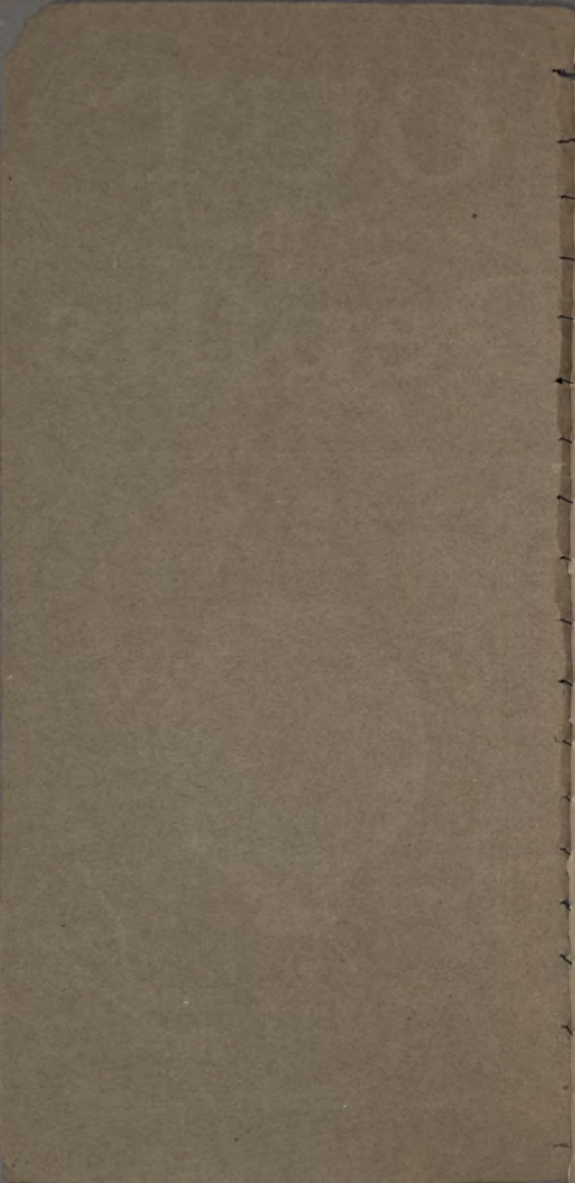


OUT of the Depths

**EMERSON
Farm Implements**



always bring
"That Tickled Feeling"
so Emerson Dealers
Say



9/23
23

OUT of the Depths



ROCKFORD ILLINOIS U S A
EMERSON MANUFACTURING COMPANY
Makers of Agricultural Implements Since 1852

MDCCCCI

Charles E. Lawrence

Kirkville

Iowa

Mapello Co.

“Out of the Depths”

was prepared chiefly to “point a moral.”

If you get any amusement out of it you are welcome to that—

But we hope you will also get some benefit and not think that simply because we use the words

“Emerson Farm Implements”

occasionally we are trying to derive all the benefit ourselves.

One reason we make use of these words is because we believe they will benefit you by pointing the way to a good business—

And the other reason is because of the limitations of our vocabulary and our inability to find other words for the same use that please us so well.

Most every good dealer the world over knows of Emerson Farm Implements, and sooner or later we will receive orders from every one of them, when the question of quality becomes larger than the mere question of price.

Please don't think hard of us, but we feel this way and can't help it.

Out of the Depths

If you must sell farm implements—if nothing else will please you—then for goodness sake, make your burden light by selling the best machines you can buy—the kind that bear this mark—



Out of the Depths

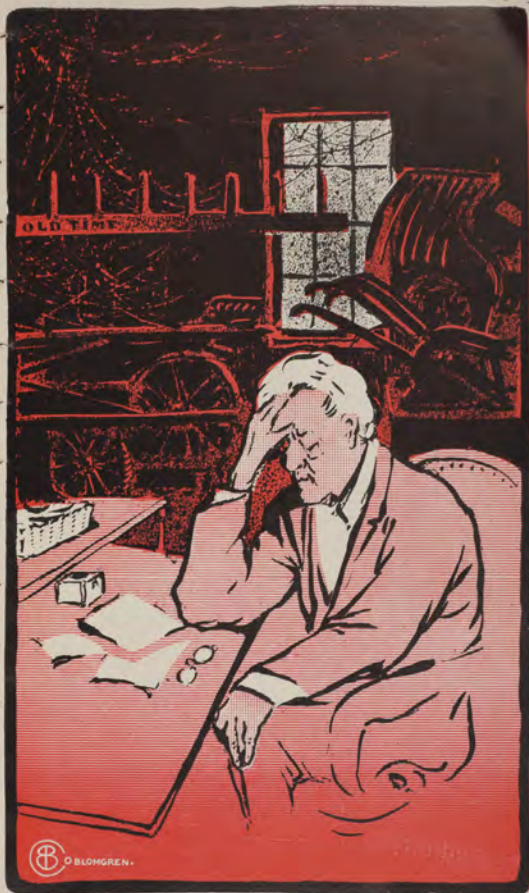
Out of the Depths

Once upon a midnight dreary,
Long I pondered weak and weary
O'er the many old and curious

 Unsold things within my store.
Things not known, not e'en in story,
Without paint, and without glory,
But with dust and cobwebs hoary,
 Man would buy them nevermore.
This is why, at length I muttered,
 I've no luck and cash galore;
 Empty pockets, nothing more.

All the night was spent in scheming,
But no hope came with the gleaming,
Of the daylight of the morning,—

 Blank despair and nothing more.
And the farmers who were trying,
To find tools well worth the buying,
Gave no heed unto my crying,
 But went swiftly past my door.
Surely, said I, I must stop it,
 Stop this rushing past my door,
 Or good fortune see no more.

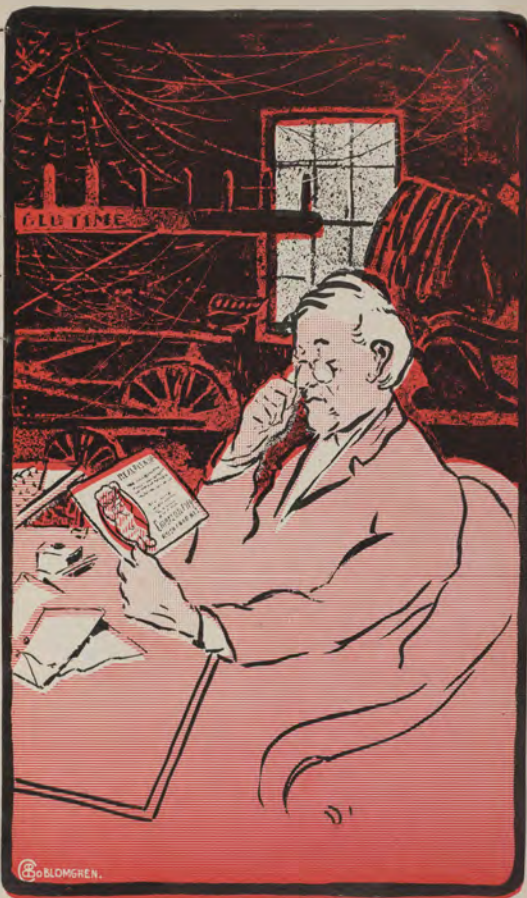


Once upon a midnight dreary,
Long I pondered weak and weary
O'er the many old and useless
Unsold things within my store.

Out of the Depths

Turned I to the daily striving
For a business, that in thriving,
Would relieve me of the horror
 Of this rushing past my door.
But my work was not effective,
And I cursed in strong invective,
All the obsolete, defective,
 Worthless trash within my store.
Cursed I till my face was purple,
 Till my tongue and throat were sore,
 Till the words would come no more.

But a change came one fair morning
Like an Angel, without warning,
For a card the mail man brought me —
 Only this and nothing more.
And this card with promise teeming,
Marked a master mind at scheming,
Of a mind that did no dreaming,
 But was business to the core.
And this card was mailed at Rockford,
 EMERSON the name it bore,
 And I looked it o'er and o'er.



BLOMGREN.

But a change came one fair morning,
Like an Angel, without warning,
For a card the mail man brought me
Only this and nothing more.

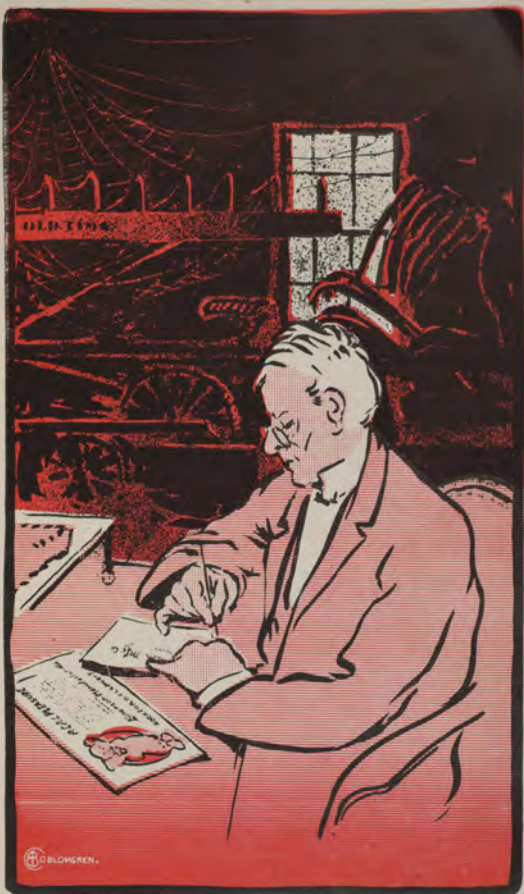
Out of the Depths

Then the showy card beguiling
All my sad soul into smiling,
I beheld, as in a vision,

 Farmers stopping at my door.
And I felt my days of fearing
Were most swiftly disappearing;
That the golden time was nearing
 When I'd push on to the fore,
When I'd push and be successful
 As I'd never been before,
And so, even up the score.

Now I know some advertisers,
Not unlike the Iceland Geysers,
Are forever, ever spouting,
 Just hot air, with mighty roar.
But this card was so outspoken,
That I felt by that same token,
Promise made would be unbroken,
 And prove faithful to the core.

So, to Emerson at Rockford
 Wrote I, from my dingy store,
Thinking that I'd try one more.



And prove faithful to the core.
So, to Emerson at Rockford,
Wrote I, from my dingy store,
Thinking that I'd try one more.

Out of the Depths

Oh! distinctly I remember,
In the fourth week of September,
When the flies, in cobwebbed window,
 Practiced loud their trombone score;
While I nodded, nearly napping,
Without knocking, without rapping,
Suddenly a handsome, strapping
 Stranger stood within my door.
Who with smile of calm assurance,
 Placed his grip upon the floor,
 And glanced swiftly 'round the store.

With a start I went to meet him,
And in coldness did I greet him,
For I thought him some smooth trickster.
 Surely this if nothing more.
But suspicion soon went flitting,
And we two were quickly sitting,
Like old friends, were snugly sitting
 Just within the office door.
EMERSON and ROCKFORD charmed me,
 Like the "magic words" of yore,
 And I longed for something more.



While I nodded, nearly napping,
Without knocking, without rapping,
Suddenly a handsome, strapping
Stranger stood within my door.

Out of the Depths

Then he brought again that vision,
Like a scene from "Fields Elysian"
Of the crowds and crowds of farmers

Going in and out my door.

Doubt and fear my soul now spurning,
Hope of wealth within me burning,
Sir—I cried, I see the turning—

Send a sample—nothing more,
Send a sample of this wonder,
A clean sample I implore,
To exhibit at my door.

In due time I had the sample,
Handsome, shining, BRAND NEW sample,
With the makers name upon it—

EMERSON and nothing more.

Soon the sample was surrounded,
All were pleased and some astounded,
While I had belief, well founded

That "The Plan" would surely score;
That I had "The Others" guessing
As they never guessed before,
And to Rockford wrote for more.

A red-toned illustration depicting a friendly interaction between two men. On the left, a man wearing a hard hat and a work jacket is shown in profile, smiling. On the right, an older man with glasses, wearing a suit and a bow tie, is shaking his hand. In the foreground, a bag or sack is visible with the text "EMERSON MFG. CO." printed on it. Above the men, a sign is mounted on a wall, which reads: "We sell EMERSON Farm Implements The UNCLE HIRAM LINE And standard wherever you go". The background is filled with various farm implements, suggesting a hardware or farm supply store. The entire image is rendered in a high-contrast, red-and-white style.

Often sent to me "The
Whom I knew to be a ,
And I always make him wel ,
Always met him at the dean .

Out of the Depths

Since that midnight dark and dreary,
When I pondered weak and weary,
Heavy hearted, and despairing,

 In that old and dingy store;
I have known the joy and pleasure,
In an overflowing measure,
Of accumulating treasure,

 And of pushing to the fore.
Known the joy of overcoming,
 With no failure to deplore,
 And I could not ask for more.

Now my days are days of gladness,
Without worry, without sadness,
And I go to meet the future

 With a hope not known before.
Just the "Standard Goods of Rockford"
Planned and built at "Shops in Rockford,"
Labelled "Emerson" and "Rockford,"
 Is my "magic,"—nothing more.

And to them I owe the blessings,
 On my basket and my store;
 So it shall be evermore.

we sell **EMERSON**
Farm Implements

wherever you go



 BLOMGREN

Just the "Standard" of Rockford,
and built at "Rockford" in Rockford
"Emerson" and "Rockford,"
is my "magic"—nothing more.

Plows



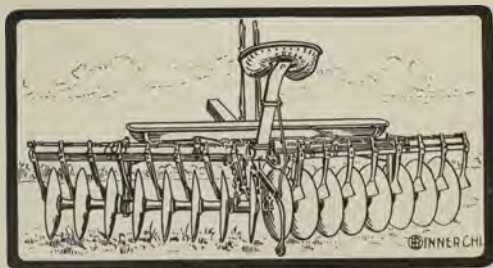
The famous Emerson Gang Plow is the very embodiment of gang plow goodness and desirability.

It is strong and simple—does perfect work in any sort of plowable ground—

And is the only gang plow made or sold anywhere that can be effectually controlled by one's feet alone.

If you want to know more about this and other good plows, send for the "Book About Emerson Plows."

Harrows



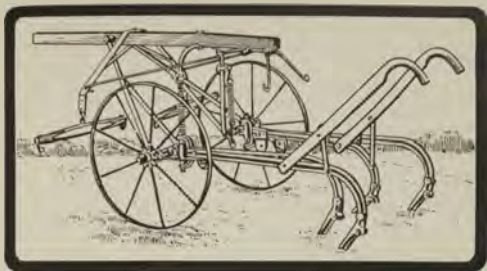
The Emerson Ball Bearing Disc Harrow is a disc harrow opportunity.

It is the best disc harrow that money, "know how," skilled labor and perfect manufacturing equipment can build.

It is made from 4 to 9 feet in width and equipped with either 16, 18 or 20-inch round or cut discs.

Send for the Book.

Walking Cultivators

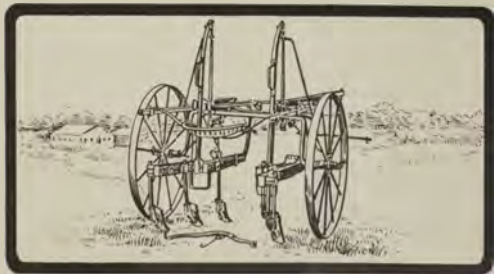


The Jewel Walking Cultivator, with its many styles of equipment, meets the demand for a good walking cultivator at an attractive price.

It is more cultivator value for less money than you ever before heard of.

Send for the Book.

Riding Cultivators



The Emerson No. 17 Hammock Seat Cultivator is an expensively made and perfect working cultivator.

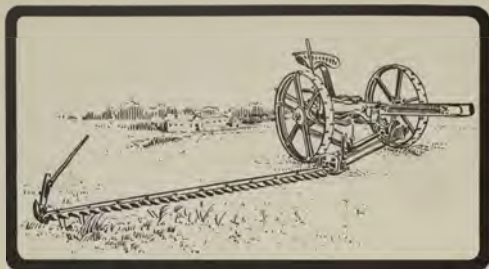
It has our new device for regulating the depth of cultivation and it is adjustable in width, making it of special value for the cultivation of listed corn.

It can be had with any regular equipment.

The No. 17 is also made with Balance Frame.

Send for the Book.

Mowers including the famous 8 foot

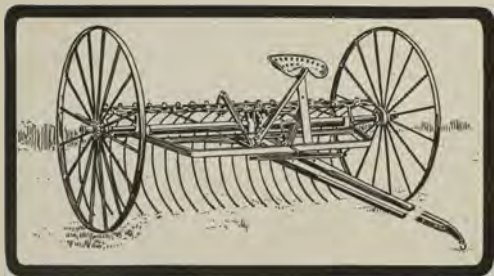


“This is the Standard Mower that cuts full eight feet wide”—

The Standard Mower is also made in either $4\frac{1}{2}$, 5, 6 or 7-foot sizes, and in each and every size it is the longest lived, easiest handled and most perfect working mower ever made or sold anywhere by anybody.

Ask Standard dealers and Standard farmers—they know. Send for the Standard “Blue Book.”

Rakes Hand and Self-Dump, Wood or Steel



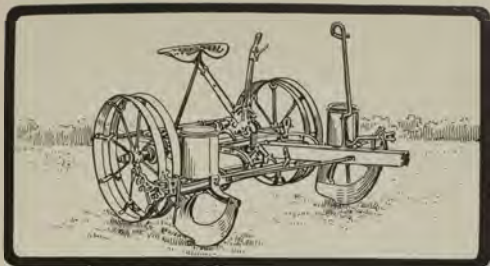
The Sandow Self Dump Rake is a satisfactory rake and is carefully made throughout of the finest grade of steel. It will stand everything except rank abuse.

It is exactly the sort of a self dump rake that you have long wanted to sell—

And we make it either 8, 9, 10 or 12 feet wide and furnish either regular or close set teeth.

Send for the Book.

Corn Planters Cotton, too



The Emerson Planter is a perfect planting machine.

It is absolutely different, and we think just a little bit better than any other planter made, because of its simplicity and planting conveniences.

It is made with 30-inch wheels for ordinary every-day sort of work, and 36-inch wheels for planting in listed ground.

We guarantee it.

Send for the Book.

Lever Harrows



The Emerson "U" Bar Lever Harrow is made in all regular sizes and with either $\frac{1}{2}$ -inch or $\frac{3}{8}$ -inch teeth.

The teeth are adjustable and reversible and the upper ends are swedged, so in case they become loose in the clamp it is impossible for them to fall out and get lost.

Send for the Book.

We Want Your Business

because your business and what we get from the other fellows, is what keeps us out of mischief—and besides it wouldn't be polite for us to say we didn't want it.

It wouldn't be the truth either and we always tell the truth no matter what happens.

Shall
we
send
our
man
or
expect an order
by mail?

Either way, just so we get it.

We Need Your Business

because we couldn't keep the shop going without it—

Besides we need a little spending money occasionally.

You know how it is.

Want
to
see
our
man or
use
the
mail?

But don't forget that order.

Our Shops Were Big Before

but they are almost twice their former size and capacity now.

We had to do it, because there have been so many people who wouldn't have anything but an

EMERSON

farm implement, that the shops were too small to take care of them all promptly.

Now modern machinery, propelled by electricity, immense buildings, ample storage room and a big force of men all properly combined, insure prompt service and a perfect product.

That
Order
Please

Shipments

Any way you want them—carload or local.

Four railroads, switches to every warehouse.

And we can stand on our loading platform and throw a stone into the parlor of most every freight house in town.

Orders for regular made goods are usually shipped within twenty-four hours after they reach us.

NOW
Where's
That
Order?



Just Think This Over

If you sell a machine for \$40.00, and it costs you \$50.00, you are out just \$10.00.

That's a plain proposition, isn't it?

Yet it isn't either an improbable or uncommon one among lots of dealers—

And still many of them think they are really making money.

There are a good many items which constitute selling expense—

Such as freight—and advertising—and rent—and help hire—and other smaller items of general store expense.

Every one of these items are, in some proportion, chargeable to every machine you sell—

And if you are selling or trying to sell a low-priced—small profit—poorely made—and everlastingly unsatisfactory machine, the selling expense will often more than eat up the profit—

And every time this happens, you are up against the “fifty dollars for forty dollars” proposition—

And you are losing money.

Have you ever been there?

If you have, you would be pretty apt to appreciate the sale of

EMERSON

Farm Implements

which can be handled and sold easily without increasing the selling expense—

But rather decreasing it, because of the much greater proportion of profit which Emerson Farm Implements will yield—

And because they don't have to be sold but once.

It would be really to your interest to write us for catalog and let us send you our new booklet, “Real Help for Emerson Dealers.” It will interest any dealer who is himself interested in increasing the money-making possibilities of his business.

Shall we send the book?

How
about
that
order?

EMERSON

Farm Implements Comprise

Riding and Walking Plows,
Disc and Lever Harrows,
Corn and Cotton Planters,
Single and Double Stalk Cutters,
Riding and Walking Listers,
Disc Plows,
Single, Double and Triple.

Rakes,
Self and Hand Dump,
Both Wood and Steel.
Riding and Walking Cultivators,
Balance Frame Combined Cultivators
and the famous

STANDARD MOWER

made in 4½, 5, 6, 7 and 8-foot cut.

A line of farm implements unequalled in
quality and selling strength.

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12

THE CLARK COMPANY
PRESS
ROCKFORD





**The Sign
of the
House of Emerson**

EMERSON AND RENNIE
1854