

Omaha Welcomes Mid-West Implement Dealers

OMAHA LEADING AS IMPLEMENT CENTER

Great Warehouses Here Annually Distribute Thousands of Carloads of Machinery.

By W. J. ROSEBERRY.

Nebraska as a ranking producer of agricultural farm products has made for Omaha the name of being a most active distributing center of agricultural implements in the country.

The splendid crop yields throughout the entire Omaha trade territory during recent years has resulted in a tremendous demand for a long line of machinery that has brought Omaha to the very top of the machinery markets. Indeed, it was only a few years ago that Omaha had to be satisfied with being known as the third and fourth largest distributing center. Now, however, this city will not give way to any of the neighboring centers to the north or south which have so long commanded the lead.

The point is, the former leaders have sort of reached their zenith, whereas the Omaha trade territory is increasing with the development of the unsettled regions surrounding. The territory is growing and Omaha machinery business is keeping pace.

Implement Center, Too.

Townfolk are wont to think of Omaha as being a great live stock center which supports the big packing house industries; they point to our great smelter; they talk in terms of our bank clearings; but, not being directly interested in farming, they do not consider the great warehouses in the local implement district which annually send hundreds and even thousands of carloads of machinery into every cross-roads town of the territory.

Nearly \$15,000,000 worth of farm machinery was handled through this market last season. Combined with farm tractors and automobiles, the volume totals practically \$40,000,000. There are more than 75 wholesale houses representing many times that number of eastern manufacturers and which have more than 300 traveling salesmen working in this territory selling agricultural implements and kindred lines.

Are Revolutionizing Farming.

The implement industry of yesterday was content with selling the meager tools simply to put in the crops, cultivate them and later take care of the harvests. Nowadays, however, the farmer has been educated to the necessity of scientific farming. The agricultural schools and the press have done much to make possible increased production on Nebraska farms. During these war times especially have the farmers felt their personal and patriotic duty to raise more bushels per acre.

To accomplish the increased productivity the use of more modern machinery has been required. Then come the manufacturers through the local distributors, who are furnishing Mr. Farmer with power machinery

with which to do the work after the most approved and tried methods.

It is a great credit to the farmers of this territory that they are buying farm tractors in great numbers.

Hard to Supply Demand. Indeed, it is physically impossible for the local distributors to supply the demand. And, when tractors are mentioned, it means also tractor plows, tractor disk harrows, tractor drills, tractor listers, etc. Already, at



Walter J. Roseberry

the very outset of power farming the volume of tractors and tractor drawn machinery probably equals in dollars and cents the total of horse drawn machinery now used.

The Nebraska territory has been in the limelight of power farming from the very beginning. It was in Nebraska that the first National Power Farming Demonstration was held, where manufacturers all over the country demonstrated their power farming machines to the farmers of our state. Each year during the past five years Nebraska has supported the star power farming demonstration of the country.

Implement Dealers Support War.

Increased food production is universally considered of maximum importance in carrying on the world war to a definite conclusion. It is the biggest problem "behind the lines" to support the boys at the front and our allies. The implement distributors of Omaha and the dealers of the territory are to the man "doing their bit" unselfishly to see to it that the farmers have the tools with which to put in the big crops. They realize that the real task at hand is "to help the farmer help the government win the war."

Patriotism Without Profit.

The slogan of the local implement men is "Patriotism without Profit." The whole idea is to get the best of farm machinery into the hands of the farmers at the least possible expense. It is a herculean task to conquer the many difficulties attending the implement business at this time. The manufacturers are having great difficulty

in getting raw materials; skilled labor is scarce; transportation facilities are very unsettled.

The getting of modern farm machinery onto the Nebraska farms is a tough job before the Omaha wholesalers today. All else is giving way to the expedient delivery of machinery to the farmer.

Record Made in the Sale Of Avery Farm Tractors

Thirty thousand dollars of farm tractors sold in 60 minutes! How's that for a sales record? This was the mark achieved by C. E. Miller, manager of the Avery company, in exactly one hour following the close of the Avery tractor service school at Chappell, Neb., Friday. A two-day session was held at the Avery branch in charge of Nispel Bros., and when it was over there was a pocketful of orders in the dealers' hands. About 160 farmers attended the opening of the Chappell school. A cut-out chassis of an Avery tractor was used to show the functions of the various working parts of the machine. L. A. Van Valkenberg, tractor engineer from the factory, was in charge of the course of instruction. W. S. Crawford, manager of the Avery branch at Lincoln, accompanied Mr. Miller to Chappell.

Movies of Tractors To Feature Program

The Oliver chilled plow works announcements as one of the features of their exhibit at the Auditorium during convention week a complete set of enlarged tractor plowing scenes. These scenes were taken all over the United States and Canada. They are particularly interesting, as they serve to illustrate the work of the tractor plow under widely varying conditions. Many of the scenes were taken at the Fremont demonstration last August, where the place of the tractor plow on the farm was so thoroughly proven.

These pictures will be of interest not only to the farmer, but to the general public as well.

That extra room will pay your coal bill. Rent it through a Bee Want Ad.

BIG SAVING AHEAD ON WHEATLESS DAY

Omaha Could Save 19,000 Pounds of Bread According to One Hotel Ratio.

Omaha's people can save nearly 19,000 pounds of white bread in a single wheatless day if they save it as one of the biggest hotels in New York has.

Figures on the observance by this hotel of wheatless Wednesday during the month of October showed that the hotel saved one and one-half ounces of white bread per person served on wheatless day.

This same principle with the same resultant ratio applied to the 200,000 people in Omaha would save nearly 19,000 pounds of bread.

Though this hotel served 7,000 more guests in October, 1917, than in October, 1916, it consumed 14 barrels less of flour during the month than in 1916.

Save Seven Tons.

Figures on the result of observance of meatless Tuesday by the Childs chain restaurants throughout the east are also now available to the food administration. These restaurants show a saving of seven tons of meat on meatless days.

The saving in this chain institution was in detail as follows: Bacon, 500 pounds; corn beef, 848 pounds; hams, 2,403 pounds; lamb, 758 pounds; liver, 561 pounds; pork, 1,569 pounds; beef hips, 7,537 pounds; total, 14,176 pounds.

Two Men Held For Grand Jury on Box Car Charge

Harry Tague and Harry McGrath were bound over to the federal grand jury under \$750 bond each, after a hearing before the United States commissioner on a charge of breaking into a box car in the South Side yards.

Doll Coupon



TEN DOLLS will be given free to the ten little girls under 12 years of age that bring or mail us the largest number of doll coupons cut out of The Bee, before 4 P. M., Saturday, November 24th. This coupon will be printed in every edition of The Bee until then. Ask everybody you know to save doll coupons for you. You can win one of these dollies if you really want to. Will you try? We want every little girl in Omaha and vicinity to have one of these beautiful dolls.

You can leave the coupons and get your dolly at The Bee branch office nearest you.

Ames Office, 4110 N. 24th St.
Lake Office, 2516 N. 24th St.
Walnut Office, 819 N. 40th St.
Park Office, 2515 Leavenworth St.
Vinton Office, 1715 Vinton St.
South Side Office, 2318 N. St.
Council Bluffs Office, 14 N. Main St.
Benson Office, Military Ave. and Main St.

WATTS CYLINDER SHELLERS

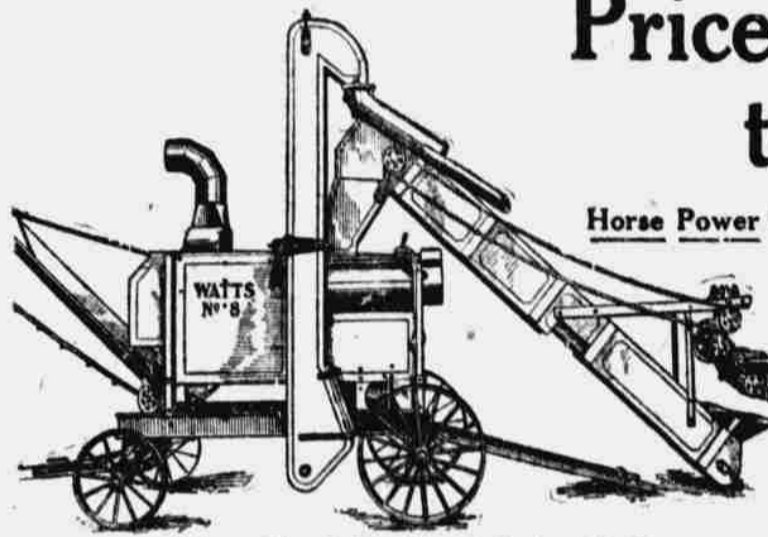
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A Size for Every Farmer

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Prices \$35 to \$534.50

Horse Power Required—3 to 18, Gasoline



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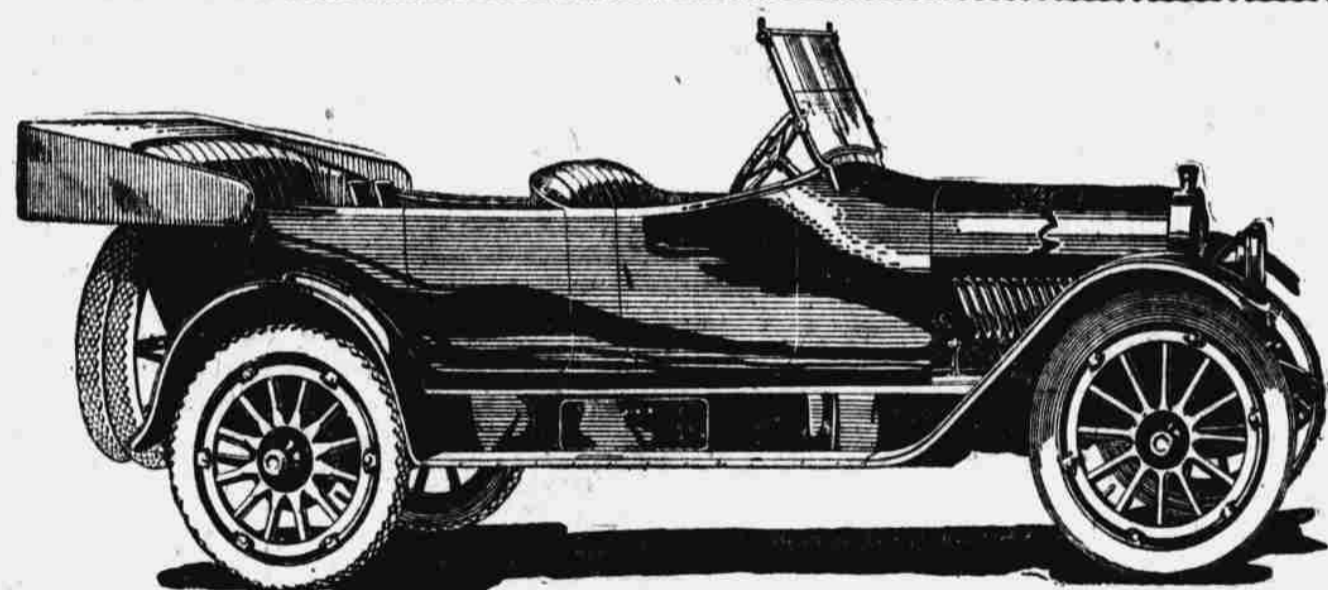


Watts No. 7 Cylinder Sheller

Dealers: You are cordially invited to visit our exhibit Convention Week at the Auditorium, also at our sales-rooms.

Watts Mfg. Co.

Western Branch: 2012 Farnam St., Omaha, Neb.



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THE comfort, power, body design and coachwork of this Oldsmobile Model 45 meet every desire of the experienced motorist—at a price several hundred dollars below any comparable value in a motor car.

Its comfort is a revelation; the underslung long rear springs combined with the deep, double-tiered springs of the upholstery, give riding unexpected smoothness and ease. Exceptional roominess and carrying capacity of the body come from the economy of space in the use of the compact, V-type motor.

The 8-cylinder motor delivers one horse power to every 51 pounds of car weight—a ratio so high as to assure more than ample reserve power for every emergency of the road.

Remarkable flexibility, fascinating smoothness of over-lapping power impulses and freedom from vi-

bration—all characteristic of 8-cylinder construction—are perfected to the highest degree. Its quick "get-away" and spirited "pick-up" at any speed, together with elimination of frequent gear shifting, gives Oldsmobile driving a real zest that is devoid of drive strain. Yet the gasoline consumption is unusually low—even as compared with less powerful cars.

Oldsmobile country-wide system of service stations and the generous full year guarantee are added insurance of complete owner satisfaction.

And the price of this car is only \$1467.00, f. o. b. Lansing.

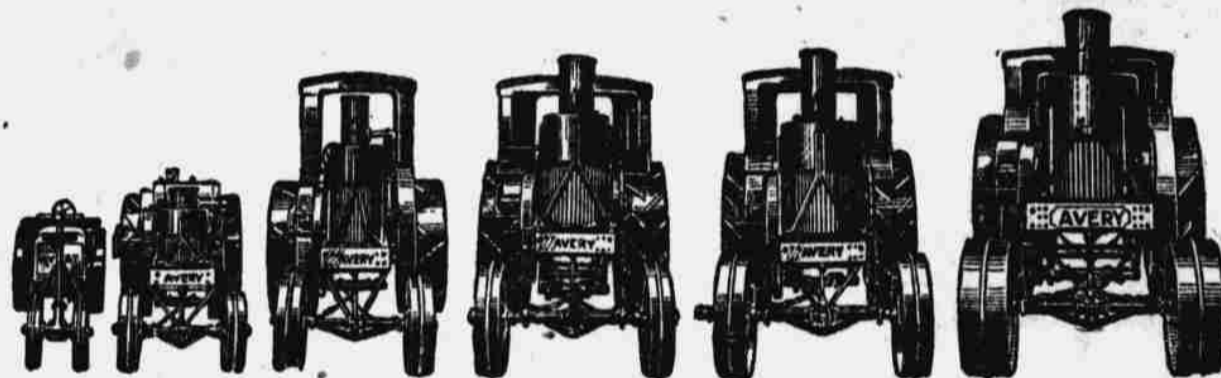
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These six sizes of Avery Kerosene Tractors make Tractor Farming a success on any size farm—large, medium or small. Avery Tractors are built in sizes for pulling any number from one to ten plows. You can get an Avery Tractor in the size that exactly fits your farm.

With any of these Avery Kerosene Tractors you can make tractor farming a success. You can raise bigger and better crops and do the work cheaper, easier and at the right time. With the added profits you and your family can enjoy life more.

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No other tractors have met such tests as have the Avery's. They have been entered in every important public contest and demonstration. They are equipped with Duplex Gasifiers, a device which turns kerosene into gas and makes them the only tractors that burn All the kerosene.

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