



Local Farmers, Dealers Visit Machinery Plant

Thousands of farmers and ranchers, farm equipment dealers and salesmen flew into Milwaukee during early December in what is believed to have been the largest commercial airlift in aviation history. They were participating in the three-day, expense-paid trip offered as a bonus by Allis-Chalmers to anyone who bought one of the company's farm tractors.

Among the area residents on the trip were Paul Hess, Karl Kroeck, Samuel A. Stoltzfus, Ross E. Book, John Zook, J. Ivin Denlinger, Chester L. Eshleman, Moses K. Stoltzfus, John Campbell, Elwood G. Brubaker, J. Robert Musser, David McMichael, Elvin H. McMichael, James G. Noll, and L. H. Brubaker, Allis-Chalmers dealer.

Also Kenneth Kauffman and Richard Bonholtzer, personnel in the Brubaker organization, and Walter Newswanger, James Ginder, Raymond Gruber, and Anthony Giunelli, dealer.

Also Benjamin Shoemaker, Marlin R. Brubaker, Clayton Gruber, Ernest Lefever, Richard Huffmaster, and Andrew Nissley, dealer.

Also Russell Frey, Norman Shoemaker, and Norman and Richard Myers, dealers.

Also Norman Leminger, David H. Good, Richard Ober, Howard W. Kern, John B. Hurst, and Mr. and Mrs. Allen Matz, a dealer, and Laverne Lausch and Roy Brubaker.

LOCAL FARMERS AND DEALERS deplane after their flight to the Milwaukee plant of Allis-Chalmers Farm Machinery company. The countians were among thousands of farmers and dealers from all over the United States who won a three day trip at the Company's expense by buying a tractor during a contest last month.



er, dealer personnel.

Accompanying the group was J. Paul Martin, territorial representative for the Allis-Chalmers Company.

They visited Allis-Chalmers Land of Power on the first leg of their bonus trip. A total of 29 cities in the United States as well as Toronto, Canada, served as staging areas for some 90 flights on

United Air Lines chartered planes to carry the visitors to Milwaukee.

On the first two days, the trip of sightseeing and entertainment included tours of the company's plants in Milwaukee and Harvey, Ill., called the Land of Power by Allis-Chalmers. On the third day bonus winners spent the morning in Chicago and then flew back to their staging

areas in the afternoon.

At the company's facilities in Milwaukee, visitors saw the nuclear power laboratory en route from Mitchell Field airport. At the West Allis manufacturing plant, they toured the shops, ate dinner, were entertained by the company's orchestra and chorus and saw a one-hour pageant

highlighting the past, present and future of the company 50 years in the tractor business.

In Harvey they toured the company's new multi-million dollar engine manufacturing plant. In the evening after the tour, bonus winners enjoyed a dinner and a flood show.

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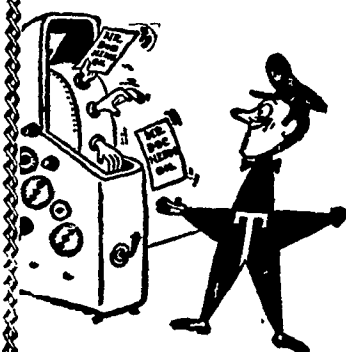
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