March 14, 2018 Meeting

The March 14, 2018 Waterloo Technical Society (WTS) meeting was called to order by President Dorhout at 7:25 pm. President Dorhout welcomed visitors and noted that this was the sixth meeting of the 104th year of the Society.

A total of 34 members and guests attended.

Treasurer's Report. Ken Friend reported a beginning balance of $945.17. Income of $40.00 from 4 memberships with expenses of $40.00 for the February speakers' meal leaves a new balance of $945.17. Treasurer Friend's report stated a total of 9 honorary and 51 paid members yielding a membership roster of 60 members.

Current Officers. The 2017-2018 officers for the 104th WTS year:

Officers for the 2017-2018 year (year 104) are:

President:	Gary Dorhout
Co-Vice Presidents:	Jerry Mohling and James Stevenson
Treasurer:	Kenneth Friend & Paul Anderson
Dinner Reservations:	Derek Eagles & Steve Lang
Secretary:	James Stevenson
Publicity/Recognition:	Todd Whiting
Auditing:	Bill Mitchell & Jim Garrett
Nominating Committee:	Open
Web Site:	Tim Schoenfelder / Jim Volgarino

Old Business. President Dorhout reviewed the topics presented in the past year. The dates, speaker and topics for the 104th WTS were:

Speakers for the 2017-2018 Meeting Year (Year 104)

13 Sep 2017 – William Close—Mega Sculptures
11 Oct 2017 – Dr. Bert Schou– Not Your Grandfather's Farm
8 Nov 2017 – Cody Wilkinson – Large Seeding and Tillage Equipment
13 Dec 2017 – No Meeting
10 Jan 2018 – Susan Card—Jerald Sulky Company
14 Feb 2018 – Barbara and Dale Hatinger – A Career in Technology
14 Mar 2018—Jim Volgarino—The Story of William Galloway

New Business. No new business was discussed.

Guest Speaker. Jim Volgarino was a journalist for several years at the Waterloo Courier before entering the world of commercial graphic design, eventually buying a local printing operation he ran for 15 years, selling it in 1995. He later taught at UNI and managed a graphics lab. He is now retired and a freelance writer for a number of automotive publications.



Jim spoke about William "Big Bill" Galloway who was one of the earliest area industry innovators, coming to Waterloo in 1901 and establishing the largest manufacturing plant (some 14 acres under roof) in the area. Galloway was always on the lookout for new opportunities and different ways to do things. At one point he was Waterloo's very first car dealer, purchasing a carload of Cadillacs and parking them outside his offices. He sold every one of them very quickly. His story is one of risk taking, competition and timing.

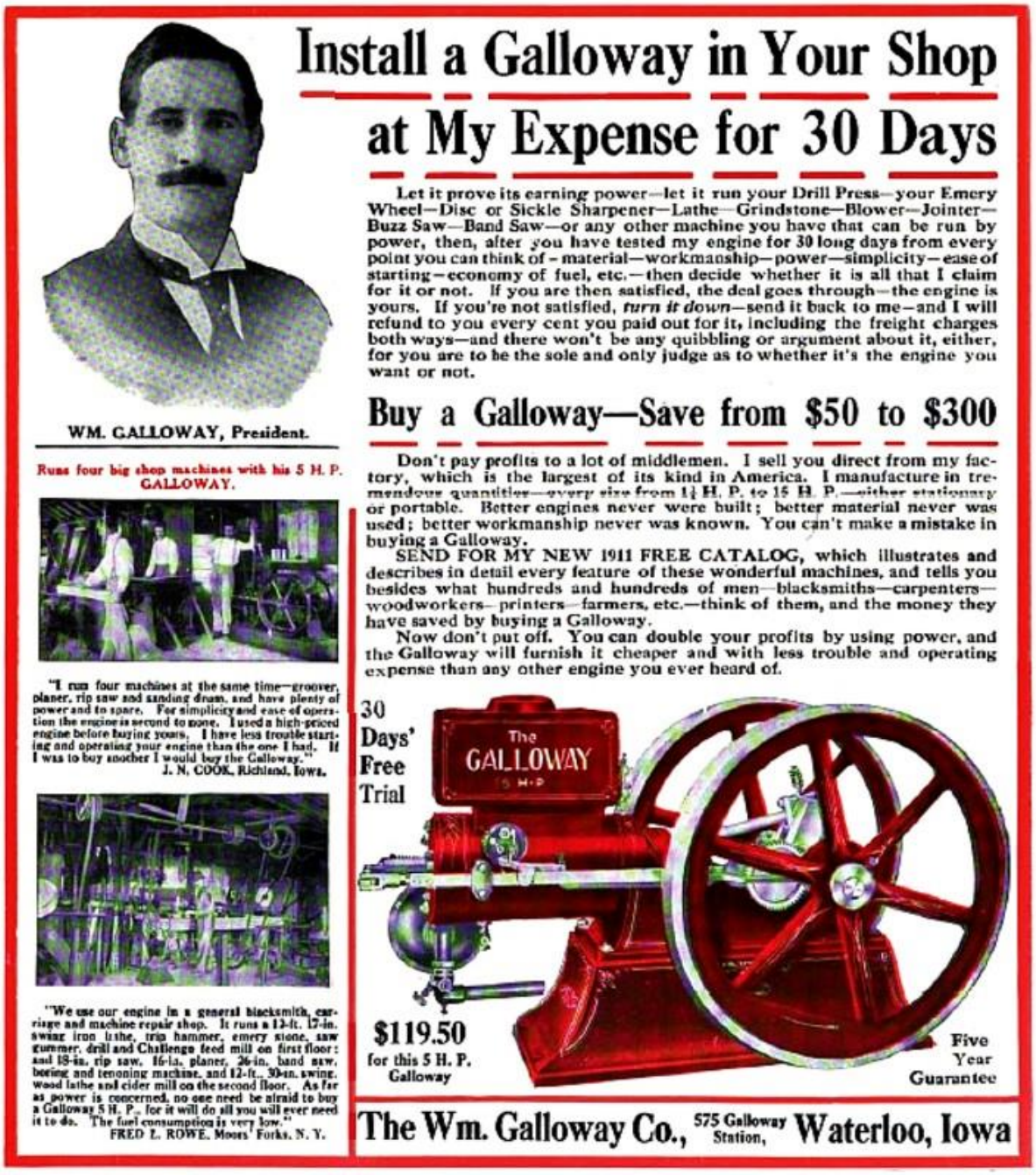


Figure 1. 1911 Wm. Galloway Co. ad.



Please mention Gas Review when writing.

I Want Every Reader of Gas Review to Get My Low Prices and Special Offer

I am making a better offer than ever before on Galloway Gasoline Engines and back up my offer on my engines with a $25,000.00 Guaranty Bond and $5,000.00 Challenge Offer. I will ship you an engine of size and style you want of our nine different styles and sizes and let you test it any way you please on any kind of work for ninety days at my own risk. Galloway Engines must give you complete satisfaction, or you don't have to keep them.

Galloway Gasoline Engines in Sizes 1 3-4 to 15 H. P. at a Saving of $25 to $300. I will save you right at the start $25.00 to $300.00 depending on size you buy on a Galloway Gasoline Engine. I am also making a most remarkable offer this year which will help you get your engine partly or entirely without cost to you. Now, don't wait. Get my new catalog showing the complete Galloway line and my great special offer. Do it now. Address,

Wm. Galloway, Pres., WM. GALLOWAY CO., 1918 Galloway Sta. Waterloo, Iowa

Figure 2. 1913 Ad for Wm. Galloway Co.



$570 Complete Ready to Run (But with Only One Seat)

JUST THINK OF IT

You are perfectly safe in ordering one of these Auto Transports right from this Catalog, as we guarantee it to please you, but if you want any more information write us and we will be glad to tell you all about it and what it will do.

A REMARKABLE FACTORY TO FARM PRICE

FULLY GUARANTEED

CAPACITY—1,500 lbs. (1,000 lbs. with 50% overload).
SPEED—3 to 20 miles per hour.
WEIGHT—2,000 lbs.
COLOR—Body and chassis, gray.
EQUIPMENT—2 side oil lamps, 1 tail lamp, horn and necessary tools, including malleable hub cap wrench.

T 1705—Galloway New Auto Transport,
Price as described, but with only one seat, f. o. b. Waterloo..... $570.00
Price for extra seat..... $12.00

THIS PRICE IS SUBJECT TO CHANGE AT ANY TIME.

WASTING EXPENSIVE FEED? What in the world is the use of keeping two, four or more horses on the farm and feeding them corn worth 75c a bushel and oats worth 35c to 40c, and hay worth $12 to $20 per ton and even more (if you live near some big city), when Galloway's new auto transport (pleasure car and auto truck in one) can get more actual road work and hauling done in three hours than three teams of two horses each can do in a day?

Figure 3. 1915 Galloway Automobile ad.

The Galloway Auto Transport was equipped with a water cooled, 14.4 horsepower, two cylinder opposed, four cycle mounted under the seat. A special Schebler one inch carburetor was used. An improved planetary two speed forward and reverse with a chain drive. 32 inch wooden wheels were used on the front and 36 inch wooden wheels on the rear. Galloway's car was first to feature a round wheel to steer it.



GALLOWAY'S VERY LATEST

Is your gasoline engine doing full duty or only loafing on the job?
Here is our latest invention in the way of a perfected Sawing Outfit that can be easily and quickly attached, not only to a Galloway small engine, but to almost any other small engine manufactured.

For a long time there has been a demand for a high-class, low-priced sawing outfit that will enable the user to saw all kinds of small wood up to 8- and 10-inch trees. This new outfit will do it. Just the thing for crooked trees and poles two or three at a time.

Throw Away the Buck Saw!

Your time is too valuable, and the work is too hard, when you can get an outfit of this kind for so little money. The purchase price of this Galloway Saw Outfit is nothing compared to the saving that it will make for you. This outfit will soon pay for itself. It is an investment worth considering. The outfit is sold under the regular Galloway guarantee of complete satisfaction or your money back.

Here's the Secret of Our Price

The fact that we operate a large wood working shop in one of our big factories naturally leaves us with a great deal of short timber on our hands. We are able to manufacture this little machine by utilizing a large per cent of this material that otherwise would be wasted. In this way the manufacturing cost is very small and enables us to make you the best possible price.

Help Bust the Coal Trust

Why pay unfair and unreasonable prices for coal? Don't do it!
The Galloway Saw Outfit will positively pay for itself in a very short time. You can't afford to be without this outfit. The price is low—so low that the outfit is easily within the reach of anyone. Order today and start making and saving money with this wonderful new outfit.

A One-Man Outfit

Remember that this is strictly a one-man outfit. It is tried and tested.
We are planning to sell 10,000 of these outfits this year and the price has been based on this quantity.
This special offer is good only while the 10,000 last.
Get your order in today. Make your gas engine earn its board, and then some this winter by doing 100 per cent duty.

Make Your Small Engine Pay Big Dividends

This Outfit will pay for itself in a very short time

Read This!

At last it has arrived—the long looked for sawing outfit for everybody!
Nearly everyone has a small engine. The average saw rig or saw frame is too large or too high priced and is made only for 5 H. P. engines and up.
This new swinging saw rig fills the bill for all engines from 1½ H. P. up to 5 H. P. It saws poles, crooked trees and everything up to 10 inch stuff.
The fact that it is a swinging saw, bringing the saw to the log instead of shoving the log to the saw, is the big feature. It requires little power and choking is unnecessary.
It is only necessary to move the swinging saw a little more slowly on a small engine.
It is also safer than the average horse saw because swinging the saw to the wood does not twist the log or stick.

Price Only **$19.95**

F. O. B. Waterloo, Iowa

INCLUDES 20-INCH SAW BLADE AS PICTURED HERE

Figure It Out for Yourself!

Figure it out for yourself—
What does the price of this outfit amount to?
Nothing! Absolutely nothing compared with what you get out of it.
You would pay the purchase price in just a few days for help or your own time.
Can it earn $1.60 in one year?
You know it can!
That's what the interest at 8 per cent for the whole year figures—less than the cost of an inner tube for a Ford.
You can earn the interest on its cost in less than half a day.
By simply removing two nuts from the base of the engine, setting it on the saw frame, tightening up the nuts again and putting on the belt, you are ready to saw wood. It is a one-man outfit.

ORDER THIS OUTFIT TODAY!

Order this splendid, money-making and time-saving outfit today.
Be one of the first to get in on this special offer.
Galloway is going to put the profiteer on the run during 1921. This one-man saw outfit is just one of many bargains that will be offered. And it will be sold at a rock-bottom price because Galloway's method of doing business—direct from factory to farm—is the only economical way of selling high-grade farm goods at sensible prices.
If you haven't a Galloway engine on your farm, order this saw outfit today. The Galloway engine will not only saw your wood, but it will do many other jobs that take a lot of valuable time.
Why pay a hired man big wages when a Galloway engine will work for you day in and day out at a cost of only a few cents per day. There is no day in winter too cold for the Galloway engine; no day in summer too hot. Galloway engines are built for service—the kind of service that you have a right to expect.
Think it over.
Can you afford to be without this splendid saw outfit and the Galloway engine?

SOMETHING TO THINK ABOUT!

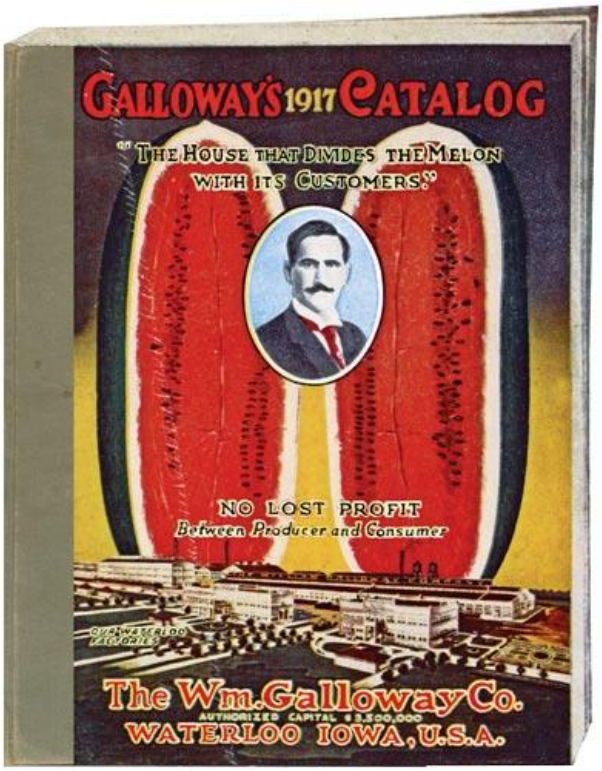
Times are close!
Money is scarce!
Why not fix up the old Galloway engine, cream separator or manure spreader?
At the extremely low prices we are asking for repairs, it will be possible for you, by a small expenditure, to fix up any Galloway machine so that it will be almost as good as new.
We are furnishing repairs every day for Galloway engines and spreaders that have been in service 10 years and more.
At this time of the year, before the big spring rush begins, it is possible for us to give even better than usual service to repair orders. Shipments can be made the same day the order is received.
This is worth thinking about!

The William Galloway Co.
Waterloo, Iowa.

Figure 4. 1921 William Galloway Co. ad, page 1.



Figure 5. 1921 William Galloway Co. ad, page 2.



The 1917 catalog had over 100 pages and contained engines, pumps, manure spreaders, sawing outfits, cream separators, portable elevators and well drilling outfits. There were plows sprayers, litter carriers, incubators, brooders, grain drills and corn planters, harrows and cultivators, harness, saddles and buggies.

William Galloway was a big name (at least in the Midwest) in the farm implement field during the first two decades of the 20th century.

Galloway was born in 1877 on a farm near Berlin (now Lincoln), Iowa, attended local public schools and studied at Monmouth College in Illinois. He began his career by traveling from farm to farm selling notions and specialty items from his buggy, before going to work for an implement dealer at Reinbeck, Iowa selling windmill springs. Eventually Galloway became a traveling salesman for implements and farm equipment, learning the machinery business from the ground up.

Galloway moved to Waterloo, Iowa, in 1901, and started a farm implement dealership selling (as was common at the time) many lines of machinery and vehicles. Galloway, however, wanted to build his own machinery and started the William Galloway Co. in 1905 to manufacture harrow carts and manure spreaders.



Other implements were added and everything was sold by mail order. No jobbers, dealers or salesmen were employed. Galloway touted this method by calling his firm "The House that Divides the Melon with its Farmer Friends," instead of "Splitting Up Your Share with the Middlemen." The 1913 Galloway catalog cover showed Galloway holding half a watermelon marked "Manufacturer's First Cost & One Profit" and a smiling farmer holding the other half marked "Farmer's Share."

The 1913 catalog had 146 pages and contained engines, pumps, sawing outfits, manure spreaders, cream separators, portable elevators and well drilling outfits. There were litter carriers, incubators and brooders; sprayers, grain drills and corn planters; plows, harrows and cultivators; harness, saddles and buggies, as well as Galloway wagons, which were famous for their high quality. The wagon gears were constructed of white oak with either wooden or steel wheels, while the boxes were made of thoroughly seasoned "long leaf white pine," well ironed and painted and equipped with a patented Comstock folding tailgate.

One could order belting and pulleys, and for the shop, tool grinders, post drills, anvils and forges. In addition, there were steel grain and water tanks, windmills, pitless scales, fanning mills, and feed grinders and cutters.

For the missus there were washing and sewing machines, stoves, baby buggies, ice boxes, furniture of all kinds, kitchen cabinets, rugs, curtains, blankets and mattresses. There were watches, paints, dinnerware, fencing, roofing and wallboard, along with clothing for men, women and children.





The "Little Wonder Vodaphone" and records such as "The Parson and the Turkey," "I Want a Girl," "When I Was 21 and You Were Sweet 16," and "Ragging the Baby to Sleep," promised to "Open Your Doors to a Whole World of Entertainment." There were firearms, baseballs and gloves, tennis rackets and roller skates, as well as bicycles in men's and women's versions, with or without coaster brakes.

Beginning in 1908, Galloway experimented with passenger cars and trucks, telling his customers it was a waste of money to feed horses "... corn worth 75 cents a day and oats worth 35 to 40 cents, and hay worth $14 to $20 a ton ..." when they could buy "Galloway's New Auto Transport," which "Puts Town Next Door to Your Farm for less than $36 a Year."



The vehicle was a high-wheel "motor car and truck in one" and sold for $595, "Complete and Ready to Run." A 2-cylinder opposed engine that put out 14 hp was mounted under the truck and drove the 36-inch rear wheels through a 2-speed planetary transmission and roller chains. The truck had a top speed of 20 mph and a load capacity of 1,500 pounds. Galloway said at the end of the truck ad: "After You Have Used It a Month You Will Thank Me for It" and "If You Think You Can't Afford This, Just Write Me About It." The response must not have been good as by 1915 or '16 he was out of the car and truck business.



Galloway also tried his hand at building a tractor. A 1917 Galloway catalog lists the Galloway's Farmobile 12-20 tractor that somewhat resembled a Waterloo Boy. The price of the tractor was $995, and it had a 4-1/2-by-5-hp engine and a 2-speed transmission. The ad says the Farmobile "Pulls Anything, Anywhere, Anytime."

Legend has it that during the Great War, England tested different tractors and chose the Galloway after it won first prize at an exhibition at the royal palace. A tractor importer named Garner supposedly ordered $1,600,000 worth of Galloway tractors and then reneged on the payment, causing Galloway to declare bankruptcy in 1920. British publications I've read are very skeptical of the story since no Galloways have been found in the British Isles and the Garner tractor looks nothing at all like the Galloway.

About the time the war ended, the Galloway company's large offices and shops covered more than 14 acres of floor space and stood in beautifully landscaped surroundings. The company was said to employ between 800 and 900 people, "... easily obtaining the best of help because of the excellent surroundings and working conditions." The buildings and equipment were appraised at $1,462,000 and the firm averaged $2,000,000 worth of business per year. In 1917, Galloway was wealthy enough to build a magnificent 20-room mansion of red brick that contained five bedrooms with sleeping porches, a large playroom, servants' quarters, a spacious living area and six bathrooms, as well as outdoor lighting and electricity.

William Galloway was the developer of the Cedar Heights area of Cedar Falls. He purchased 250 to 300 acres of land here from Samuel Rownd in 1909-10 and formed the Galloway Investment Company. This company eventually owned all the land bounded by Rainbow Drive, the Cedar River, Belle Avenue and Parrish Street. Galloway's many commercial interests also included a lumberyard, a manufacturing company and a seed nursery.



Cedar Heights was incorporated as a town, with Galloway as mayor. His plat of Cedar Heights included donations of land for the present Lookout Park and the site of a school, where Cedar Heights Presbyterian Church now stands. Cedar Heights became part of Cedar Falls in 1935.

Galloway's house on Grand Avenue was a 20-room mansion. It was built of red brick with a steel frame, and contained five bedrooms (each with a sleeping porch) on the second floor. Servants' quarters, a large playroom, six marble bathrooms and oak woodwork made the house one of the area's finest when it was built in 1917. The stone pillars at Edward and Grand marked the entrance to the Galloway estate. Other pillars marked other entrances.

Whether the English tractor fiasco actually happened or not, by 1920 William Galloway Co. had gone broke. The most likely reason for the firm's demise was wartime over-extension and the sudden business downturn and agricultural recession that began in 1920.

In about 1927, Galloway's sons resurrected the William Galloway Co., and continued the business on a more modest scale until sometime in the 1940s. A 1939 catalog lists cream separators, manure spreaders, harrows, gas engines (*read about Galloway's foray into engine manufacturing*), feed grinders and hammer mills, wagons, barn equipment, poultry equipment, and paint.

William Galloway was a big, handsome man with a black moustache who apparently loved his own image, as his catalogs have his smiling face on many of the pages. In an early 1900s history of Black Hawk County, Iowa, he was said to be "... an individual embodying all the elements of what in this country we term a 'square' man – one in whom to have confidence, a dependable man in any relation and any emergency." William Galloway died in 1952 and is largely forgotten today.

Galloway was also instrumental in the development of the Prospect Hills of Waterloo and the Cedarloo section of Cedar Falls. He lived in this house until his death in 1951 at the age of 74.

The home has received extensive renovation and is a private residence.

November 15, 1909 KIMBALL'S DAIRY FARMER Page 23

WILLIAM GALLOWAY

The Farmer, and Farmers' Manufacturer

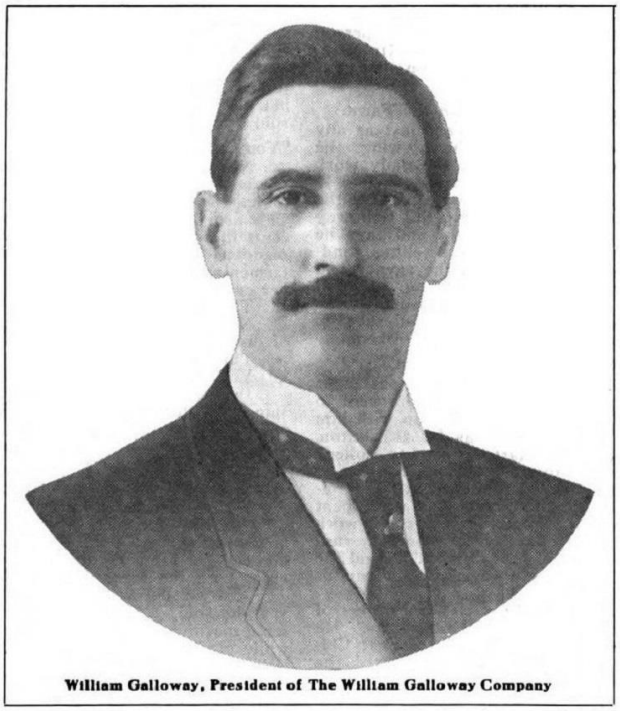
The Story of His Life and Success at 32 years of Age—From a Farmer Boy to the Head of the Largest Factories in the World, Manufacturing and Selling Direct to Farmers Everywhere the Galloway Line of Manure Spreaders, Gasoline Engines, Cream Separators and a complete Line of Farmers Necessities for Home and Farm Use.

How he started with nothing but energy, determination, confidence in himself and the American farmer, with the one idea in view of building up a manufacturing business selling direct to the farmer and giving every customer a square deal, and how from this kind of a start only 8 years ago he has created this large industry, now capitalized at $3,500,000.

This is the story of William Galloway, a farmer's boy of Iowa. It is a story that should be read around the lamp light in every farmer's home in the United States, because it shows how wide is the horizon of the farmer, how great are the opportunities that come to the farmer's boy, if with honesty and courage he will grasp each small opportunity as it comes along. Read it to your boys, you farmer fathers and mothers of America, for it will give them hope and confidence. It will make them proud of the fact that they were born and live on an American farm.

It is a story of a young man who lived on such a farm until he was 19 years of age, and who today, only 13 years later, stands as the strongest agricultural implement manufacturer, who each day ships from the factory he owns and manages, train loads of machinery. It is a story that should interest every farmer for this man was and is one of you. He has your interest and welfare at heart. It is his greatest ambition to help you to save money, and to make your daily work easier and more profitable. It is a story of a man whose greatest wish is to be considered a friend of every farmer in America.

Old Iowa is proud of Bill Galloway, her soldier in the cause of good implements and fair prices, and to Iowa and the Corn Belt and the farms of the United States, a fight for good implements and fair prices is a fight worthy of any soldier.



William Galloway, President of The William Galloway Company

The Story of William Galloway Just as it Happened.

William Galloway is 32 years of age, and at 19 he left the farm. How can it be that these 13 years have set him so far forward?

Let us trace the story from farther back, when many a man who reads this story was breaking prairie sod. Forty years ago, John Galloway, a young man in Ayrshire, Scotland, near the home of Bobby Burns, made up his mind he would come to America, and in March of '69, after a rough voyage on the Atlantic, and another weary week from New York to the Mississippi, he landed on Iowa soil. His only capital, his own two hands, his ready brain and the Free Kirk training, which makes such men of Scottish lads. He immediately hired himself out to a prosperous farmer of Tama County, John McDowell. The next year he went to work for James Wilson, familiarly known to his neighbors in the corn belt as "Tama Jim," who is now the secretary of Agriculture, a Scotchman like himself.

Iowa Land Then Was Worth $10.00, Now It Is $150 Per Acre.

Soon he married a cousin of Mr. Wilson and they settled on a quarter section near Berlin, Iowa. Land in those days was worth from ten to twelve dollars an acre, and John Galloway has seen his land grow in value till today it is worth $150 an acre. Through the years a large family grew up, strong and sturdy as the trees in the wind break he planted with his own hands in the early '70's. And to these children John Galloway and Agnes Galloway, his wife, gave the same strict Free Kirk teaching, the love for truth and honesty, the hatred for all things wrong and evil. Lucky children they, for these things are the richest heritage a father and mother can give their children.

Born on a Typical Western Farm.

William Galloway was born on July 11th, 1877, the third of four boys in a family which also included four girls. Their life was the hearty outdoor life of many another Iowa family — the sports, the hard work of the farm which makes bone and muscle, which teaches the farmer boy to solve his own problems as they come along. They walked their miles to school and church in summer and winter; they played the same games; they learned the same lessons; they had all the joys that come to the farmer boys and girls; they had all the hardships, so called, which make healthy bodies and clear clean minds, and through all the watchful care and sound discipline of a wise and deeply religious father and mother.

His Intense Love for Machinery.

William Galloway, or Bill, as he is known to a million farmers in this country and all his other friends,

was his mother's helper. He filled the wood box in the kitchen, he kept the water pail full, and a thousand and one other tasks which no one but a boy can do for his mother. But he had intense love for machinery, and it was a great day when he was allowed to help his older brothers and his father to fix some of the farm machinery. He liked to figure out for himself just how the thing worked and why a certain shape casting or cam or lever would do a certain work, and he knew in his heart that some day he would be able to make for himself some of these wonderful machines he saw on the farm.

How He Built a Windmill at 13.

Now, William Galloway's plan has always been first to observe the need and second, with all his might to go to work and fill it. He saw they needed a windmill and he got it into his head that he could build one. Everybody but his mother made fun of him when he told them of his plan, but she, with all a mother's confidence, financed the scheme to the extent of $5.85, and William Galloway produced a windmill which would do the business. He took the money his mother gave him and had a blacksmith hammer out the iron work; he went to the lumber yard and got what lumber he needed; he did the work himself until he had the windmill well framed up. Then one of the older brothers saw it and it looked like a windmill to him so he joined William in the undertaking. When the windmill was all made and put together, the two boys hitched up the old mare, and one day when the father had gone to town, they set the windmill down over the old well on the farm. When the father came home that night, there was the windmill pumping away as if it had always been there. The trough was running over with water and the stock that day had all they wanted to drink. The father commenced to get enthusiastic over it and proved his faith in the boys by buying a forty barrel tank. That mill was used for many years until it finally wore out, and that mill was William Galloway's first manufactured product, the first recommendation, too, that he ever got on the farm. It was the first time that any person except himself and mother realized his wonderful ability. That was the start. The only question then was how far would he go.

The Years of Getting Ready—Down on the Farm.

The next five or six years were spent just as any other farmer boy spends his time—the plowing, the seeding, the corn picking, the husking, the daily work of the farmer; more schooling, until at the age of 19 he felt he was ready for college. But where to get the money. He read an ad in a farm paper. Bill Galloway has always read the ads in farm papers and says he always will. This ad wanted agents for selling windmill springs and William Galloway got the agency and traveled up and down the country, selling windmill springs. He was so much in earnest, so sure of the article he had for sale that he had wonderful success; and college loomed up pretty close on the horizon.

Bill Goes to College on a Hog Train.

When fall came, instead of getting on a passenger train and paying fare out of a small capital, he went to a farmer near Reinbeck, Iowa, and fixed it up with him to take charge of a carload of hogs as far as Clinton, Iowa, and William Galloway started away to college on that hog train. From Clinton, he took the train to Monmouth, Illinois, and entered the Presbyterian College at that point. He counted every cent and spent his first day in hunting for a room that he could work for, and got one. He had to pay for this room by running the furnace and doing odd jobs of work around the place. Soon he rented half of it to a fellow student for $2.50 a month for cash.

His broad shoulders, splendid muscles and nerves of iron naturally drew him into the athletic sports. He was center rush for the Monmouth team against Chicago University and other schools, and delivered the goods. But he didn't lose sight for a minute of the fact that he went to school for the educational training. His summers he spent on the road selling goods. His school year he spent pegging away with all his might for the priceless education.

How He Got into Business—And How Hard Work Counts.

While in college he had attracted the notice of an implement dealer and had been selling goods for him in his vacation time. Immediately on leaving school, he went to work for this man and traveled all over Iowa selling implements to the dealers.

Work! Work! Work! from early morning until late at night was his motto. In fact, he got so accustomed to it that he was not happy unless he was working. And the one great underlying principle of his success, no matter what he had to do, and no matter how long it took, the principle taught him by his father and mother at home was to do it right, or not at all—not half done, not three-quarters done, but done to the finish.

The man who employed him to go out and sell machinery to the implement dealers, branched out into the wholesale implement business, selling wagons, buggies, etc., to the dealers at wholesale. This gave William Galloway his first insight into what farmers had to pay for their goods by the time they got them. He saw that the system was wrong and why it was wrong, and in his long trips, he planned out the campaign he would make when he got into business for himself.

Galloway's Own Words Explaining His One Idea of Selling Direct to the Farmer.

Right here we may as well say that if this story of William Galloway were being written by himself, it could be made much more interesting than anyone else can possibly make it, because he has a style of talking and of writing which is all William Galloway's style from start to finish.

Nobody else can imitate it or do it justice.

Nobody can talk right straight to the farmers the way William Galloway does.

He Gives Some Practical News for Farmers.

"Now notice, this is where I commenced to open my eyes and wake up to the fact of what the farmer had to pay for the goods.

I could hardly believe it.

It set me to thinking.

I just said to myself: "Wouldn't it please the farmers if they could only buy for the same price as the dealer, or a little less?"

I made up my mind, then and there, that if I ever had a chance and became a manufacturer I would do that very thing—sell goods to the farmer at wholesale.

Now, look here for example.

When I was on the road for my first employer, we sold a feed mill to the dealer for $26, which was the wholesale price. He retailed it to the farmer for from $38 cash to $42 on time. And, by the way, not as good a mill as we are selling in our general catalog right now for $23.50. Of course you have to pay the freight on it, but, the dealer had to pay the freight, too, on the mill I sold him for $26.

"You Can't Get Around a Fact," Says William Galloway.

Now, notice:

I was paid a commission on every mill I sold. I had to have it to pay my expenses and earn a fair salary. This firm I worked for made from 15 per cent to 20 per cent, they being jobbers. This came out of the price made to the dealers. The dealer in turn sold to the farmer and made his profit of from 25 per cent to 33 per cent.

The farmer had to foot the bill, and pay for it all.

Now, these are cold, bedrock facts beyond a question of dispute.

This is exactly the condition that I found.

You can't get around a fact.

In the course of two years I went into partnership with the firm I traveled for. Then, after a year and a half more, I purchased the interests of my partners and took the management of the business under my own supervision."

In Business for Himself—His Own Idea—Sell Direct.

When William Galloway started in business for himself, he had one stenographer and a little 8x10 office at Waterloo, in about 1901. But then, as now, he was inflexible in his purpose to sell direct to the user a machine with the highest quality he could possibly make. The year of 1903 he sold 4,400 harrow carts. The next year he sold 7,200; and this harrow cart is exactly the same machine that nine years before he had thought out while plodding along in the dust of the big drag on his father's farm.

Down on the farm he made the first harrow cart that ever saw the light of day and it worked. It was a good one, and to that implement his thoughts turned first when he started in business for himself.

He Perfects His Famous Spreader.

In 1902 he ran across a man who had an idea that a manure spreader could be made along quite a different plan; that it could be made to adjust to an ordinary wagon. The man had it but it was a very, very crude affair. William Galloway took hold of it. He told his factory men just what he wanted, and night after night for weeks they worked together on it until they got the idea of the Galloway wagon box spreader.

He spent three years in perfecting that idea before he put it on the market. During that time and since, he has added to and improved until now he owns eleven

Waterloo Technical Society

exclusive patents and the machine is made in five styles and sizes of 50 to 70 bushel capacity; not only the original wagon box spreader but complete spreaders with steel trucks, everyone covered by exclusive Galloway patents which no other manufacturer can possibly get. And these exclusive patents are the apple of William Galloway's eye. In protecting them, he would, if necessary, back the United States Patent Laws with all his capital.

A Crank on Quality—He Gets the Farmer's "OK."

Four years ago the Galloway spreader was practically unknown. Today no farmer but can tell you something of the Galloway machine. It is favorably known from one side of the country to the other. It is sold, many thousands every year. And right here would be the place to give the reason why. Here it is. William Galloway, farmer's boy, farmer and manufacturer is the biggest kind of a crank on quality. He will be content with nothing but the very best, and that is the explanation of the fact that in a neighborhood it never rains Galloway products but it pours.

Must Have New, Original and Different Machines.

He wouldn't touch any article unless it was original and different from the other fellow's; a practical machine and perfectly suited in every way for the farmer's needs. It must save the farmer the most money on price as well as make him the most money in the use for which the article is manufactured.

This is the explanation of the continual growth of the Galloway factories year by year until today the Galloway spreader, four years ago practically unknown, is manufactured in a building with a capacity of 30,000 spreaders a year. That's 100 a day, a spreader every six minutes, complete, ready to ship anywhere direct from the factory to the farm.

30,000 Spreaders a Year His Capacity Now.

This year Galloway has come out in his fall announcement for 1910 and promises the farmers of America that he will save them another extra $150,000 in cash money on the 30,000 spreaders that he is going to make this year. He has shown this by offering a price reduction of $5.00 on each spreader. This is under the very low price that he has heretofore asked. It's due to increased capacity, to added machinery, to increased skill.

This is in brief the story of the Galloway spreader business and there is hardly a farmer in the United States who doesn't know that William Galloway finally succeeded in getting one of the best manure spreaders on the market and that it is being sold today at about one-half what is paid for the other makes of machines.

Also Makes Gasoline Engines.

But there was a continual demand for gasoline engines. He was always getting letters from farmers and other people who dealt with him, asking if he could sell them a gasoline engine.

Now, with William Galloway to know a need is to find some way to satisfy it. The Gasoline Manufacturing Co. of Waterloo had for years been making a simple, durable and powerful gasoline engine. He made Mr. Cascaden a proposition, bought the factory, patents and raw material, and turned over the work to his own superintendents. And just as with the spreader factory, the gasoline engine factory has in two years twice been doubled.

The Galloway engine is being sold all over the United States and is giving universal satisfaction.

And Cream Separators.

Probably the third most important machine to the American farmer after the manure spreader and gasoline engine is the cream separator, and that is the third of the great Galloway line of specialties.

William Galloway took up the manufacture of separators with the same enthusiasm and steadfastness of purpose and now more than one of his competitors realizes the extent to which his cream separator business has grown. William Galloway's fixed idea, "Perfection or nothing else" crops out of the cream separator and that is what has sold the thousands upon thousands of them and that is what has waked up the Galloway competitors in this line.

Here's Galloway's Square Selling Plan.

Here's the way William Galloway sells goods. He starts out by saying, "If I were buying this machinery, how would I want to buy it?" Then he applies the test, "Perfection in selling plans or nothing else." All farmers are familiar with the Galloway selling plan with its liberality and straightforwardness.

For example: On his great line of manure spreaders, he ships promptly, just the machine that any farmer wants, and allows 90 days' free trial. He prepays the freight anywhere in the United States. He even makes the offer that, if at the end of the year the machine does not prove a paying investment, he will take it back, pay all the freight charges and refund the price with interest at 6 per cent.

Progress All The Time.

No wonder his business grows! It has been necessary this last year to build an Administration Building for the accommodation of the great office force of the William Galloway Company. It was erected and opened last fall at a cost of $20,000. Bill Galloway knows how to build so as to get the greatest accommodation for the least money. This keeps down his fixed charges. The farmers get the benefit in lower prices.

Capital Now $3,500,000; Employs 725 People; Does $2,500,000 Business Annually.

The extraordinary development of this great industry, which is based on giving every customer a square deal, is most clearly shown by the following figures:

In 1906 it was capitalized for	$ 100,000
In 1907 it was capitalized for	200,000
In 1908 it was capitalized for	400,000
In 1909 it was capitalized for	3,500,000

Number of People Employed.

In 1901	1 person
In 1904	5 people
In 1905	80 people
In 1906	125 people
In 1907	300 people
In 1908	500 people
In 1909	725 people

The William Galloway Company does a business from $2,000,000 to $2,500,000 annually because the system is right, the goods are right, and the price is right.

Postage Stamps Cost $40,000 This Year.

The company's postage bill this year will run $40,000 easily.

The daily receipts run up as high as $15,000 cash a day, requiring stenographers, office help, etc., the largest west of the Mississippi.

It has the largest freight shipments out of Waterloo, the strongest manufacturing city in the state of Iowa, with 125 factories.

The business has grown so large that it has been necessary to establish a town of its own. The railroad companies, after the various new factories and the Administration Building were completed in the fall of 1908, gave the William Galloway Company a town and names it Galloway, from which all shipments are now made, and it can be found in any of the traffic books.

The Big New Spreader Factory Building.

The latest development has been to install the manure spreader business in its big three-story factory. This was formerly owned by the Kemp Company of Waterloo and is conceded by all manure spreader manufacturers to be the largest factory ever built for the manufacture of manure spreaders. The Kemp Company sold their business to the International Harvester Company, leaving the building vacant.

Galloway made a deal with the owners. It cost him over $100,000, but it is now occupied and running full blast, making Galloway manure spreaders with a capacity of 100 a day, or 30,000 a year. This makes Galloway today indisputably the largest manure spreader manufacturer in the world.

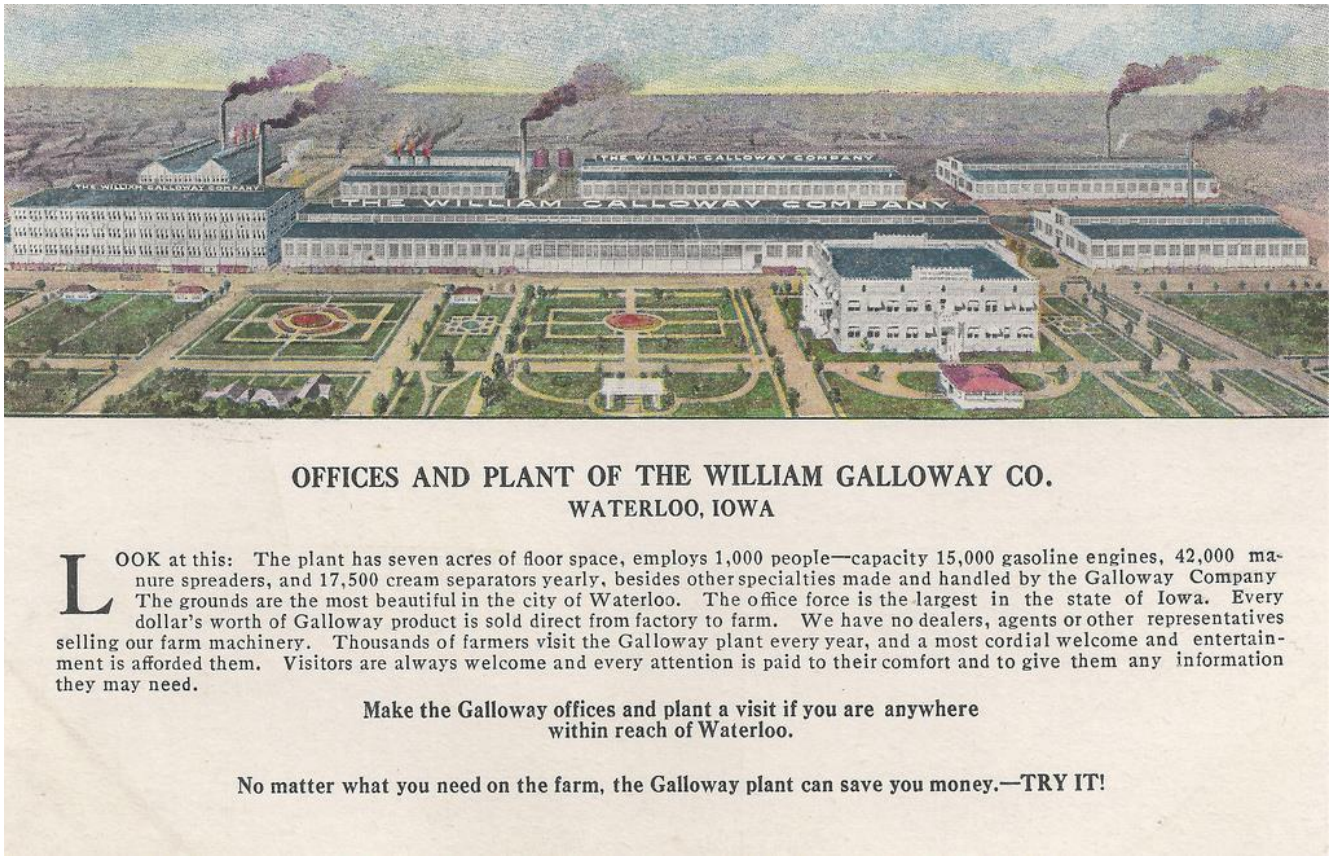
How Galloway Got the News to the Farmer.

Having determined that the farmer should buy his machinery at actual cost (plus a living profit) the next step in his development was to get news of this fact to the farmer. This, Mr. Galloway has done by means of the finest catalogs ever issued by any house, and by means of the most extensive advertising campaigns ever carried on by any manufacturer.

Galloway's catalogs are free. Into them he throws the whole strength of his personality in telling the farmer customers every single point about his machines and the goods that he offers to deliver. These catalogs are colored and illustrated and make interesting reading. They cost him thousands of dollars every year, while the postage on them is enormous. Despite all this, Mr. Galloway is more than pleased to send these catalogs absolutely free of charge to any person who asks for them.

There are five catalogs altogether; The Galloway Manure Spreader catalog; the Galloway Gasoline Engine catalog; the Galloway General Merchandise catalog;

Source: https://www.smokstak.com/forum/showthread.php?t=144564



OFFICES AND PLANT OF THE WILLIAM GALLOWAY CO.
WATERLOO, IOWA

LOOK at this: The plant has seven acres of floor space, employs 1,000 people—capacity 15,000 gasoline engines, 42,000 manure spreaders, and 17,500 cream separators yearly, besides other specialties made and handled by the Galloway Company The grounds are the most beautiful in the city of Waterloo. The office force is the largest in the state of Iowa. Every dollar's worth of Galloway product is sold direct from factory to farm. We have no dealers, agents or other representatives selling our farm machinery. Thousands of farmers visit the Galloway plant every year, and a most cordial welcome and entertainment is afforded them. Visitors are always welcome and every attention is paid to their comfort and to give them any information they may need.

Make the Galloway offices and plant a visit if you are anywhere within reach of Waterloo.

No matter what you need on the farm, the Galloway plant can save you money.—TRY IT!

Figure 6. William Galloway Co. on Westfield Avenue across from the current location of the John Deere Service Parts Operations.

Additional sources the reader may want to view on this topic are:

www.campsilos.org/excursions/grout/two/act5f.htm
https://www.legendsofamerica.com/jh-galloway/
https://www.gasenginemagazine.com/gas-engines/galloway

Next Meeting. The next meeting will be April 11, 2018, speaker will be Wave Droids, 13206 from Waverly, IA.

Meeting adjourned at 8:20 pm.

Respectfully submitted,

James R. Stevenson, Vice President and Secretary