

A Move in Line with the Spirit of the Times

TO the Farmers of Canada we offer for consideration a new tractor sales policy. By eliminating certain selling expenses we have been enabled to effect a remarkable saving in marketing *Twin City* Oil Tractors. We are confident you will appreciate the spirit and determination which has prompted this. We are not pocketing this saving but we are giving it to you. The high prices of the past few years were the result of the top heavy sales expense, an expense which the farmer always paid but for which he never received a penny's worth of value. The Man in the Middle is the man who made the most out of it. You can make it now by buying on our direct sales plan.

Direct from Factory to Farm

CUT out the non-producer, save the money for yourself. Better values, if possible, can be given. Better service, if possible, can be rendered. You pay for nothing you do not get. We have stopped the senseless waste of marketing expense; saved it for you. Do you want to take advantage of it? Here is our plan:

Eliminate Salesmen's salaries and high expense accounts and do business direct with you instead of thru the dealer, thus saving that commission. This amounts to several hundred dollars per machine and up to now you have had this to pay. Deal direct with the manufacturer, and put the money in your own pocket. The saving is enormous. In our plan you get all you pay for. Remember this is

Not Price Cutting but Value Giving

OUR new sales policy gives the farmer the commission usually paid to the dealer. Our sales expense has been reduced to the very lowest possible figure. We do not have the expense of high salaried salesmen. We will deal direct with you—sell you an engine at Manufacturer's price, eliminating the dealer, the canvasser and other middle men. This commission goes to you, goes to the man who spends his money, to the man who buys the engine, to you who pays the bill. You are not paying a high price to cover lost accounts, salesmen's expenses, dealer's commissions, but

An Honest Price for an Honest Tractor

WE have a fund of detailed information on this new proposition, which will appeal directly to you as a careful buyer. Write and learn how and why we are able to offer you the dealer's commission on your individual order.

REMEMBER—A POSTAL WILL DO IT—NOW.

MINNEAPOLIS STEEL & MACHINERY CO. OF CANADA, LTD.

L. L. BROCKETT, Mgr.

Winnipeg, Manitoba

166 PRINCESS STREET

BRANCHES: REGINA—JOHN GIBNEY, Representative

CALGARY—C. F. LEIF, Representative

SASKATOON—R. E. SMILLIE, Representative.

Address All Inquiries to the General Office at Winnipeg

When you buy a Tractor this Spring be sure that you get a Tractor built in 1914 and not a machine that has been carried over from some previous year. All Twin City Tractors for our 1914 trade are built in 1914 to meet 1914 requirements.