

CUT THE TRACES!!



BUY A MOGUL 8-16 KEROSENE TRACTOR

YOU are one among millions of farmers whose dearest wish is larger net profits. You want your farming to pay, and pay well, but you realize that larger profits must come from savings you can make, rather than from higher prices for your products.

The one item on which you can make a good saving at once is **farm power**. Larger net profits are impossible so long as you use horses for heavy farm work. Horses cost too much. Their feed and keep cost too much. And they do far too little work. **These things you know.**

A Mogul 8-16 kerosene tractor will do all the heavy work your horses are now doing. Its "feed" and keep cost less. And it does not only the heavy work of the horses, but many things that horses cannot do. **With these facts—and they are facts—you are not so familiar.**

But the tractor v. horse question is now up for final settlement, and you farmers have the deciding vote. You can keep agriculture bound to the traces of a team, or you can cut the traces and hitch your work to the drawbar of a Mogul 8-16 tractor. You can continue farming at your present rate of profit, or you can increase your profits and at the same time relieve yourself of a lot of hard disagreeable work.

WHICH WILL YOU DO? THE DECISION IS IN YOUR HANDS

On the one hand is your horse—each horse costing you the entire yield of five acres or more for feed alone; putting that much land out of the profit-earning class, cutting down the available food supply of humanity, demanding an unreasonable amount of personal service, and, for it all, giving you less than a hundred days of work a year.

On the other hand the Mogul 8-16 h.p. kerosene tractor consumes nothing that in any way affects the food supply of the world, allows you to farm all your land for profit, demands little personal service and none when it is not working, and in return will do for you at any and all times as much work as you can crowd on it.

Sentiment alone ties any farmer to the horse. In this case sentiment cannot increase your profits, while the tractor can and will. **Cut the traces. Hitch your farm tools to the drawbar of a Mogul 8-16. HERE IS FARM POWER AT A PRICE EVERY FARMER CAN AFFORD.**

Send a card to our nearest branch house to-day. It will bring you promptly complete information about the only possible method of increasing your net profits.

International Harvester Company of Canada, Ltd.

BRANCH HOUSES:

At Brandon, Calgary, Edmonton, Estevan, Hamilton, Lethbridge, London, Montreal, N. Battleford, Ottawa, Quebec, Regina, Saskatoon, St. John, Winnipeg, Yorkton

overnor
y every the
into appara-
schines, fast-
any light
eparators
Governor
others com-
E. F. A
S. U.S.
MINNEAPOLIS
ERS
EZING
ALIVE SEAT
APS
POSE
IGERS
ELAND
BETO
Works
n,
d
eg
te
OF
ADA
RAS
GNS
etc.
EG
W
y