

# The Wessax Tractford



**FOUR HORSE  
WORK  
ONE HORSE  
COST**

**\$185.<sup>00</sup>**

F.O.B. REGINA

## READ WHAT SOME USERS SAY:

"Am doing fine work by demonstrations with the Tractford. Plowed eight inches deep with a fourteen inch gang. M. A. FLETCHER, Colgate, Sask."

"I have tried the Wessax Tractford on a No. 26 Ross Drag and sulfate Packer, also on a four horse cultivator and a four horse disc and found it would do four horse work on either. GREST BROS. LUMBER CO., Watrous, Sask."

"Mr. Bradley has had a Wessax Tractford working for the last four weeks. It will handle any four horse implement with ease. BRADLEY & RENWICK, Milestone, Sask."

"The Wessax Tractford is a complete success. I pulled a 14 inch breaker and a section of harrows behind it. P. D. FREDDY, Rosetown, Sask."

## WATCH FOR US AT THE FAIRS

## Western Accessories Limited

1459 Albert St., Regina, Sask.

WINNIPEG:  
494 Portage Avenue

EDMONTON:  
A. T. PETERSON, 10228-98th Street

CALGARY:  
SUMMIT ENGINEERING COMPANY, 419 Loughheed Building

## Plowing Demonstration at Brandon

July 17-18-19  
1917



JOHN DEERE PLOW CO., LTD.

WINNIPEG, Man.

Do not forget the dates, and be sure and see the John Deere High and Level Lift Pony Engine Gang equipped with quick detachable shares at work.

## VISIT THE EXHIBIT OF

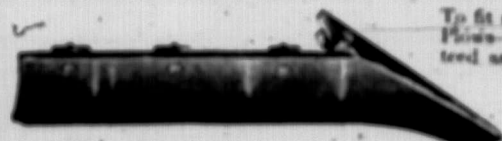
## The George White & Sons Co. Ltd.

at the Brandon Exhibition and become conversant with

## THE FIRST QUALITY LINE

Also see the famous White "All Work" Tractor at the plowing demonstration.

## Finished, Fitted and Bolted Plow Shares



To fit all the leading makes of Plows—Every Share guaranteed as to Fit and Quality.

Note size and number on old share when ordering.

12 in. \$2.45    14 in. \$2.70    16 in. \$2.90

MAIL YOUR ORDERS DIRECT TO

C. S. JUDSON CO. LIMITED

WINNIPEG, CANADA



## CASH FOR SCRAP IRON

At every loading platform in Western Canada farmers can load a car of scrap iron. Canada needs this iron. All kinds of old farm machinery bought for highest market prices. Write for quotation.

Brandon Machine and Implement Works

Brandon, Man.

## Tractor Demonstrations for Farmers

Demonstrations in United States during 1916—Brandon Exhibition Demonstration

It seems significant in view of the speeding up of production by machinery and the grave labor shortage which must become gradually worse as the war proceeds, that last year should have been throughout all United States and in our own province of Manitoba the most remarkable series of well organized tractor demonstrations ever staged. That series which was mainly to help sell tractors at the time was providential preparation for the tremendous food production campaign North America is now waging.

The greater tractor demonstrations up to 1913 were those held at Winnipeg. The Winnipeg Motor Contest, however, was discontinued after that year. In all there were six contests held in Winnipeg and the first was held just nine years ago. Great has been the tractor evolution since the first contest here, i.e., in the last nine years. Coincident with the discontinuing of the Winnipeg contests the demonstration idea commenced in United States. For three years a big demonstration was held at Fremont, Neb. These were purely demonstrations and partook in no way of the nature of contests.

The third year, 1915, a number of American cities west of the Mississippi announced demonstrations and these were given the wildest possible encouragement by the farm press which went very far to guaranteeing their success and the commercial success of the various meets from the tractor manufacturer's standpoint. The boards of trade, exhibition organizations, etc., of many cities took up the idea also and in the fall of 1915 such enthusiasm had been worked up that it looked as if every city of any size in the Mississippi valley would have a tractor demonstration in 1916. As a result many of the tractor manufacturers held a conference in Chicago at which the National Threshing and Tractor Manufacturers' Association was organized. This organization immediately agreed that the number of demonstrations be limited to one in each state and that no one would enter machines in any public demonstration not approved by the association. J. R. Bartholomew, president of the Avery Company was chosen chairman of the association. This man had attended personally every public demonstration and contest in America since the beginning.

### How the Cities Helped

The association decided that any state desiring a demonstration must extend an invitation through a responsible organization of local business men. It must have ample railway facilities, be able to take care of its visitors and have a large tract of available land for demonstration purposes easily accessible to the city. It was also required that each city must pledge itself to raise at least \$3,500 to be expended in advertising the demonstration and in entertaining the guests and none of this \$3,500 should be raised among the exhibitors or their agents. Thus, the cities which wished demonstrations were required to actually spend some money to help advertise the tractor business.

In all eight big demonstrations were held. They began at Dallas, Texas, on July 17 and ended at Madison, Wis., on September 18. Exhibitors moved their machinery about on special trains and spent five days in each place. The total value of the exhibits was in excess of \$300,000. The total attendance at the eight shows is estimated at half a million and there were fully 50,000,000 people more who read about the demonstrations and the value of the tractors in economical cultivation. At Dallas, Texas, there were 60,000 people to see the tractors work and at Fremont, Neb., there were 100,000 people. Most of these came by automobile and many drove several hundred miles. The manufacturers had not only tractors at work in the field, but they also had exhibits under large tents close to the head lands of the field to be plowed. At Cedar Rapids the demonstration field contained forty acres. It sloped from the headquarters grounds back half a mile and at the other side three was a rise of ground. One could see

every machine and all the people on the grounds. When the signal was given at 1:15, 70 tractors started down the field, each hauling its plow. In just 49 minutes from the time the starting word was given the entire 40 acres had been turned over and not one of the machines had any trouble at all.

### Much Publicity Received

At these demonstrations there was every variety of soil to be plowed and there were many other kinds of work carried on. There was a great variety of machines. There were tractors with one cylinder motors, some with two, and others with four. Most of the light machines were of the three-plow size. All the demonstrations were good shows but the great publicity came from the local promoters and the money and influence which obtained this publicity did not cost the tractor people but very little. Nearly one hundred companies were represented at the various demonstrations. Tremendous was the amount of publicity secured. Every agricultural paper, every implement journal, every newspaper and small town paper carried enormous quantities of what was victoriously free advertising. The

Continued on Page 29

## A Popular Priced Powerful Tractor

Here is a tractor that any farmer can afford to own—low in upkeep cost—easy to operate.

Model A  
8-16 HP.  
GASOLINE

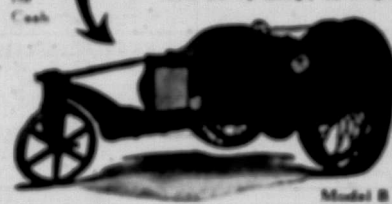
## Happy Farmer Tractor

Model B  
12-24 HP.  
KEROSENE

A small gasoline tractor—or a cheap kerosene burner—of sizes most suited to general farm work.

Write us and let us help you save money.

J. D. Adshead Company  
Limited  
Canadian Representatives  
225 Curry Bldg., Winnipeg



## SEE THE WATERLOO BOY KEROSENE ONE-MAN TRACTOR

## BRANDON PLOWING DEMONSTRATION

We want every farmer to see the "Waterloo Boy" Tractor in action. Also see the "Waterloo Boy" Separator.

SEND US YOUR NAME AND ADDRESS TO-DAY FOR ILLUSTRATED CATALOG

Waterloo Boy Kerosene Tractor

of Canada Limited

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