Every Tiller of the Soil Needs this Machine
Therefore it sells rapidly and is a great money maker for the dealer who can secure a Utilitor contract

The Utilitor is what far-seeing dealers have been wanting—a steady, dependable money maker.

It sells at a price that any land owner can pay.

It sells readily because any man, in the food raising business to make money, sees for himself how it will cut down his production costs. It stays sold because it really does plow, cultivate, harrow and do the general work of one horse; and because it is so well designed and well built that it keeps going.

It sells the year 'round because it is just as good for belt work as it is in the field, and its usefulness is not affected by the seasons.

Automobile dealers are taking on the Utilitor because it is a necessity and stabilizes their business. Truck dealers, especially those going after the farm truck business, find it a most profitable adjunct.

And tractor dealers find that the Utilitor fills in with a big tractor beautifully, rounding out their line, thus enabling them to sell the man who cannot use a big piece of motive power economically. They are taking on the Utilitor for precisely the same reason that the wise automobile dealer with a big car fills out his line with a smaller car.

If you are an automobile, truck or tractor dealer find out what the Utilitor situation is in your territory.

The Utilitor pulls business into your salesroom when all else fails—because it’s an inexpensive necessity

MIDWEST ENGINE COMPANY
INDIANAPOLIS, U.S.A.