farm or ranch, but not very practical for

the use of the average middle-west farmer. The next year saw the advent of a number of small machines, so made that they did not require the assistance of so many men to work them; they would not pull so many plows, but neither did they occupy so much space nor represent such a large outlay of money; they were within the reach of the average farmer and much better adapted to his use.

This year there will still be large tractors. There is a demand for them on the big grain farm, and in other lines of work, and they will probably always continue to be manufactured. Every manufacturer, however, has seen the handwriting on the wall. He knows that in the making of the large tractor alone he is only filling the needs of a small percentage of possible tractor users, and he is looking for the business of the ordinary middle-west farmer. Every firm will have a small or medium tractor on display. These are the practical little machines that will some day be seen on every farm.

It has long been the belief of the Twentieth Century Farmer that some day the tractor will be considered as indispensable on the 100-acre farm, as the team of draft horses or mules now is. This belief was the foundation of the tractor demonstration idea. To the end that the farmer might know what the manufacturer has to offer and that the manufacturer might know what the needs of the farmer were, these demonstrations were undertaken and have in this way proved a wonderful success. In the beginning of these demonstrations, the manufacturer was woefully ignorant of the problems confronting the farmer on the grain belt farm, and the farmer was just as ignorant of what the tractor was and of its possibilities as an aid in his work. At the present time the manufacturer knows just what the farmer wants, and he is making machines that fill these wants as nearly as it is possible for the mind of man to contrive. The farmer knows exactly what machines are on the market; he is well informed as to what these different machines can do and as well equipped to discuss their comparative adaptability as to discuss the comparative merits of Holstein or Jersey. For this mutual understanding, which is the basis of co-operation and successful business, the national power demonstrations at Fremont have been largely responsible.

So successful have these demonstrations been that they are now being held throughout the country. Illinois, Kansas, California, Oklahoma, South Dakota and a number of other states are staging tractor demonstrations this year along the same lines as the Fremont show. In fact, the managers have approached the management of the Fremont show for information as to the best methods of procedure and in every case the demonstrations are going to be along the same line of the national power farming demonstrations. This widespread diffusion of knowledge of the tractor should result in the tractor coming into its own with great rapidity, and before many years have passed we look to see a tractor for every kind of farm and every farm with its tractor in actual and daily use.

Albino Trout.
Among the interesting exhibits at the New York aquarium is a collection of albino trout. These creatures, which are all of a clear cream white, including their fins, with no color about them except that of their characteristic bright ruby-red eyes, are most striking and curious in appearance.

In its natural coloring the lake trout shows on its upper body white or grayish spots on a brown background. On the larger albino lake trout the spots can be discerned, appearing as very faint spots of the same color, but of a different weave in a woven fabric. These spots show so faintly that they would never be noticed by one unfamiliar with this species and its markings. To the casual eye these fishes present bodies of solid unbroken white.

The lake trout is a handsome fish, and these albino trout are perfect specimens without a blemish. They appear not as freaks, but simply as graceful and beautiful white fishes. To display them to greater advantage by contrast the larger albino trout are shown in a tank of brook trout.—New York Mail.

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