

“In the Light of Reason”

(Borrowed from the Supreme Court.)

Americans are eminently fair minded, and while rather quick on the trigger, it is not right to think for a minute that they go ahead on the strength of a mere “hunch.”

Consciously or unconsciously the average buyer of Implements is fast arriving at the point where he uses judgment based on some previous hard thinking. A logical analysis, if you please, and inasmuch as logic is as sure as mathematics which arrives at the right result one hundred times in a hundred, the orchardist who thinks accurately secures for his money more good, sound material and service and less blue sky.

Right now in the offing there is a loud noise that sounds like **SERVICE**

Brand new idea? Not at all. We have been selling service for two years and more. Perhaps we haven't talked about it as much as we ought---been too busy taking care of its delivery. But it is a great big inviting reality just the same.

Practically speaking, no matter what your requirements in our line, whether it be a plow or an automobile, a power sprayer or a buggy washer, we can give it to you backed with our guarantee of quality---and our guarantee of service---efficient, willing, enthusiastic. Our goods are bought from wholesalers in whom we have the utmost confidence. Bought from people who give their entire time and thought to development in efficiency and service to users.

Our lines are all standard goods---made and guaranteed by honest, conscientious business men. As an example, take the Hardie Power Sprayers---why shouldn't they build a better sprayer than the firm just beginning? And having no other lines to divert their attention, isn't it to their advantage as well as yours to see that you get the **SERVICE?** Reason it out for yourselves in other lines as well.

Gilbert-Vaughan Implement Company