



Map Showing Distribution of Tractor Dealers in Manitoba, Saskatchewan and Alberta

The dealer has been and will continue to be the logical medium of tractor distribution in Western Canada. Some two thousand dealers are now carrying tractor contracts in the Canadian West. The automobile dealer is also "nibbling" on the tractor for with the shortage of motor cars occasioned by the war, he sees in the tractor something that will keep his business alive until such time as the motor car business begins to move once more.

The above map shows how thoroughly the field is covered by the tractor dealer in Western Canada. To the tractor manufacturer who is desirous of working this field it should be quite evident that his medium of distribution is already here and working.

The Canadian Thresherman and Farmer maintains an Implement and Tractor Dealer's Service Bureau for the use of manufacturers and distributors who are desirous of working this territory. A part of this service is to maintain an up-to-date list of implement dealers for those who desire it. This list will be supplied at a very nominal cost.

