

“SOLID” SHOT

Hot from the Muzzle.

A FEW EARNEST WORDS FROM THE
MAN BEHIND THE COUNTER.

SOUTH BEND, IND.:
THE REGISTER PRINTING CO.
1886.

TO THE DEALER.

WE THINK WE KNOW just how you feel about it.—If you took time to read all the advertising “plunder” in your mails, you couldn’t attend to the regular duties of your business, and devote nine hours a day to the irrepressible “drummer;” who *knows* that his particular specialty has no equal on this planet, sir,—and who with his usual modesty (?) claims neither credit or extra pay for placing its sale in your hands, and insuring your future prosperity, instead of letting Sellem & Co. across the way have it.

WE KNOW HOW IT IS—We’ve been there—Bored to death with perpetual drumming the temptation *is* strong, to pitch everything in the shape of an advertisement (the drummer included) into the waste basket—unread and unheard.

BUT—*here is where some business men make a mistake.* We speak from experience.—We have done it ourselves, and regretted it—afterwards.

IN OUR BUSINESS, we find if we want to be abreast of the times, that we must keep our “weather eye” open for new discoveries and improvements in our line.—Test, at the owner’s risk, the claims of such as seem practical, and when a trial has proven their superiority—adopt them.

IS NOT THIS EQUALLY NECESSARY

in your business? Doesn't success in your line depend largely on knowing what is being done, to improve the goods you handle, or supplant them entirely by others, doing the same service, better and cheaper than it was done before? Isn't it "business" to give new methods and devices a hearing, and if they seem practical, and their owners have confidence enough in them to make their sale contingent on their performance—to give them a trial, and when their superiority is proven—adopt them?

THIS IS ALL WE ASK. We offer the trade a new and improved device for turning the ground over.—We *know* it will perform that service better, and cheaper than it has ever been done before. The dealers selling it, and the farmers using it, are as positive on this point, as we are.—But we don't ask you to take their word or ours.

WHAT WE DO DESIRE IS, that you do not throw *our* printed matter aside, without giving us a hearing—as you would do if we called on you in person, and if after hearing what we have to say, our plan looks reasonable, and practical, give us an opportunity to *prove* the truth of our assertions.—This we are ready to do, under conditions that debar us from handling one cent of your money until ample time has been given you to test "**Solid Comfort**" in the furrow,—then if it fails to sustain the claims made for it, we will take it off your hands.

APPENDED—Selected from scores of letters of like tenor are the opinions of a few of our customers, after a year's experience with the Plow. —They form “mighty interesting reading” and will well repay you for your time,—as will be seen, their endorsement is in many cases more emphatic than anything we dare say over our signature—and this is equally true of the farmers signing the letters published in “Facts From the Field,” sent herewith.

Truly, Yours,

ECONOMIST PLOW CO.

SOUTH BEND, Ind., Jan. 15, 1886.

“Farmer Doubtful's Experience Repeated.—Skepticism Turned Into Admiration.”

JACKSON, Mich., Oct. 29, 1885.

Economist Plow Co.:

GENTS,—We were skeptical regarding the “SOLID COMFORT” last spring, having had some experience with Sulky Plows before, so we only put out three of them as a “starter.” We began to find out there was something in it out of the common, when one of the buyers reported plowing under 300 loads of dry straw on ten acres of ground; so completely that enough to fill a half bushel measure could not be picked off the field, when another reported that his 12-year-old brother and two small mules plowed 60 acres, at the rate of 2½ acres a day, saving the wages of a \$20 a month man, and the third who owned a tongue Sulky, that he had thrown aside because it hurt his horses' shoulders, got so excited over his “SOLID COMFORT” that he drove men out to his farm—3 miles—to see it work.

These reports gave us confidence in the Plow, and we have since worked up a large sale on it, with the most perfect success in every instance,—you deserve the congratulations of every farmer and implement dealer in producing a really wonderful plow.

SCOFIELD & CREGO

Uses it to Quarry Stone—Break up Old Roadways and Reclaim Willow Marshes.—A Handy Tool to have in the Family.

WAUSAU, Wis., Nov. 1, 1885.

Economist Plow Co., South Bend, Ind.:

GENTLEMEN,—I have worked the "SOLID COMFORT" in an old road, traveled for 50 years, so hard and stony that two men on the beam of a walking plow could not get it in, it broke the road up lifting out chunks a foot thick, so hard they required pounding to break them.

I have broken a willow bottom that had been given up by all plows tried in it. I plowed land this Fall so stony that it took four men to follow the plow, and pile out the stones, and the ground was nearly covered with them. I broke and wore out but one cast point in doing this job, with no other accident or break.

It is the best plow in the world. I have had a man exhibiting and testing it over this (Marathon) county for the past two months without a single condemnation. For rough, stony ground or hard clay and gravel, it has no equal.

Truly Yours,

R. E. PARCHER.

 A few words regarding Mr. Parcher, may not be amiss, in view of the remarkable statement he makes.—He is one of the best known and wealthiest men in his county, a large land owner and lumber dealer,—a director in the First National Bank, of Wausau, a shrewd, cautious brainy man of business, whose word,—where he is known—is as good as his affidavit.

ECONOMIST PLOW CO.

"Bound to Work a Revolution in the Plow Trade."

PAW PAW, Mich., Nov. 3, 1885.

Economist Plow Co., South Bend, Ind.:

GENTLEMEN,—I handle quite a variety of agricultural implements, and while I have made it a point in my business to get the *best* of everything, I can say that your "SOLID COMFORT" takes the lead in giving satisfaction to all who have used or seen it work. And in proof of this assertion I will say that every one of my customers who have used it are loud in its praise. I anticipate a rousing trade next season believing that the "SOLID COMFORT" is bound to work a revolution in the plow trade.

Very Truly Yours,

C. W. YOUNG.

Everything to Contend With, yet "We Never Had The Plow Fail us,—Not Once."

SHELBY, Ohio, Oct. 29, 1885.

Economist Plow Co., South Bend, Ind.:

During the year we have had the "SOLID COMFORT" in every kind of soil, and in every condition, hills and swamps, stony and smooth ground.—We have had all kinds of Sulkys to contend with, yet we have never had the Plow fail us,—not once. One and all acknowledge that it draws lighter, and does its work better in all conditions of soil, than any other plow made.

We ordered one pole with 37 Plows, and we have that one on hand yet. A number of our customers have taken it out and tried it but they always returned it saying they have no use for it.

SLOAN & MAAG.

"They Always Stay Where We Put Them."

NASHVILLE, Mich., May 22, 1885.

Economist Plow Co.:

GENTLEMEN,—We have placed 5 of your "SOLID COMFORT" Sulky Plows in the hands of prominent farmers in our territory, with the understanding that we sold them on their merits alone, and the best recommend, we could give you would be the expressions of perfect satisfaction that are given by the hundreds of farmers who have seen them work, together with the fact that they always *stay where we put them*, while our competitors who are trying to sell the old style sulky plows, are driving from one farm to another, and trying to bridge over the difficulties that always did and always will arise from the use of a pole in a Sulky Plow.

Respectfully,

D. L. SMITH & Co,

"Does The Work That Others Fail In."

PIQUA, Ohio, Oct. 28, 1885.

Economist Plow Co.:

GENTS,—The "SOLID COMFORT" Sulky Plows sold by me have given good satisfaction, pulverizing and turning the soil in first rate style, and in heavy clover and trash, doing the work that others failed in. Yours Truly,

FELIX MUNGER.

Some Strong Language From a Man Who Speaks From Experience in the Furrow, and Not From Behind the Counter.

MILFORD, Ind., Nov. 3, 1885.

Economist Plow Co.:

GENTS,—I have plowed under every competitor who has dared to face the little "SOLID COMFORT" this year.—After one fierce contest of four days' duration with the "Casaday" I had it so completely whipped that the agent gave up and procured the agency of another plow.

I have plowed everything from actual gravel banks, and the hardest packed road in rocky clay soil, down to smooth prairie stubble, never failing to go through anything with comparative ease.

I have made a number of dynamometer tests, and in every instance the Sulky drew lighter than a hand plow.

Some of my customers have been enabled with the "SOLID COMFORT" to plow ground that was totally unmanageable with the hand plow, four of them substituted their ten-year-old boys, as drivers, for full grown hired men, saving the price of the Plow in one season's work.

Excepting "SOLID COMFORTS" there has not been a Sulky Plow of any kind sold in my territory this year, although nearly every one of the large number I have sold has been at the end of a stubbornly contested trial—to-day the Plow enjoys a reputation in my territory, never equaled by any implement of any kind—and well deserves it.

H. R. DEBRA.

Considers Any Dealer Fortunate Who Secures the Agency For It.—Victoriously Swept Everything Before Us.

INDIANAPOLIS, Oct. 29, 1885.

Economist Plow Co., South Bend, Ind.:

GENTS,—Your "SOLID COMFORT" Sulky Plow has eclipsed everything in the plow line ever seen in this territory. From the first Plow sold up to the close of the season we have victoriously swept everything before us, although we had Sulkies of every kind and make to contend against. I feel a pardonable pride in the remarkable success which the Plow has attained during its first season.

It has so many improvements over every other Sulky that every one sold is a telling advertisement that sends in many new customers.

My customers who are using the Plow are loud in its praise and are disposing of other Sulkies to purchase ours. The prospects for large sales next season are very fine, many farmers volunteering the information, "You have the best Sulky I ever saw and I want one in the Spring."

It is a genuine pleasure to sell such a plow, and I consider any dealer fortunate who secures the agency for it in his territory as few of any other kind will be sold after the "SOLID COMFORT" is once introduced.

Truly Yours,
C. E. THORNTON.

"If Its True Merits Were Known, the Demand Could Not Be Supplied."

MADISON, Ind., Oct. 28, 1885.

Economist Plow Co., South Bend, Ind.:

GENTLEMEN,—My customers to whom I have sold "SOLID COMFORT" Sulky Plows, are all well pleased and one of them told me that if farmers generally knew the true merits of the plow that I could not supply the demand, for every man that needed a Plow would buy the "SOLID COMFORT."

Respectfully,

J. W. LITTLEJOHN.

"Already Gained a Reputation Among Farmers That is Envidable."

PERU, Ind., Nov. 4, 1885.

Economist Plow Co.:

GENTLEMEN,—The "SOLID COMFORT" has given the best of satisfaction to every one we sold to and has already gained a reputation among the farmers that is enviable.

It makes them smile to see what a nice corner they can make with it.

We anticipate a big trade on it the coming season.

Yours Respectfully,

SHIRK & MILLER.

"Will Plow Any Soil in Any Condition."

JEDDO, Ohio, Oct. 30, 1885.

Economist Plow Co.:

GENTS,—I can only repeat now, with greater force, what I said about the "SOLID COMFORT" last Spring, that is, it gives satisfaction in every respect, runs lighter than any hand plow I ever saw, will plow any soil, in any condition, makes perfect corners without touching a lever,—while the absence of a pole, does away with the most serious objections to the riding plow.

A. J. STEDMAN.

"Superior in All Points to Anything That Has Yet Been Developed."

WATERBURY, Dak., Nov. 2, 1885.

Economist Plow Co., South Bend, Ind.:

DEAR SIR,—Having had some two months experience with the "SOLID COMFORT" Sulky Plows, putting them in the field against every other Sulky and in some instances there being as many as three on trial, I can truthfully say that in my experience of twelve years as a dealer, having handled almost all the leading Sulky Plows, I consider the "SOLID COMFORT" superior in all points to anything that has yet been developed in the Sulky Plow line. Wherever I have sent the "SOLID COMFORT" Plow out in competition with other Sulky Plows, it has always stayed and the others are returned.

Respectfully Yours,

E. S. WATERBURY.

"The Best Plow We Ever Saw Horses Hitched To."

LONDON, Ohio, Oct. 28, 1885.

Economist Plow Co., South Bend, Ind.:

SIRS,—We can freely say that the "SOLID COMFORT" is the best plow we ever hitched horses to—for the following reasons:

1. Having no tongue it can have no side draft.
2. It's the lightest draft cutting the same furrow.
3. It's a perfect sod plow.
4. It's a perfect stubble plow.
5. It's the easiest plow to handle that we know of and the only one we know of that we could fully recommend to our customers.

Respectfully,

JONES & THOMAS.

The Acknowledged Victor Over All Competitors—"A Complete Success in Every Way."

ROCKPORT, Ind., Nov. 3, 1885.

Economist Plow Co.:

GENTS,—The "SOLID COMFORT" was tried here against a number of other Sulkies, the "Gilpin," "Casaday," "Chief," "Moline," "Furst & Bradley," and others, and is conceded by everyone who has tried it, to draw lighter and do better work in hard ground than any Sulky yet seen in this region.

In two cases where it was tried against the "Casaday" the latter left the ground lumpy and cloddy, while the work done by the "SOLID COMFORT" looked as if it had been harrowed. The Plow is a complete success in every way.

Yours Truly,

S. W. STOCKING.

"The Best Plow of Any Kind on Earth."

SHERIDAN, Ill., Oct. 28, 1885.

Economist Plow Co., South Bend, Ind.:

GENTS,—We consider the "SOLID COMFORT" the best plow of any kind on earth. It sells itself, and in the hands of one who knows enough to hitch a team to it, it will almost start itself, it's so simple and easily adjusted.

A customer to whom we sold one last week reports that he is turning under standing corn stalks with it 7 to 8 feet high, and covering them so completely that the plowing looks like a piece of well plowed wheat stubble.

Truly Yours,

POOLER & POOLER.

"The Best Plow on Wheels.—Has Merits Enough to Revolutionize the Plow Trade."

NORWALK, Huron Co., Ohio, Oct. 29, 1885.

Economist Plow Co.:

As a dealer in implements we would say in reference to the "SOLID COMFORT" Sulky Plow, that it is the best plow on wheels. With it we take no back seat for any plow. We have thoroughly tested it, and our customers to whom we sold the "SOLID COMFORT" say that they grow in love with it the more they see of it, and I think it has the merits in it to revolutionize the plow trade.

EDWIN D. THOMAS & CO.

"Equals the Best in All Respects.—Excels it in Many."

CASTALIA, Ohio, Oct. 28, 1885.

Economist Plow Co., South Bend, Ind.:

GENTS,—The "SOLID COMFORT" Sulky Plows I have sold give entire satisfaction, they are equal to any Sulky Plow in all respects and in many respects are far superior. They speak for themselves.

I have given the "SOLID COMFORT" a fair test with the best Sulkies in this section, and it has been pronounced the best by our best farmers.

Yours Truly,

J. BIXBY.

Brief But Pointed.

DELAWARE, Ohio, Oct. 30, 1885.

Economist Plow Co., South Bend, Ind.:

We regard the "SOLID COMFORT" as the best and easiest managed Sulky Plow in the market.

J. S. WINTERMUTE.

"Never Failed to Work in Anything it was Tried in."

FRANKFORT, Ind., Oct. 29, 1885.

Economist Plow Co.:

GENTS,—Commencing last spring we have sold the "SOLID COMFORT" Sulky freely this year and our trade has been in every way satisfactory.

It has been subjected to the most severe tests that any plow was ever put to, each trial only adding more laurels to those already won. It has worked hill sides, clay and stony ground, and in heavy English clover on black pasty land that no other plow ever has been known to work in, and never failed to work in anything it was tried in.

We expect a large trade on the plow the coming season.

Respectfully,

COULTER & DINWIDDIE.

"Requires no Expert Skill to Start It."

NEW CASTLE, Ind., Nov. 5, 1885.

Economist Plow Co., South Bend, Ind.:

GENTLEMEN,—Every farmer to whom we have sold the "SOLID COMFORT" Sulky, gives it the highest praise for excellent work, lightness of draft and ease of management. To the dealer, the most gratifying thing about it is, that it requires no expert skill to start it, every one we sold has been started by the buyers without the least trouble. We have handled four Sulkies in the past ten years, but never handled or saw one that compares with the "SOLID COMFORT" for either simplicity, good work, lightness of draft, or ease of management in turning corners or otherwise. We anticipate a "boom" on the "SOLID COMFORT" next year.

Yours Truly,

J. W. PITMAN & SONS.

"1-4 to 1-3 Lighter Draft Than Anything We Have Ever Seen."

MARION, Iowa, Oct. 31, 1885.

Economist Plow Co., South Bend, Ind.:

GENTLEMEN,—Yours of the 27th asking our opinion of your "SOLID COMFORT" Sulky Plow at hand. Will say we think it is a daisy in every respect. We consider it from $\frac{1}{4}$ to $\frac{3}{4}$ lighter draft than any other plow we have ever seen and besides it turns the best furrow of any plow made. It will turn square corners and in fact do everything you claim for it. We like it and think we can "whoop it up" for you another season.

Yours truly,

M. E. CROWL & CO.

"The Best Plow on Wheels.—"Customers Surprised to Find it Lighter Draft than the Best Hand Plows."

MINERVA, Ohio, May 27, 1885.

Economist Plow Co.:

As a dealer in implements, I would say in reference to the "SOLID COMFORT" Sulky Plow, it is the best plow on wheels. We have thoroughly tested it in all kinds of ground, on hill-side and level, and to say that it is a good plow, would not do it justice. All of our customers to whom we sold the "SOLID COMFORT" were surprised upon trial to find it lighter draft than their hand plows, yet such is the case.

W. F. FAAS.

"Far Superior to Anything We Have Ever Seen in the Field."

CRAWFORDSVILLE, Ind., Oct. 29, 1885.

Economist Plow Co., South Bend, Ind.:

GENTS,—We have tested the "SOLID COMFORT" Sulky in all kinds and conditions of ground and pronounce it far superior to anything in the plow line we have ever seen in the field. It is a hero.

Yours Respectfully,
GREGG & WILLIAMS.

"The Lightest Running Sulky on the Market."

ASTORIA, Ill., Nov. 2, 1885.

Economist Plow Co., South Bend, Ind.:

GENTS,—In answer to yours of October 27th, will say that we think the "SOLID COMFORT" is the lightest running Sulky on the market, it also plows all kinds of hard ground better than any plow that we have seen.

Yours truly,

FALKENSTEIN & McCLELLAND.

They "Never Come Back."

NOBLESVILLE, Ind., Oct. 28, 1885.

Economist Plow Co., South Bend, Ind.:

GENTS,—I have sold quite a number of the "SOLID COMFORT" Sulky Plows, and the best recommendation I can give them, is that they never come back. My customers speak in the highest terms of their merits.

Respectfully Yours,

W. E. LONGLEY.