

Tractor Men Will Show You How to Conquer Toil

PROF. HOLDEN TO LECTURE MONDAY

To Tell of Diversified Farming Campaign He Has Been Conducting All Over South.

GETS SAMPLES FROM FARMERS

Prof. P. G. Holden, in charge of the International Harvester company's agricultural extension department, formerly vice dean and professor of agronomy of the Iowa Agricultural college, Ames, Ia., will lecture on seed corn and other agronomic subjects to the satisfaction of the Omaha, Council Bluffs, Lincoln, Sioux City and Crawford general agencies of the Harvester company on Monday and Tuesday of this week.

On Wednesday, a lecture will be given by Prof. Holden to the implement dealers in attendance at the convention. Mr. W. H. Boushman, campaign manager of the agricultural extension work for Prof. Holden and H. S. Dewing, secretary in the company's extension campaigns will be here to assist Prof. Holden.

Prof. Holden has just completed a diversified farming campaign, covering seventy counties in the states of Tennessee, Arkansas and Mississippi. Extension campaigns have now been held in twenty states from Washington to Texas and Alabama. Diversified farming, live stock, alfalfa and corn have been subjects taught in these campaigns, depending upon conditions in the territory where the campaign was carried on.

Prof. Holden is commonly known as the corn king of the United States, and his work in Iowa was the greatest known factor in placing Iowa in the lead as a corn producing state.

Samples of seed corn have been secured from thirty farmers in Douglas county, to be used by Prof. Holden in his lectures, and the tests made of this corn will be exhibited during the Implement Dealer's convention.

The International Harvester company believes this is the golden age of service and does not confine its power to the manufacture and sale of implements alone.

Corn Shellers Are Now Sold Direct To the Dealers

The Watts Manufacturing company of Jackson, Mich., which on October 1, opened a branch in Omaha for the distribution of the Watts line of corn shellers and feed grinders, has already found much encouragement in the Nebraska territory, according to the Omaha manager, J. L. Bailey.

The dealers, says Mr. Bailey, have already signified their approval of the Watts plan of selling direct to the retailers. At the present time eight salesmen are working out of Omaha in Nebraska and Iowa. The salesmen are presenting an entirely new sheller line reconstructed along the old-time principles that have built

ONE OF THE LEADERS IN THE TRACTOR WORLD.



F. J. Hindelony

up the Watts reputation during twenty-five years of corn sheller manufacturing.

The local offices of the company are at 217 Farnam street, where it carries a complete line of corn shellers, feed grinders and repairs. Stocks are also carried at Fort Dodge and Cedar Rapids, Ia. From the repair department in Omaha the company is enabled to get parts to any part of the territory over night, so that it is possible to strongly advertise its shipping service to the trade.

Mr. Bailey has been in the corn sheller and feed grinder business for a number of years and knows it thoroughly. He first became associated with the Watts company in 1905. During the Implement Dealer's convention this week he will be one of the active local men in entertaining and making pleasant and profitable the stay of all dealers who come to Omaha from outside points. He will have a display at the Auditorium and also will invite visitors to his show room at 217 Farnam street.

AUDITORIUM IS TO BE DEALERS' MEETING PLACE

The Omaha branch of the Fairbanks-Morse company is planning on the biggest business in the history of that well known company during 1916. During the years this company has been operating in this territory it has succeeded in making a reputation that turns it a world of business, not one year, but every year. The Fairbanks-Morse display at the Auditorium during the Implement Dealer's convention will be headquarters for a number of dealers who handle the Fairbanks-Morse line out over the state.

Implement Dealers Convention

Omaha, Neb., and Council Bluffs, Ia.

January 18, 19, 20 and 21

A Cordial Invitation is Extended to You to Visit Our Show and Sample Room at Council Bluffs

1216 to 1230 South Main Street

OR

Call on Us at Omaha Auditorium

Booth Numbers 55 and 81

YOU ARE WELCOME

Look Over The SANDWICH LINE

EASYWAY LOADERS AND RAKES
Engines, Shellers, Grinders, Corn Slicers, Elevators, Hay Presses

SANDWICH MFG. CO

PHONE 2955

Council Bluffs, Iowa

W. E. Dawson, Mgr.

THE LIFTING OF THE YOKE



At a recent demonstration of tractor plows stood an old, white haired farmer, who had won many plowing prizes for the exceptional quality of his work.

When he saw the Oliver No. 62 gang plowing back and forth across the field in as straight furrows as he could plow, and the quality of work equalling anything he had ever done, he remarked: "The yoke has been lifted."

He meant by this that he could now depend upon mechanical needs for the kind of plowing which he wanted to have done.

So successful was the work of the Oliver No. 62 gang plow at this demonstration that men threw their hats in the air and cheered.

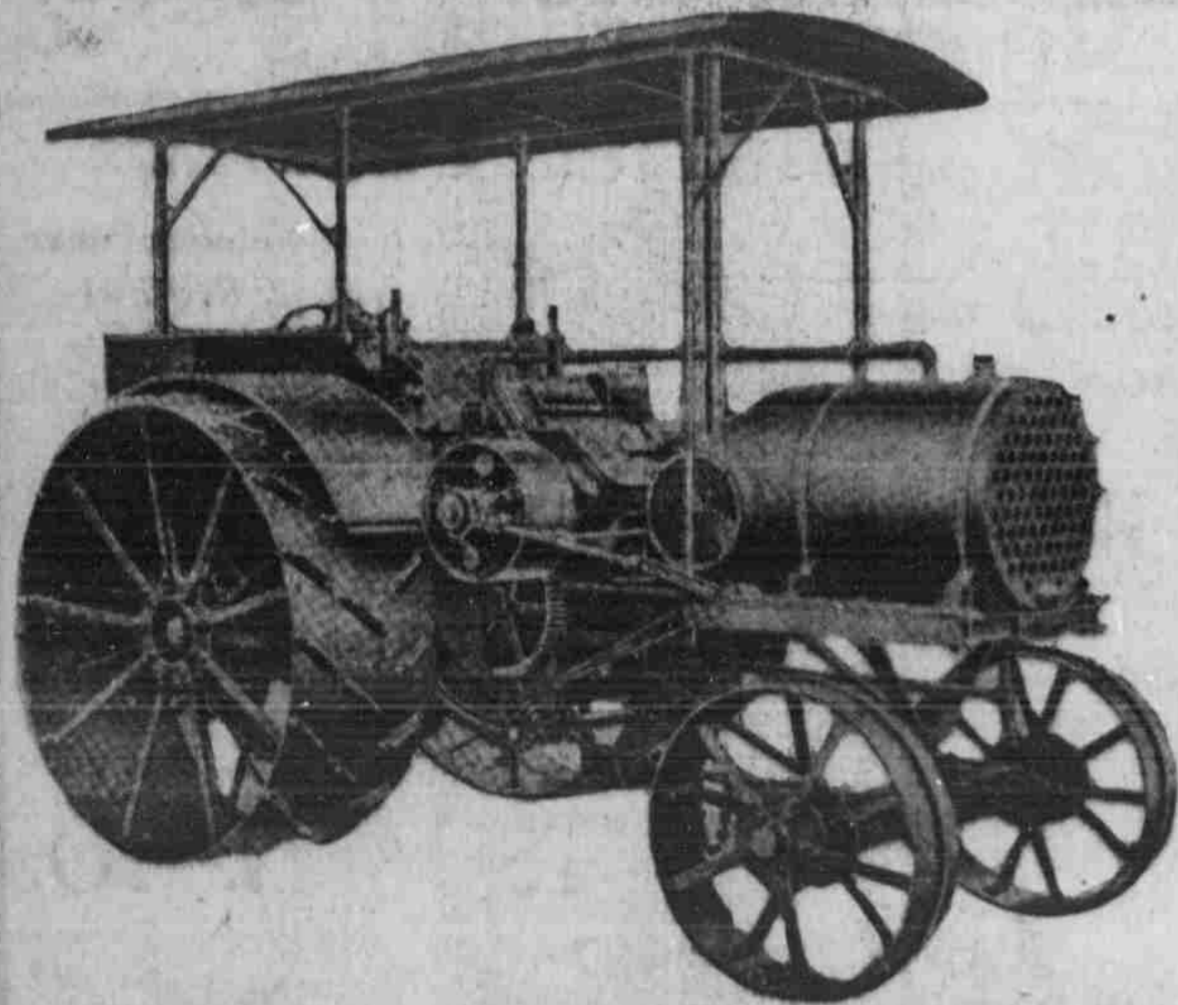
This demonstration was held at a place where the most particular plowmen in the world enter contests for prize plowing. This means that the No. 62 rivals work of these master plowmen.

The following testimony gives an idea of what a Nebraska farmer thinks of this plow:

Blue Hill, Neb., Nov. 24, 1915.
Gentlemen: I bought one of your No. 62, 3-bottom tractor plows last fall and it is a dandy. I think the plow cannot be beat. It does the best work I ever saw. In selecting an engine I bought the 8-16 Mogul, as much on account of the work the plow was doing as the performance of the engine. I think the hitch on the No. 62 is the reason why the Mogul has been successful in pulling three 14-inch bottoms. The compactness of the entire outfit attracts the attention of any conservative buyer and makes a combined two-in-one outfit that can't be equalled.
Yours truly, R. KEUEGER.

Why use a horse plow when you can do the work better and faster with the Oliver No. 62? We will be glad to answer inquiries.

Oliver Chilled Plow Works
Plowmakers for the World
TENTH AND FARNAM STREETS
AND AT THE AUDITORIUM
OMAHA, NEB.



AULTMAN-TAYLOR GAS TRACTORS

BUILT IN THREE SIZES---18-36 H. P.---25-50 H. P.---30-60 H. P.

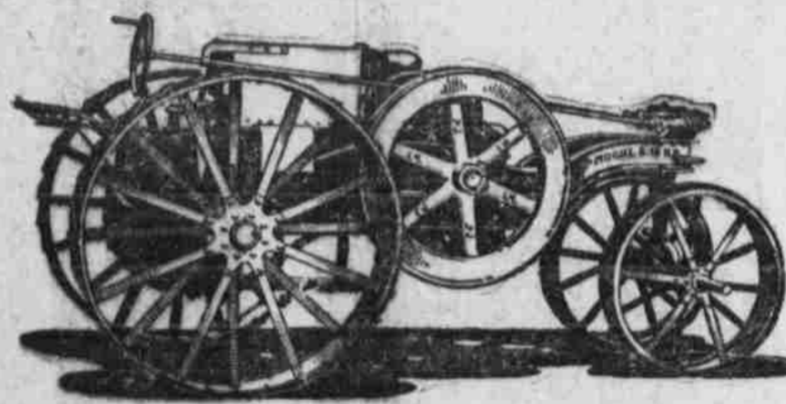
Everybody is talking tractor. Farmers everywhere are buying them. We know you, as an Implement Dealer, will want to place yourself in a position to supply your trade with just what they demand in the way of a tractor. The dealer who is lucky enough to procure the agency for a tractor of the first quality is going to find the tractor business the coming season a mighty attractive proposition. But do not overlook this fact—the tractor you recommend and sell must be reliable and efficient. It must not be an experiment or your efforts will be for naught. It must be a tried and proven product. In other words, it must deliver "the goods" if your tractor business is to be profitable.

Right here we want to call your attention to the Famous Aultman-Taylor Line of Gasoline-Kerosene Tractors. These are built in three sizes—3 size to meet the particular needs of your customer. Aultman-Taylor Tractors never fail to make good anywhere, any time. And best of all, back of every Aultman-Taylor Tractor is the old reliable Aultman & Taylor Machinery Company with fifty-one years' experience, and whose reputation for honesty and integrity is above reproach. Some good territory open for the live, hustling dealer. Write for full particulars.

The Aultman & Taylor Machinery Co.
MANSFIELD, OHIO

Nebraska Branch, Corner 9th and Q Sts., Lincoln, Neb.—E. A. ROIG, Manager.

Display of Grand Prize Winning Machines



One of the Grand Prize Winners to Be Exhibited.

All implement dealers and farmers are cordially invited to inspect the most complete display of implements ever shown by this company in the City of Omaha at its sample room, at Eighth and Capitol Avenue.

This display will include duplicates of most of the thirty-six International Machines which were awarded Grand Prizes at the San Francisco Exposition.

Five International *Titan* and *Mogul Kerosene Burning Tractors* will be shown in operation at our building and an 8-16 *Mogul Oil Tractor* will be on exhibit at the Auditorium.

Prof. P. G. Holden, in charge of the Agricultural Extension Department of the International Harvester Company will hold a short course school on Monday and Tuesday, January 17th and 18th, at our building for the benefit of International Salesmen who will be here to attend the convention. Exhibits of Douglas County Seed Corn will be shown.

All dealers and farmers are welcome to attend this short course by Professor Holden, "America's Corn King."

An inclosed International Motor Truck will be provided to carry dealers from the Auditorium to the agency building. This service is for your convenience when you wish to visit our sample room.

Have your mail addressed to you in care of this company. It will have our best attention.

Representatives of the Omaha, Council Bluffs, Lincoln, Sioux City and Crawford general agencies will be on hand to attend to your wants.

International Harvester Company of America

Omaha Council Bluffs Lincoln Sioux City Crawford