

In a lengthy article published in our issue of June last we showed plainly how insane competition had brought ruin to the door of many well-known farm implement factories in Ontario, and the very unsatisfactory state into which the trade had drifted.

Matters were getting steadily worse, and a remedy had to be sought or most serious losses would be sustained. "How could the situation be bettered?" That was the question. Cheapening the quality of the goods—a measure resorted to by some—would but hasten on the crisis. While it could be argued, with truth, that the Canadian farmers got better goods and at lower, or certainly as low, prices as in any country in the world, to raise prices was so serious a matter, and so doubtful an expediency, as to be out of the question. What then? The consolidation of capital, the consolidation and condensing of management, the consolidation of patents, methods of manufacturing and manufacturing interests seemed the only solution to the problem. This would at once effect a great saving in both the cost of production and distribution. It was confidently affirmed that so great a saving would be effected in this way as to put the business in a healthy condition, and admit of earning a fair living profit without any attempt at raising prices. We are assured at the present time that such will doubtless be the result. If so, can there be any doubt whatever as to the direct and substantial benefit to the farmer and to our country alike.

The farmer can depend upon getting his machines at the lowest possible price, and having an abundance of capital, this new company can provide every facility and convenience for giving the agriculturist prompt and efficient service, and he can be assured of getting the necessary repairs for time to come, conveniently and quickly, for all machines made by MASSEY-HARRIS Co., Ltd., or that were formerly made by the companies now composing it.

The management of MASSEY-HARRIS Co., Ltd., as we are informed, are bending their energies and sparing no pains to complete a system of handling their enormous output of machines and supplies in a manner that shall be highly satisfactory to their customers.

Further, this Company now being possessed of the most valuable harvesting and seeding machine patents extant, and consolidating all the secret and valuable processes of manufacture, they have every opportunity of combining in one the good features of the several machines made by the different companies hitherto.

As a result they are now placing on the market the finest line of Self-Binders, Mowers, Reapers, Rakes, Hay Tedders, Combined Drills, Fertilizer Drills, Seeders, Shoe Drills, Cultivators, Harrows, etc., ever offered for sale.

Is this a great monopoly? Well, no, for there are still a dozen or more well known concerns in the business, but even were it a monopoly, the question is, will its policy be to do as "monopolies" are generally supposed to do—to "kill off" those remaining in the business, and "lift up" prices.

As to this point, the President of the Company, Mr. H. A. Massey, stated to the public press that such a move on the part of this new Company would simply be suicidal, and so it would. He said, "our policy will be one of live and let live both towards our competitors and those with whom we do business. We only want to earn a fair living profit, and such being the case, unless there is a decided advance in the price of raw materials, there will be no occasion to raise prices, since, in simplifying the method of distribution alone, we will save a large sum of money." Each of the four companies now constituting this new organization has heretofore maintained a very large staff of local and travelling agents; they have each kept up necessarily large office staffs, and at the leading centres each company has had a separate warehouse.

For instance, in the City of Toronto the MASSEY MANUFACTURING Co., formerly had large retail warerooms at 126 King St., East; the HARRIS Co. kept up show rooms on Francis St., and a ware-

house for storage at the foot of Church St.; Patterson and B.O. Co., and J. O. Wisner, Son, and Co., also maintained a local warehouse on Front St. Now one warehouse alone will be sufficient (126 King St. East), and so also throughout all Canada and in foreign lands, one line of agencies and warerooms will answer every purpose.

Hence in this particular, as one instance, it is self-evident a large saving will be effected.

The personnel of MASSEY-HARRIS Co. Ltd. will not be materially effected by this addition to its ranks, except as follows:—Mr. J. D. Patterson, is to be elected a member of the Board of Directors, and appointed manager of the Woodstock Works. Mr. W. S. Wisner and Mr. A. S. Patterson, of Winnipeg, will also take an active part in the Company's affairs.

The Officers of the Company are:—H. A. Massey, President; J. Kerr Osborne, Vice President; A. Harris, 2nd, Vice President; L. M. Jones, General Manager; W. E. H. Massey, Assistant General Manager; J. N. Shenstone, Secretary; C. D. Massey, Treasurer.

The Board of Directors is made up as follows:—H. A. Massey, Chairman; J. K. Osborne, J. N. Shenstone, C. D. Massey, L. M. Jones, W. E. H. Massey, T. J. McBride, and J. D. Patterson.

Our Clubbing List contains about one hundred and fifty of the leading newspapers, magazines, and journals of the world, all of which we offer at reduced rates, in connection with Massey's Illustrated. In most instances the two periodicals can be obtained for the price of one. Any number of different papers and magazines may be ordered through us, and not only can a great saving be effected in the price by so doing, but also the trouble and expense of making several different remittances to the different publishers, is avoided. About two thousand farmers availed themselves of our liberal club offers last year, who will readily testify to the great advantages they gained. We will send a sample copy of the Illustrated together with a copy of our Clubbing List free to any address on application. Always address,—Massey Press, Massey St., Toronto.

