

“We Wanted to Secure a Big New Market”

THE COUNTRY GENTLEMAN

Here's the Chart they are talking about—

**He's Fighting For
You, Mr. Farmer!**

LOOK at this Rockwood advertisement," says the Sales Manager. "You can see at a glance why farmers want Rockwood pulleys on their machines. The higher line on the chart shows Rockwood's pull—it's practically double that of the other pulleys. Think what that difference means to the farmer!

"Those are facts, and farmers all over the country are getting to know them. We've been sitting here saying our pulleys are good enough—that they 'get by.' But they DON'T. Our dealers are catching the back-lash. They're having to make excuses for us.

"Now it's time we quit passing the buck. It's simply good business to put Rockwood pulleys on our machines. Let's do it—then we'll know they are right."

Plain talk about drive pulleys—but mighty SENSIBLE! There's no use denying what Science PROVES—Rockwood, The Drive Pulley, HAS the greatest belt GRIP and least belt slip. It's the ONE efficient, dependable drive pulley. The manufacturer who fails to put Rockwood, The Drive Pulley, on his machines is building up a sales resistance that he can't afford to shoulder.

Rockwood, The Drive Pulley, is used EXCLUSIVELY on the following dependable threshing machines—Avery, Aultman & Taylor, Banting, Cape, Frick, Huber, Illinois, International Harvester, Minneapolis, New Racine, Port Huron and Wood Bros. Also, Rockwood, The Drive Pulley, is regular equipment for the belt attachment on Fordson Tractors.

Manufacturers: Right driving on your part is the requirement for best gear, drive and belt life and best results.

THE ROCKWOOD MANUFACTURING CO., Indianapolis, U.S.A.

All the Power—All the Time

ROCKWOOD. PULLEY SERVICE

The Country Gentleman is the Rockwood Manufacturing Company's salesman

writes the Rockwood Manufacturing Company of Indianapolis, makers of pulleys. "Thirty-five years of concentration had assured our position in the electrical field.

"Farming, with its growing power equipment, was the most promising new market in sight.

"Many manufacturers of farm machinery were making their own pulleys. They said they would install ours only when the farmer demanded it.

"We chose THE COUNTRY GENTLEMAN to win us the farmer's interest and confidence. We felt we needed its advertising prestige to establish our drive-pulley in the farm market.

"The results have been very gratifying. Twenty-six farm machinery manufacturers are now using Rockwood pulleys as standard equipment. This business has been obtained without a single salesman."

The COUNTRY GENTLEMAN

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA
 The Country Gentleman The Saturday Evening Post The Ladies' Home Journal