1914

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## 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 Twinfily. Oil Tractors. We are confident you will appreciate the spirit and determination which has prompted this. We are not pocket-

ing 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 can-

vasser 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, dealers' commissions, but

# Twin City Expert Service is Unexcelled

¶ As an important part of our new tractor selling policy we have determined to give our customers the benefit of the best service and expert

service and expert department in the tractor business.

¶ In addition to our general office at Winnipeg, we have branches at Regina, Saskatoon, Calgary and other distributing points.

¶ A stock of tractors and repairs will be kept at these points and other places convenient for distribution. Experts will also be stationed at the most convenient points and the previous liberal policy of the company in its expert service department will be maintained and improved in every way that the best interests of our customers demand.

The purchaser of a Twin City. Tractor is assured that he will always be taken care of, and that behind every machine stands a company that is one of the very strongest in the business. We are building more tractors today than any company in the world.

### 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.

There are Four Sizes of the Twin City Tractors, suiting them to all requirements of the farmer:

Twinfily "60" Twinfily "25"
Twinfily "40" Twinfily "15"

All are of the four-cylinder type except the Twin City "60" which is a 6-cylinder machine.

All Sizes are equipped with combination carburetors which burn Kerosene, Distillates, etc., as well as Gasoline

#### Now Consider this Proposition

Consider what this Tractor is. Consider the Sales Plan under which we sell it. I sn't it an epoch making proposition that you are able to buy from this wonderful line of machines on a Direct From Factory To Farm Plan? If it were a cheap, low grade tractor it wouldn't mean so much. If other companies were doing it, it wouldn't mean so much. But here is the leader of all Tractors—a Tractor known in every part of the world.

The great Twinfily.— The Twinfily. "60"— The Twinfily. "40"— The Twinfily. "25"— The Twinfily. "15"— all wonderful four and six cylinder machines. There are no other machines like them. There is no other machine sold on such a policy as ours—no other Company can sell Tractors Direct from Factory to Farm. ¶ Read about our policy as printed above, and write for more information about it.

REMEMBER—A POSTAL WILL DO IT—NOW

### Minneapolis Steel and Machinery Co. of Canada, Ltd.

L. L. BROCKETT, Mgr.

WINNIPEG - MANITOBA

167 Princess Street

BRANCHES: REGINA (JOHN GIBNEY, Representative) CALGARY (C. F. LEIF, Representative) SASKATOON (R. E. SMILLIE, Representative)

ADDRESS ALL INQUIRIES TO THE GENERAL OFFICE, 167 PRINCESS STREET, WINNIPEG

WHEN YOU BUY A TRACTOR THIS SPRING BE SUKE 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