

A One Idea Business

THE business of making Oliver plows is built on one idea: "Satisfy the customer." Nearly fifty-eight years ago when James Oliver was both making plows and selling them to farmers he applied to his business the principle of customer satisfaction, which has since become a fundamental business rule. He built plows, tested them, then sold them, and last of all interviewed his customers to get their suggestions for further improvements. Not many years of such work as this were required to establish Oliver plows in a high place in the estimation of the men who used them. For over fifty-seven years the same idea has dominated the business of building



Oliver Plows

When the plant at Hamilton was erected the problems of Eastern Canadian plowing came up for consideration. As a result of the careful study of those problems and the experimenting that followed it, Oliver plows for Eastern Canada stand in a class by themselves as satisfaction givers.

The line includes walking plows, three-wheel sulky, walking gangs, hillside plows, high and low lift gangs, and riding cultivators. There are one or two plows in the line which are specially adapted for most Eastern Canadian conditions. Among these are the Oliver 1-C sulky and 1-C gang. In both these plows most of the weight of the plow is carried on the two furrow wheels which, of course, ride on a smooth surface all the time.



There is a spring on the land wheel which, in connection with the two bails on which the plow is hung, insures an even depth of plowing.

Oliver plows are handled exclusively in Canada by the International Harvester Company of Canada, Ltd. You can see any plow in the Oliver line at the place of business of the I H C local agent. If you will tell him what kind of plowing you want to do, he can show you the plow that will do your work best. See him for catalogues and full information, or write the nearest branch house.

International Harvester Company of Canada, Ltd

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Ottawa, Ont. St. John, N. B. Quebec, P. Q.
Oliver Plows are built at Hamilton, Ont.



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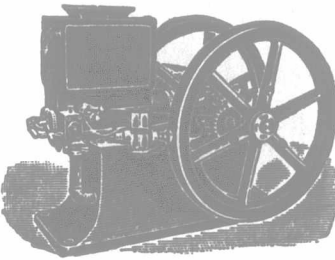
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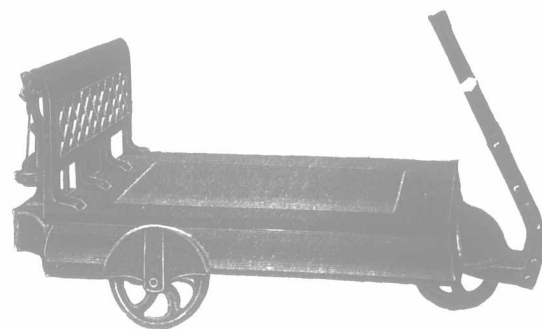
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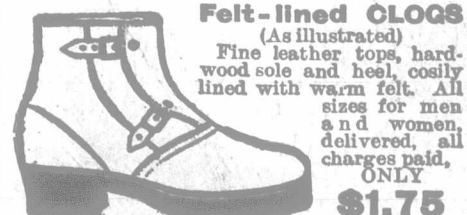


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