

# Sold on its Value—Not on its Price

The Nichols-Shepard Steam Engine could be cheapened and sold for much less money.

It would make just as good an appearance and would go out and run and do just as good work---for a while. But the continuous service, day after day and year after year, would not be there.

Nichols & Shepard Company have been making steam traction engines for over forty years, and all their experience during that time and all that they have learned about building them is incorporated in each engine shipped from the Factory.

Notwithstanding the greatly increased cost of materials and labor, Nichols & Shepard Company have not cheapened their product in any respect.

Improvements have been made from time to time until to-day the Nichols-Shepard Steam Engine stands at the head of the list---the ideal power plant.

Compare the specifications of the Nichols-Shepard Steam Engine with engines of other makes.

Note the heavy boiler plate, the heavy gearing and shafting, the extra precautions taken to provide adequate lubrication.

Note the massive steel rim drive wheels, which can be fitted with flat lugs for highway or city use.

Note the conveniences found on the Nichols-Shepard Steam Engine not found elsewhere.

Ask your neighbor who owns one and he will tell you how little fuel and water it takes to operate it.

Then bear in mind the Company whose warranty is back of this Engine, and the service given to its customers and you will realize the truth of our claim that the Nichols-Shepard Steam Engine is the only engine you can afford to buy.

Built in various sizes from 13-40 Horse Power to 25-85 Horse Power, both single and double cylinder.

Send for new 1917 Catalog, with complete description. Ask for your copy of the Home Edition of the Red River Special. These will be sent to you FREE.

## NICHOLS & SHEPARD CO.

In Continuous Business Since 1848

**Builders EXCLUSIVELY of THRESHING MACHINERY**

Red River Special Threshers, Feeders, Wind Stackers, Steam and Oil-Gas Traction Engines

**BATTLE CREEK, MICH.**

BRANCH HOUSES (with Full Stock of Repairs) at

REGINA, Saskatchewan

H. P. NORTON COMPANY, CALGARY, Alberta

WINNIPEG, Manitoba