



# Pointers for Prospective Tractor Buyers

Successful Tractors are Developed Through Actual Work on Many Farms

### YOU MUST SETTLE THE TRACTOR QUESTION

Your business is farming, which requires implements, machines and power. The business of The Harvester Company is to supply you with just the machines and power you need for your work. Just now we are both deeply interested in the problem of a safe, dependable, economical farm power.

You may have a tractor. If not, you are probably needing one. Practically every farmer is now in one class or the other. We cannot properly analyze your individual power needs without seeing your land or talking with you, but we can point out some things that will help you in making the wisest decision when you finally select a tractor.

Our interest in your decision goes deeper than you may think. No matter what tractor you buy, sooner or later you will undoubtedly hitch it to some of our machines. It's the machines that do the farm work, and they can do it properly only when the power is right.

### POWER AND POWER MACHINES MUST BE ADAPTED TO ONE ANOTHER.

As you know, The Harvester Company pioneered the harvesting machine business, beginning about seventy-five years ago. In the meantime they have produced many other necessary field and belt machines. No one yet has suggested a better way to harvest grain than with the binder they developed through years of experience. Many of the machines you are using owe their present efficiency to that same long experience.

Isn't it logical that The Harvester Company with all this knowledge of farming should know what kind of tractor would best operate all your machines? Who, would you say, could be in better position to supply the right kind of power, than a concern that has for so many years made both farm machines and tractors?

### PRODUCED TRACTORS YEARS AGO

No world war or sudden demand caused The Harvester Company to develop a tractor. The farm power and labor conditions which the war has only intensified existed years ago. Knowing these conditions The Harvester Company started producing tractors over twelve years ago. Since then, in peace and war, they have never relaxed their efforts to develop tractor power to a point where most farmers could use it profitably.

### THE VALUE OF EXPERIENCE

Every power unit must be designed for the particular kind of work to be performed. The automobile is well designed with lots of power, but useless for plowing, harvesting and threshing, because it is not hooked up right for that work. A tractor may be well designed as a power unit for field work, and still not be hooked up right for belt work. Again, it might be well adapted for belt work and very poor for drawbar work because it could not stand the field strains that wreck every machine not especially built to stand them. A successful tractor is not only designed especially for the work to be done, both field and belt, but must be economical in operation and one that farmers can keep in running order. Every part liable to damage or wear must be easy to get at for adjustment or repair.

The Harvester Company's years of experience with tractor power and both belt and drawbar machines has enabled them to provide a most successful and economical power for all purposes. Without farming experience no firm can be sure that its tractor will be successful. Real tractors are developed by wide experience with both the tractor and the machines it must operate. Many of their most valuable qualities are hidden beneath the surface and only show up when the work is extra hard. Behind every International Harvester tractor stands twelve years' tractor experience, not on a draftsman's table or in a pattern shop, but in the factories and on the thousands of farms where International Harvester tractors have been in use for years in the United States, Canada, and twenty-five foreign countries.

### MORE THAN A TRACTOR

As soon as a tractor is sold by many concerns, the deal is closed. Everything you get is in the tractor. They have nothing more to sell.

We sell a complete line of farm machines. Every time you need a machine, we have a chance to do business with you. Every time we sell you a satisfactory machine, we have that much better chance to secure your future business.

The concern that sells tractors only can rest content with one sale—satisfactory or not. We cannot. We want to sell you other machines after you have purchased a tractor. If our tractors should not live up to our promises, we would lose not only your tractor business but your confidence in the other machines that we sell. In this respect we have more at stake than most concerns selling farm machines.

To give satisfaction to our customers, both at the time of the sale and after, is a vital matter with us. In order to do it, we have developed a distributing organization of sixteen branch houses, each carrying a complete stock of machines and repair parts, backed up by a local agent service that insures the best of satisfaction to all buyers and users of our machines.

### THE COBOURG TRACTOR DEMONSTRATION

International kerosene tractors in the three sizes most in demand, developed as outlined above, will be shown at Cobourg, Ontario, September 17, 18, 19 and 20. Every farmer who attends the Demonstration is cordially invited to visit our exhibit, and to ask any question he wishes about the construction of our tractors, their operation at belt or drawbar, economy or profit to users. We like to meet farmers who have given the tractor subject some study. Come to Cobourg and talk over your problems with us.

## International Harvester Company of Canada, Limited

### BRANCH HOUSES:

WEST—Brandon, Man.; Calgary, Alta.; Edmonton, Alta.; Estevan, Sask.; Lethbridge, Alta.; N. Battleford, Sask.; Regina, Sask.; Saskatoon, Sask.; Winnipeg, Man.; Yorkton, Sask.

EAST—Hamilton, Ont.; London, Ont.; Montreal, Que.; Ottawa, Ont.; Quebec, Que.; St. John, N.B.

