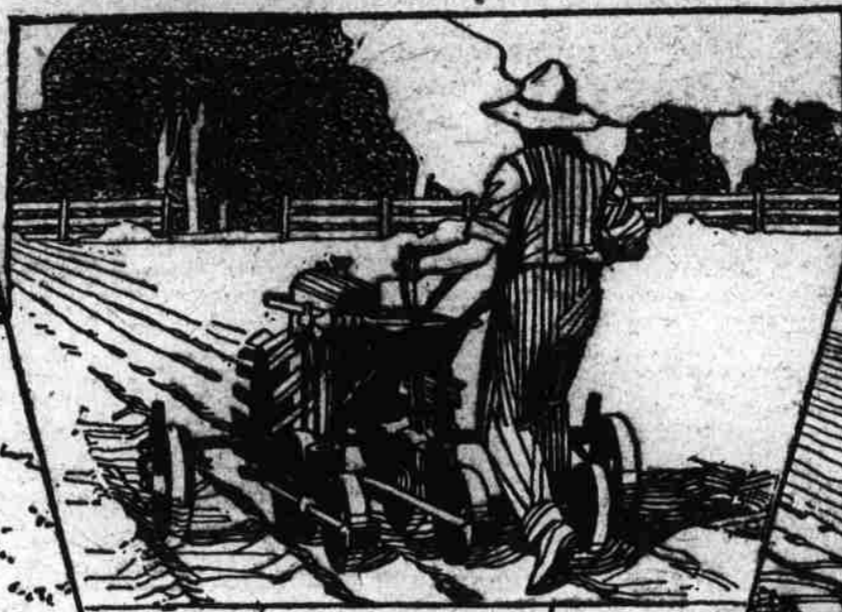
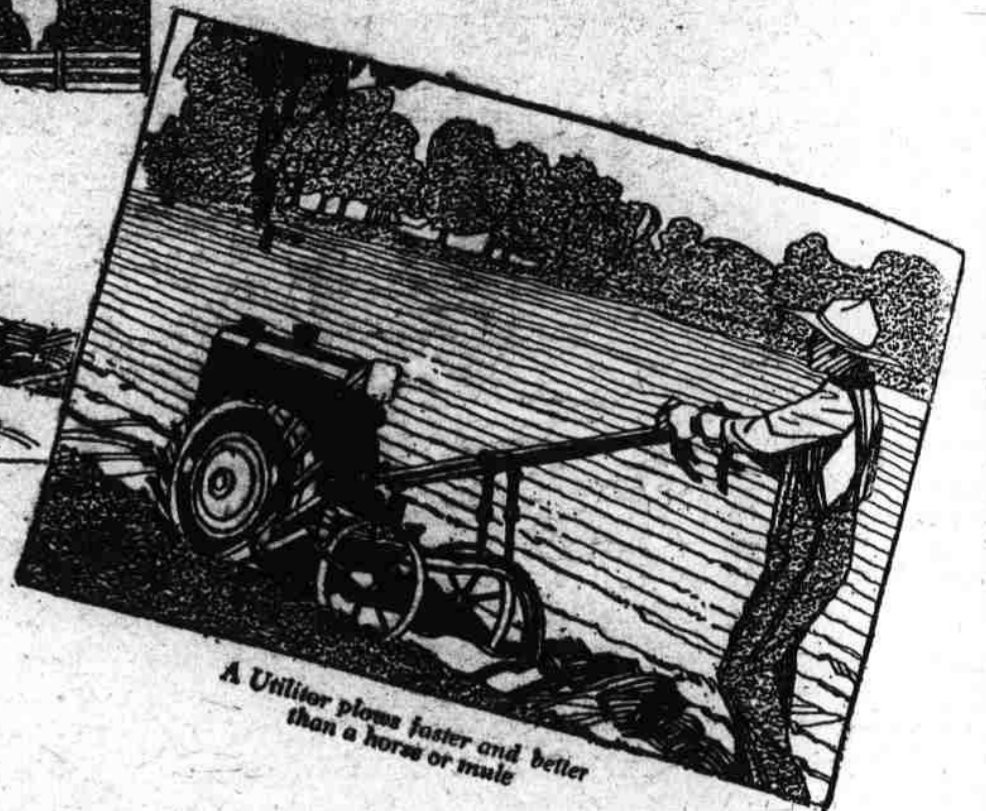


Discing in Indiana with 8 coulters



Utilitor operating 3 row, gang seeder



A Utilitor plows faster and better than a horse or mule



Utilitor has ample clearance for straddle row cultivation



For Truck Garden Work the Utilitor is unsurpassed



Showing new corn planter attachment for Utilitor



Farmers are using the powerful Utilitor for line-shaft belt work

MIDWEST UTILITOR

The Men Who Sell It Wanted to Know So They Used 4000 Acres to Find Out

Your protection in buying a Utilitor lies in the fact that this machine has been forced to prove its own dependability and usefulness before any man would attempt to sell it to you.

Long before we attempted to establish a selling organization for the Utilitor, we sent our engineers and agricultural experts over the country and told them to stay until they had proved beyond the shadow of a doubt that the Utilitor would perform satisfactorily under the conditions placed upon it.

They tried the Utilitor in all kinds of soil breaking, cultivating, seeding, truck garden work, nursery work, fruit cultivation and last but not least they conducted an exhaustive test of the Utilitor on belt work from running a grindstone to cutting wood.

We found that in certain parts of the country for field work special rims were necessary; in other parts of the country we found that guards on the machine to protect the plants were necessary. In fact we found many things to correct and several things that the Utilitor could not do, such as working on steep hill sides and in swampy lands.

But we proved above all else that with the adoption of the changes found necessary as a result of the many gruelling tests, that the Utilitor was unquestionably a power farming utility that would appeal to the practical farmer and food raiser as a cost-cutting, profit-building piece of machinery.

We then told the selling field that we were ready to do business with them. Now here is where all this begins to concern you.

These hard-headed keen merchandisers had no trouble in seeing the necessity for such a

machine as the Utilitor, but they were not content to accept our word alone for what the Utilitor would do—how it would hold up—how well it would work.

They readily saw that the resources and experience of the Midwest Engine Company were behind every Utilitor in the form of the most comprehensive service system to owners which they had ever seen instituted.

Still they were not satisfied. They wanted to know first hand what the Utilitor would do in usage, because THEY were the men who had to show YOU what the Utilitor WOULD DO.

So they conducted their OWN tests. It has been estimated conservatively that the Utilitor has undergone tests in the hands of salesmen and dealers involving practically every possible use—some 4000 ACRES having been used to PROVE to these men that the Utilitor IS BUILT RIGHT, STAYS RIGHT and is applicable to the work for which it is intended.

What happened is this—the Utilitor sold itself to the men who would SELL IT TO YOU.

Can you ask for a better, a safer method of investigating the Utilitor than to KNOW FIRST that the man who sells it knows that it thoroughly lives up to the expectations of EVERY man who sells it.

But Regardless of All This, Here is What We Want You to Do When You are Ready

Don't accept anybody's word for the Utilitor's performance but your OWN. Let all that we have told you simply be an incentive to want to know more about this machine for YOURSELF.

Any Utilitor dealer in your vicinity will give you a demonstration of the Utilitor doing the sort of work done on your place. You can rest assured that he will tell you very frankly if the Utilitor WON'T do your work. You will be under no obligation to buy a Utilitor if you are not completely satisfied with the Utilitor in every respect—mechanically, economically and otherwise.

If you don't know the Utilitor dealer in your locality, fill out the coupon and mail it to us and we will send you his name. We will be glad to send you any special information on the Utilitor which you may require.

MIDWEST ENGINE CO., Indianapolis, U. S. A.

Dependable Power

MIDWEST ENGINE CO.
416 Martindale Ave.
INDIANAPOLIS, IND.

Cut around dotted line and paste this address on a postal card if you do not care to send coupon.

Gentlemen:—Please send me without obligation on my part your booklet "Beating the Game" and the name of your nearest dealer. I am giving you the following information so that you can show me how I can use the Utilitor profitably on my place.

I own.....acres. I raise.....
My soil is..... I produced last year.....
sandy, Marshy, rolling
Name.....
City.....
County..... State.....