

Massey-Harris Service

Talk No. 5.—*Manufacturing and Selling.*

NO matter how much care may be exercised in the manufacturing of an article, the manner in which it is sold may to a large extent, cause one to lose sight of whatever merit the article may possess.

In some cases the manufacturer has a large force of travellers selling to the jobbers, who, in turn, have their travellers selling to the retailer, who supplies the consumer. The manufacturer must first make his profit, then each of the Selling Agencies comes in for a profit, all of which are added to the price of the article. Then, if it is an article which may require attention of any kind, one is so far removed from the manufacturer that service is practically out of the question from that source, and the various Selling Agencies lack the required knowledge or are indifferent towards an article which may be but a small part of their line, and which they might not handle another year.

Sometimes implements are sold by methods which apparently enable the vendor to make very attractive prices, but, when one comes to add the freight and other items incident to the purchase, and takes into consideration the quality of the goods and lack

of service in connection with same, the apparent "bargain" often looks very different.

In buying from Massey-Harris Company, Limited, you buy from the manufacturer. You pay no profit to middle-men—what would go to them for selling expenses and profits, you get in better implements and *Service*. Our Branch Offices, Travellers, Experts and Local Agencies are maintained solely for the purpose of rendering the very best possible service to our customers.

The manufacturing is done on as large a scale as is consistent with thorough workmanship, and by shipping in large quantities, we are able to secure very advantageous freight rates, so that, both in the manufacture and distribution of our implements, we are able to effect economies which are out of the question in a business conducted on a smaller scale, and can give our customers the highest possible quality in the implements themselves, and render *Service* without a parallel.

Don't let the matter of price alone influence you in your purchase of an implement, for the quality is remembered long after the price is forgotten.

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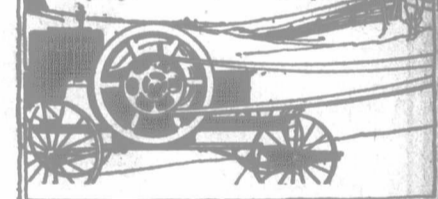
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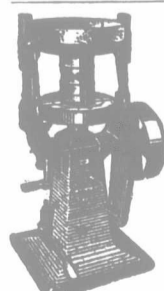
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