

A Complete Revolution in Agricultural Methods

"That the entire Southwest is on the verge of a complete revolution in agricultural methods, with which will come more economy and an increase in yields of from 20 to 40 per cent, is apparently the unanimous opinion of farmers, tractor manufacturers and others in touch with the situation who are attending the big national tractor demonstration at Dallas. The sentence, perhaps, most frequently heard on the tractor grounds is a short sentence of four words—'The tractor is coming.' And usually following closely in the wake of that remark comes a second, also of significance—'The light tractor is the thing.'"—The Dallas Morning News.

From New York Times Feb. 21, 1917.
WANT 2,000 TRACTORS FOR NIGHT PLOWING
Britain to Recruit Great Army of Cultivators to Combat U-Boat Food Menace.

LONDON, Feb. 21.—"We want 2,000 American tractor plows for the use of a civilian army of night plowers which we are about to enlist throughout the British Isles," said Sir Arthur Lee, Director General of Food Production, to The Associated Press today. This new department, which is the outgrowth of Germany's submarine campaign, aims at the enlistment of several hundred thousand civilians to cultivate every available bit of soil.

"We hope to make the tractor plows fill the gaps caused by the shortage in labor," continued Sir Arthur. "For this reason we are going to import 1,000, or as many as we can, from America. We are going to equip them with headlights for night plowing. Laborers can only work eight hours, but tractors can work twenty-four hours. They will be driven by taxicab drivers and chauffeurs, who will be able to learn their mechanics in a few hours. Behind every plow will be a skilled farmer. They will be assisted by prisoners, conscientious objectors, members of the home defense force, and women. In this way we hope to produce enough food to make us independent of outside help as long as the war lasts. We do not believe we will be able to produce sufficient to feed the population in time of peace, but we are confident we shall be able to grow enough to stave off starvation during the war."

"For this we thank the German submarines. They already have given England an agricultural policy which is destined to make us to a large extent self-supporting. The submarine also has given us a minimum wage, and generally made our national defense more effective than a thousand speeches in Parliament."

A BIG VICTORY FOR 'THE FORD'
 Dallas, Texas, May 19th, 1915.
 The Ford Tractor Co., Minneapolis, Minn.
 Gentlemen: One of our experts was at Stamford Monday starting one of our agents with the Ford Tractor. It was well advertised and there was more than two or three hundred people present.

The agent for the * * * tractor decided to make a contest out of the affair, got out some hand bills and made a big talk as to how they were going to show the Ford Tractor up. Well, he came out and we did some plowing in the same field, and, of course, it was about a even draw. The plowing was, but when we took the gentleman out and pulled other tools over the broken land we whipped him to death. Then there was a big bunch of county commissioners there and we hitched the Ford Tractor to a 6-foot road grader and built one and a half miles of the prettiest road you ever saw. The * * * tractor hitched to it and pulled it one round. On coming back the next time their main and only drive wheel was on the soft land. The result was that they just pulled their engine down, spun their wheel and could not move the grader. To say the least it was a big victory for the Ford Tractor in that territory.

Our agent in that county claims that he is going to sell a hundred machines. We think he is over-estimating it a little, yet at the same time he is a very good business man and has an excellent territory. We just pass this information along to you, for we know you like to hear things of this kind.

Yours very truly, R. H. Parks.

Winsted, Minn., Sept. 1, 1915.
 The Ford Tractor Company, Minneapolis, Minn.
 Gentlemen: Having had a Ford Tractor at work on my farm I am pleased to be able to state that I was agreeably surprised at the amount of work it did as well as the manner in which it would do it.

There are many new and valuable features found in the Ford Tractor, such as I never expected to find embodied in any one gas tractor, which makes it especially adapted to use on small farms as well as on larger fields.

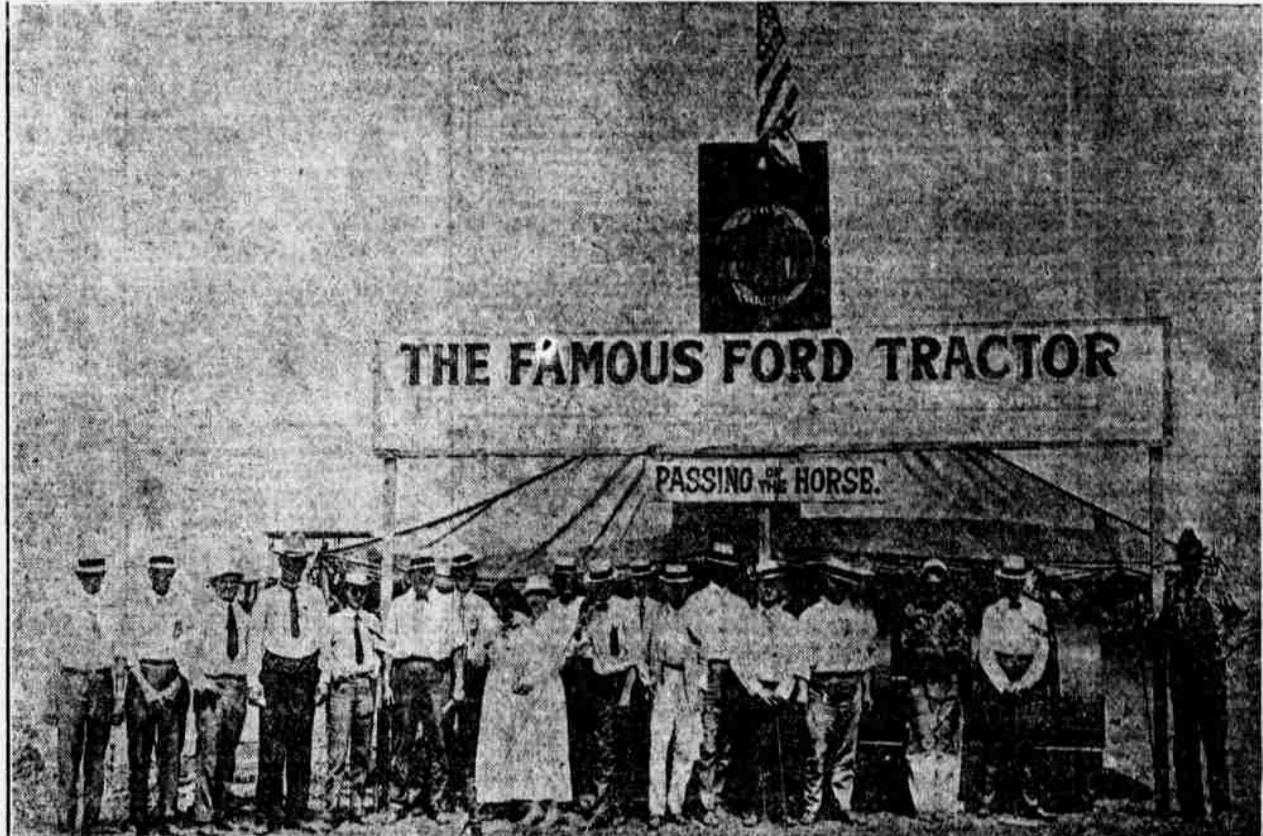
Perhaps the most characteristic feature of the Ford Tractor is its ability to turn corners so easily, rapidly and accurately. I have harvested with it on fields of one acre in size, and found that it was more convenient to turn corners than it would have been with horses, at the same time taking a full swath with the binder.

I consider the Ford Tractor one of the most valuable assets to modernized farming, and to own one of them is the only way to appreciate its usefulness.

Respectfully,
 JOHN WESTRUP.

THE COMING "HORSE" ON THE FARM.
 Zumbrota, Minn., Sept. 6, 1915.
 "I have seen the Ford Tractor at work on a binder, and also seen it at work on both one and two gangs, and it does all you claim of it. I think it is the coming horse on the farm."

"If anybody doubts my word, write me, I am, sincerely, S. K. CLEMENTSON."



The above is a reproduction of an actual photograph taken of the Tractor demonstration at Dallas, Texas. This picture illustrates the enterprising way in which the large and growing army of FORD TRACTOR dealers are pushing the sale of FORD TRACTORS throughout this country and in various parts of the world.

Will Surpass The Marvelous Growth of the Automobile Industry

"The tractor industry is just completing the first chapter of its history, and a very eventful chapter, and one that has been marked by brilliant and rapid progress, is the opinion expressed by every big factory official with whom the matter was discussed. The next four or five years will see a development that will surpass even the marvelous growth of the automobile industry, they believe without exception. And the farmers, to a man—those with whom the question was discussed—are of the same opinion."—The Dallas Morning News.

The FORD TRACTOR \$495 F. O. B. Factory



"The machine the world has been waiting for."

The Ford Tractor Company of Minneapolis, Minn., is engaged exclusively in the manufacture of THE FORD FARM TRACTOR, and has no connection whatever with the Ford Motor Company of Detroit, or with any other automobile or tractor concern.

THE FARM LABOR PROBLEM SOLVED

The demand of the farmer for a light, serviceable farm tractor at a low price has at last been met. The FORD does the farmer's work better, quicker and cheaper than horses can do it. The FORD pulls ploughs, drills, discs, harrows, mowers, binders, seeders, manure spreaders, drags, wagons and small road graders; it operates ensilage cutter and silo filler, feed grinder, water pump, circular saw and other belt driven machines used on the farm. It is designed for strength, power and durability. It performs all classes of practical farm work. Every farmer needs a FORD. Every farmer, farming forty acres or more, realizes the need for a good, strong, serviceable tractor that will do the work, and that is constructed of strong material and is of such simple design that it is not continually getting out of order. The FORD TRACTOR is built and designed to meet every requirement of the average farmer.

SIMPLE, POWERFUL, EASILY HANDLED, RELIABLE

THE FORD TRACTOR sells for \$495 f. o. b. factory. It is the lowest priced tractor for general farm use. It is in successful operation in thirty-seven states and in several foreign countries. The demand is increasing daily. The unfilled orders, on which deposits have been made, now on the books of the company, will keep the factory running night and day for months to come.

After eighteen months of practical use on the farms of America the FORD has proved so successful that a new modern factory has been built and leased to the Company for a period of years, and already, while the Company has only been in the new building about one month, the demand for THE FORD TRACTOR is so great that an extension to the factory is already being planned.

The plant of THE FORD TRACTOR COMPANY, Inc., is located in Minneapolis, Minn., the center of the great Northwest agricultural district and the home of the farm tractor industry in America. Minneapolis is to the farm tractor what Detroit is to the automobile.

In our opinion THE FORD TRACTOR occupies the same relative position that the low price automobile has occupied in the automobile industry. In other words, the big demand for farm tractors is, and must always be, for the low price tractor. Certain patents owned by this Company—inventions of Mr. Paul B. Ford—are such as to make it impossible, in our opinion, for any other manufacturer to turn out the same dependable low cost farm tractor without paying royalty to THE FORD TRACTOR COMPANY, Inc.

We have in our office an illustrated folder giving full specifications and particulars regarding THE FORD TRACTOR, a copy of which will be readily mailed immediately upon request.

SALES ORGANIZATION

The agency organization of THE FORD TRACTOR COMPANY now numbers over Two Hundred established dealers or agents located throughout some of the best farming country in the United States. These agents keep on hand or at a nearby farm one or more farm tractors, which they exhibit or demonstrate as often as occasion requires. The combined selling ability of a large agency organization properly trained and equipped can scarcely be overestimated as to its far-reaching results. These dealers are today selling more tractors than the Company can deliver. The added capital which this Company will receive from the underwriters will enable the Company to increase its manufacturing facilities. Dealers seeking THE FORD TRACTOR AGENCY should communicate with us at once.

MESSRS. ROBERT P. MATCHES & COMPANY, Dept. O-B, 1834 BROADWAY, NEW YORK CITY.

Please send me full particulars regarding an investment in the stock of THE FORD TRACTOR COMPANY. Send me a copy of the specifications of the tractor, with photographs and full particulars. Send me proof of the fact that these tractors are in successful operation on the farms of America. Give me complete details, bank references and full information. If perfectly satisfactory, I might be willing to invest

Dollars.

Name

Street

City

State

Occupation

THE FORD TRACTOR

A successful farm tractor now in operation in thirty-seven States and several foreign countries. Manufactured by THE FORD TRACTOR COMPANY, Inc., of Minneapolis, Minnesota. The lowest priced tractor for general farm use. Orders on hand sufficient to keep factory working day and night. You can share in the profits.

BUY STOCK TODAY

Right now you can buy Ford Tractor shares at the low price of \$5.00 per share (par value \$10.00.) Price will positively be advanced on Saturday, March 17th. This stock will continue to be advanced and we predict that enormous profits will be made by those that take advantage of the present low quotation. Do not delay but forward your order today. Write, wire or phone.

MOTOR PROFITS

We believe that the motor vehicle has made more money for the small investor, from a small investment, than any other industry in America during the past ten years. The success of the automobile has made a new crop of millionaires; fortunes have grown from trifling amounts; cities have been built, and the complexion of states changed as a result of the motor vehicle industry. Probably no other invention ever afforded the profit that has been made out of the motor vehicle industry. And no other industry today is making greater profits for the actual cash capital invested. These profits have run all the way from 10 per cent per annum to 1,000 per cent per annum on the investment. In fact, more than 1,000 per cent per annum has been earned by some of the low price automobile manufacturers.

There are three distinct branches of the motor vehicle industry—the automobile for pleasure purposes, the truck for commercial purposes and the tractor for farm purposes.

THE ONE BIG MONEY-MAKING OPPORTUNITY IN THE MOTOR VEHICLE INDUSTRY TODAY

It is our opinion, in THE FARM TRACTOR FIELD, the leader in the low price farm tractor field is THE FORD TRACTOR, manufactured by THE FORD TRACTOR COMPANY of Minneapolis, Minn. Right now you can secure an interest in that company on a basis that seems certain to insure tremendous profits.

ORGANIZATION

THE FORD TRACTOR COMPANY is incorporated under the laws of Delaware with a capital stock of \$10,000,000 divided into 100,000 shares of 7 per cent preferred stock and 900,000 shares of common stock. Each share has a par value of \$10, fully paid and non-assessable.

OFFICES AND PLANT

About two months ago the Company moved into a new two-story building with every modern facility, located at Madison street and Seventeenth avenue, N. E., in the city of Minneapolis, Minn. The present factory has a capacity of twenty (20) FORD tractors per day. Additional facilities will be provided as rapidly as possible.

THE PRODUCT

THE FORD sells for \$495. It is the lowest priced tractor made for general farm purposes. To prove at this price is sufficient to show an earning of about 33 1-3 per cent on the par value of the entire common stock, with a production of only 25,000 tractors per annum.

This farm tractor has proven its ability to do heavy farm work rapidly and to accomplish it in season to plow deeper than by horse plow; to save in cost of labor and to be utilized for driving machinery on any part of the farm.

According to the WALL STREET JOURNAL, "There are in the United States alone over 2,700,000 farms on which the present models of tractors can be economically used." In addition to this, that journal points out that "the American tractor has already found a good field in Europe," and it is believed that after the war changes in European farm methods will be revolutionized and will call for an immense supply of American-made farm tractors.

IN WAR OR PEACE THE SOIL MUST BE TILLED

An agent of the French government after investigating the farm tractor field from stem to stern has placed an initial order for Fifty FORD TRACTORS for a private concern, and has made the public announcement that this order was not for war purposes, but that these tractors would be used to till the soil after peace has been declared. In fact, serious-minded men have taken the placing of this order as a forerunner of peace, and Europe, short in men and more than short in horses, must of necessity look to the farm tractor for the power with which to till the soil.

So in buying stock today in THE FORD TRACTOR COMPANY you are getting in on the ground floor basis with the low-priced tractor builder in America, with an opportunity not only to make money out of tractors that must be used on the millions of farms in the United States, but with the type of tractor that all Europe must turn to when peace has been declared.

We honestly believe that THE FORD TRACTOR COMPANY offers the greatest money-making opportunity of the age. We unhesitatingly advise our clientele to plunge this time, and buy every share of this stock that they can afford before the advance in price, which will positively take place March 17.

Our clients in New York City or all those that can find it convenient to visit us in our offices, in the heart of Automobile Row, corner of Fifty-ninth street, on the Circle, 1834 Broadway, should do so, and we shall be glad to go into the fullest details regarding this company, its management, its past and its future. Everything about this company is open to the closest scrutiny, and we solicit the most rigid investigation, realizing that he who investigates will most certainly invest.

STATEMENT OF THE PRESIDENT.

The following is a copy of a letter from W. Baer Ewing, President of THE FORD TRACTOR COMPANY, which tells of the early development of THE FORD FARM TRACTOR, the present production facilities, the plans of the Company and estimated profits on future production): THE FORD TRACTOR COMPANY, INC.

Minneapolis, Minn., Dec. 20th, 1916.

Messrs. Robert P. Matches & Co., 1834 Broadway, New York, N. Y.

Gentlemen:—

The following general information regarding the progress of The Ford Tractor will, I believe, be of interest.

It was during the latter part of 1912 that my attention was called to the widespread demand of farmers for a light, serviceable farm tractor, and in 1914 I began devoting my time and energy to the development of a farm tractor, light in weight, serviceable to a large degree, and that could be sold to the farmers at a reasonable price. About this time, or early in 1915, Mr. Paul B. Ford who had been studying the tractor problem, joined me, and on March 15, 1915, The Ford Tractor Company was incorporated, and July 20th of the same year we sold and delivered the first Ford Tractor that was put out in a commercial way. Our first tractor is still in use on the farm in which it was shipped and is giving excellent service and satisfaction. Since the first Ford Tractor was shipped hundreds more have been manufactured, sold and delivered and are in use in various parts of 40 States of the United States, and in addition to that we have sold and shipped Ford Tractors into Canada, England and Porto Rico, with large orders from other foreign countries pending.

The business progressed at an rapid a rate that a larger Company with greater facilities was necessary and this resulted in the present organization of The Ford Tractor Company, Inc.

Our tractors have been in the hands of farmers and in actual use for more than a year and we have demonstrated beyond the shadow of a doubt their high degree of efficiency and general practicality. In order to meet the continually growing demand for our tractors, we have come to your banking house for the capital necessary to enlarge our facilities for turning out Ford Tractors on a large scale.

We are now located in our new factory, which is of the most modern type and so constructed that additions may be added from time to time. Our factory capacity is twenty Ford Tractors each twenty-four hours, but with the steadily increasing demand for our product I anticipate the early necessity for added factory space. As you know, "THE FORD" is the lowest priced serviceable farm tractor on the market, which largely accounts for its wide popularity. With the funds which your house proposes to furnish us we will, in my judgment, be able to manufacture and sell at least 25,000 tractors per annum at a net profit of about \$3,000,000 per year. This would indicate an earning of approximately 33 1-3 per cent on our total issue of common stock at its full par value. We have in these figures provided for a "Safety Fund" of ten dollars on each tractor turned out, to be used for contingencies or working surplus.

I may add that we are located right in the heart of the Great Northwest, the richest farming district in the world. Our manufacturing and shipping facilities are second to none, and I would suggest, whenever possible, that you send investors or any of their nearby friends or relatives right out to our factory, where they can see just what we are doing and satisfy themselves as to the large, permanent, profitable industry wherein they may participate.

Our business is open to inspection at all times, and we solicit opportunities to show investors the details of same and to demonstrate and verify the correctness of all statements made.

Yours very truly,
 THE FORD TRACTOR COMPANY, INC.
 (Signed) W. Baer Ewing, President.

OFFERING OF STOCK.

We are the exclusive underwriters of the stock of THE FORD TRACTOR COMPANY, INC., and no other brokerage or banking house has any authority to sell or quote prices on the Treasury stock of this Company. For immediate subscription we offer the unsold portion of 50,000 shares of the common stock of this Company at \$5.00 per share (par value \$10.00), full paid and non-assessable.

No subscriptions will be accepted for less than five shares, but you will be welcomed into this Company whether you purchase 5 shares, 25 shares, 100 shares or 1,000 shares. In fact, the buyer of 10 or 20 shares will be given the same consideration as a purchaser of 5,000 or 10,000 shares.

In any event, subscription books to this allotment will be closed next Saturday, March 17, when the price will positively advance. Orders should be mailed with remittance without delay. Telegraphic orders may be forwarded if remittance follows by first mail.

The above investor will promptly fill out the coupon in the lower right hand corner of this announcement and pin to it draft, check or money order for the number of shares wanted. If you send currency be sure to register the letter.

ROBERT P. MATCHES & COMPANY, Exclusive Financial Agents for The Ford Tractor Company, Inc., 1834 Broadway, New York City.

MESSRS. ROBERT P. MATCHES & COMPANY, Dept. O-B, 1834 Broadway, New York City.

Please find enclosed herewith \$..... in full payment for Shares of the Treasury Stock of THE FORD TRACTOR COMPANY, Inc., par value \$10 per share, fully paid and non-assessable.

Name

Street

City

State

Occupation