

Omaha Welcomes the Implement Dealers Great Display

Don't Fail to See the

Allis-Chalmers Farm Tractor

Price \$750

At the Auditorium This Week

PROF. HOLDEN, CORN KING, TALKS HERE

Lectures on Farming and on the Need of Selection of Best Seed Corn.

GOLDEN AGE OF SERVICE

During the implement dealers convention Prof. F. G. Holden, employed by the International Harvester company, is delivering agricultural lectures in Omaha. Prof. Holden is credited with being the "corn king" of the world and is known all over America for his research work in the production of corn. Prof. Holden has just completed a diversified farming campaign, covering seventy counties in the states of Tennessee, Arkansas and Mississippi. This comprises extension campaigns that have been held in twenty states. Diversified farming, live stock, alfalfa and corn have been the subjects taught in these campaigns.

Prof. Holden is an Iowa man, and his work has done more than anything else to put Iowa on the map as a great corn growing state.

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. Holden's work here in Omaha has been assisted by W. R. Baughman, campaign manager of extension work for Prof. Holden, and H. S. Dewing,

secretary in the company's extension campaigns. The International exhibit at the Auditorium is extensive and interesting and instructive, and their display at their permanent store rooms is the largest and most complete ever shown by this concern.

Case Displays at Both Auditorium and Local Branch

The J. I. Case Plow works are making a strong bid for business at the Implement Dealers convention being held at the Auditorium. Mr. Hindelang, the manager, is determined that the big silver cup awarded to the Omaha branch for the largest increase in business during 1915 of any Case branch will remain here again in 1916.

In addition to having an exhibit at the Auditorium the Case company has also been busy entertaining visitors at the display rooms at Eighth and Jackson streets. Here the company has on display a complete line of all the goods it handles.

The lines carried by the Omaha branch are the J. I. Case plows, harrows, planters, listers, cultivators, stalk cutters, etc. As a side line the Wallace tractor is handled. Other lines are the Rude "Wide Spread" Manure spreader, Parry vehicles and auto trailers and K. C. hay presses.

Boys Build First Tractor at College

When C. W. Hart and C. H. Parr were boys in college they were earning their own way. During this time they built their first tractor. Before they could build another they had to sell the first one, which was no easy task. Besides that was fourteen years ago when peo-

ple who had use for tractors didn't know it and the tractors were not the finished product they are today. Now the Hart-Parr corporation is capitalized at \$2,500,000. The factory covers eighteen miles of ground and is devoted exclusively to the building of tractors.

The Hart-Parr company makes seven sizes of machines ranging in horsepower from 22 to 120 and in weight from 5,000 to 25,000 pounds to the machine.

One of the machines this company is pushing hardest is "The Little Devil," which has earned the reputation of being "a good little devil."

Mr. Frederickson, who is here with the company's exhibit, is highly pleased with the convention.

Light Machine Has as Much Pulling Power as Larger

A new principle is employed in the construction of the Nilson Farm tractor, on exhibit this week at the Auditorium. This principle is in the construction and automatically controls the gravity. With this construction it does not depend on the weight of the machine for the "pull," but on the load. This gives the light machine as much pulling power as some of the heavier machines. This is controlled by a simple principle, which gives traction instead of weight.

The construction was worked out by Nils Nilson, a farmer, together with his three sons, who merely applied the old principle of the fulcrum and lever to a tractor.

Harold Nilson, one of the sons, who is now superintendent of construction at the factory, is attending the convention in company with C. Julrud, vice president of the concern.

The "Nilson" uses the largest size Waukesha motor and is designed to pull four, five or six plows. It has a speed up to six or seven miles an hour pulling eight to ten tons along a fair road.

Farmers Must Have Tractors to Save Expenses on Farm

C. F. Loomis of the eForia Tractor company has the distinction of being one of the pioneers in the tractor business. Mr. Loomis, with Fred Glover of the Avery company and D. M. Harrisough, made and placed on the market the first four-cylinder tractor. This was over sixteen years ago.

"At that date the people were pretty skeptical of the tractor for farm power," says Mr. Loomis. "My associates and I didn't have an opportunity to bring our machines to a fine big exhibit and convention like this then and have the dealers and farmers come in and take an interest. There has been a big change in the business and right now we are facing the greatest business that tractor people have ever known. The farmers have had it demonstrated to them that the tractor will do their work cheaper and better than horses and they are using them—they must have them."

The tractor the eForia people are putting out now is a 2,800-pound machine. They have only one size. It has an eight-horse power pull at the drawbar and twenty horsepower at the belt. Agency contractors are coming in nicely, according to Mr. Loomis.

A. S. Borglum Speaks Before Rotary Club

February 23 has been set as the date for the annual dinner and dance of the Rotary club. It will be held at the Fontenelle hotel.

A. S. Borglum of the Darlow Advertising agency spoke before the Rotary club Wednesday noon at the Henshaw hotel on "Advertising from the Standpoint of an Advertising Agency."

Let the Devil Do Your Work

The Hart-Parr "Little Devil" Oil Tractor

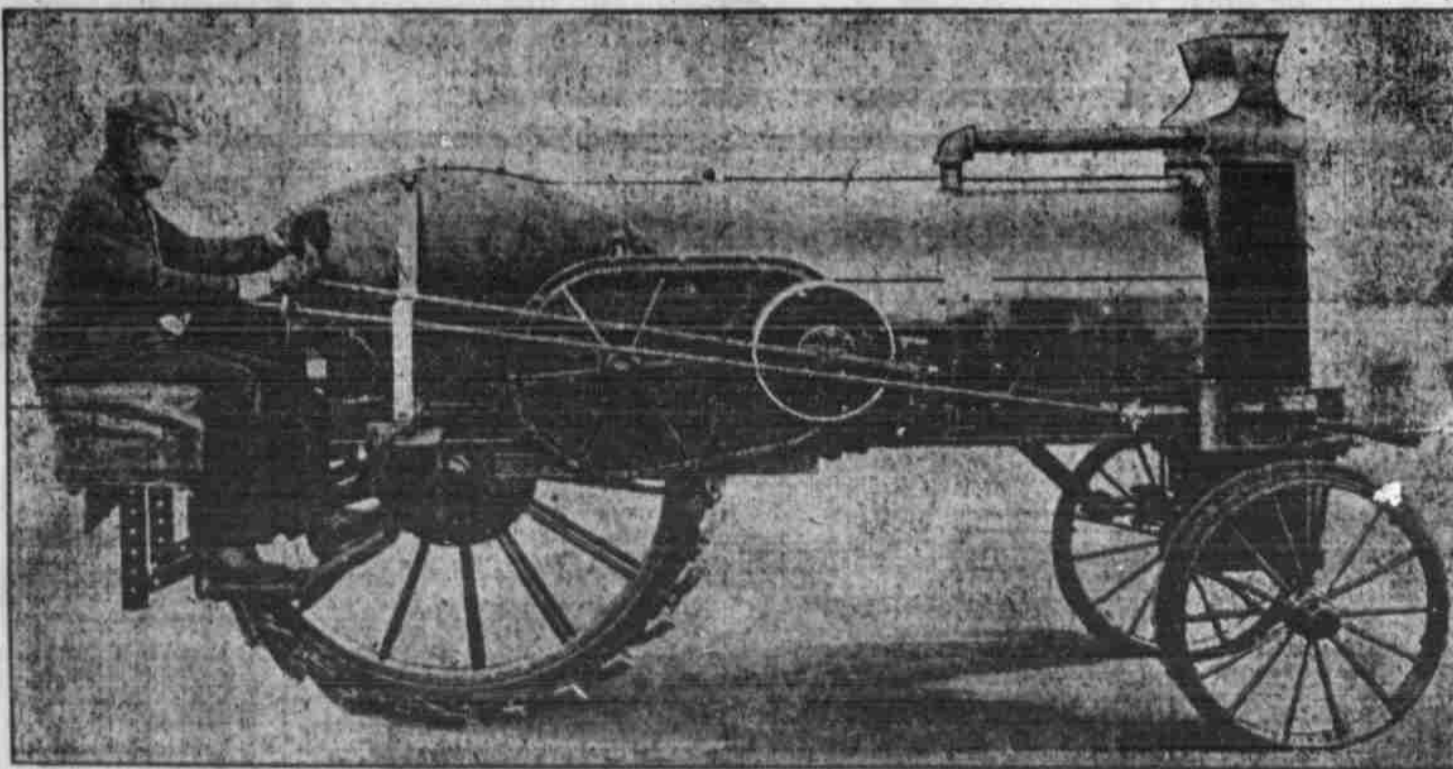
Burns cheapest kerosene and other low grade fuels. Only small oil tractor in the world

If you're farming only an average size farm, you probably have \$1,200 to \$1,500 or more invested in horses, and probably \$300 to \$600 more in portable or stationary gas engines necessary to do the work of ONLY ONE "Little Devil." Working or idle, your horses require expensive fuel—but the "Little Devil" uses cheapest kerosene for fuel—and requires no care, costs nothing when not actually working.

Sell three or four of your horses. Invest the money in a "Little Devil." Then you can do half again more horse work and all of your belt work, without investing a single penny more than you have invested. The "Little Devil" uses the same plows, cultivators, listers, discs, drags, harrows, harvesters, corn binders, etc., that you now use with horses.

And best of all, it does all the horse and belt work ever so much cheaper and more seasonably. It more than pays for itself in a single season out of what it saves. That's why no farmer can afford to be without one.

The "Little Devil" will plow deeper, cultivate more seasonably and save you money at every turn. It burns cheapest kerosene—reducing fuel bills to one-half—and has automatic, liquid cooling system, preventing all damage to the engine from over heating or freezing, with consequent costly repairs.

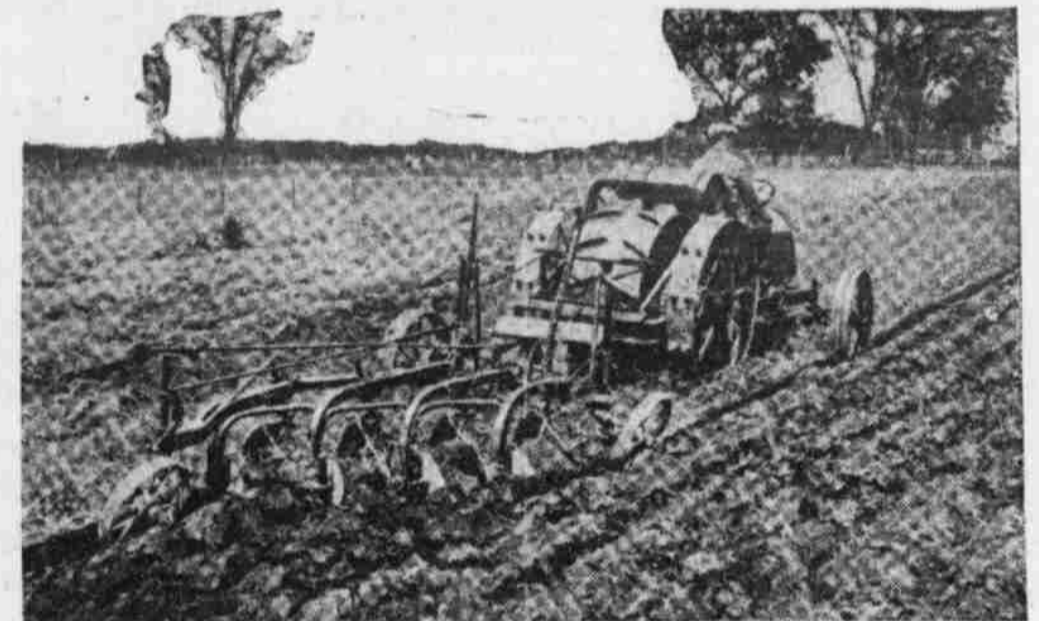


The "LITTLE DEVIL"

If you are attending the Dealers' Convention in Omaha, don't go away without seeing the "Little Devil" at the Hart-Parr exhibit at the Auditorium. Look it over. Judge for yourself what a wonderful little outfit it is. Then talk it over with our representative at "Little Devil" headquarters, 131-133 Paxton Hotel.

HART-PARR CO.

Factory and Main Office, Charles City, Iowa.



THE NILSON

Automatic Traction Farm Machine

A Perfect Field and Road Machine and a proficient power plant, possessed of utmost flexibility, enabling the owner to dispense with maximum animal-power—an imperative essential to profitable power-farming.

WHAT THE NILSON DOES

Grips the ground, according to load or resistance—the heavier the load the greater the traction. Pulls easily a 4 14-inch gang plow five to seven inches in sod, seven to nine inches in stubble. Operates a 30 to 32-inch separator, also your ensilage cutter. Hauls eight to ten tons over good roads at four to five miles an hour. Does your field work, road grading and ditching. Its light weight—about three tons with extension wheels—prevents injurious packing of plowed or harrowed soil.

TO THE FARMER

In buying a tractor, first consider quality and efficiency—Without these, save your money and stay with your mules and horses—it will be cheaper.

TO THE DEALER

You can't afford to sell your customer anything else—otherwise spells failure for you both—customer and you. The NILSON has ample power and correct principle of its application tractively. Its lightness means economy. Its flexibility in action, dispatch. The quality tractor with the pull, the grip that holds is why they are sold. Aggressive, reliable, live-wire representative dealers wanted. See the Nilson at the Auditorium before you leave.

NILSON FARM MACHINE COMPANY

Headquarters, Castle Hotel.

The Ideal Threshing Outfit



This simply illustrates that we have in the Parrett Tractor just what we say we have, an ALL-PURPOSE TRACTOR.

The Parrett Tractor

represents extraordinary working ability, not only in performing well a given kind of work, but in being adaptable to many tasks of a wide variety.

Only a Tractor of this nature will meet the demands of your customers.

Let us tell you more about this ALL-PURPOSE PARRETT TRACTOR.

Our space is 15 at the Tractor Dept. in Auditorium.

Parrett Tractor Company

Sales Office: Fisher Building, Chicago. Factory: Chicago Heights, Ill.

