

HART-PARR ANNOUNCEMENT

FOR 1911

THE year just closing has been a prosperous one with us. The demand for our tractors has been greater than ever before and has taxed our building facilities. In order to meet the growing demand we have spent many thousands of dollars in the erection of new buildings, and the enlargement of others, to enable us to build in larger numbers than ever before.

LOWER COSTS

Quantity production means lower costs. With our tractors developed and improved to the highest state of perfection, we now have the largest and finest plant in the world for their production. Many acres of concrete steel buildings, ample light and heat, great electric cranes and scores of smaller ones, our own private tracks, switch yards, turn-tables and switch engines, electric transmission, hundreds of electric motors, telephone systems, and the application of hydraulic power, compressed air, gas and oil fires, open-hearth steel-making, and all the latest and best foundry processes and machinery—all give us the best general conditions for manufacture, and the best general efficiencies.

To the manufacture of every part of our tractors has been applied special machinery, fixtures and tools, each designed and constructed, and developed and perfected to make its particular part with accuracy and rapidity.

More important than splendid work and good tools, we have developed and run throughout our work of manufacture and business conduct, carefully devised and long tested SYSTEM. From the time the order for the raw material is decided upon the last nail in the last block to secure the tractor to the car as it leaves our works, written instructions guide every workman, thus putting into his hands the result of all the skill and experience of years of tractor building, to control and guide the work to its completion. Elaborate testing and chemical laboratories control the quality of material. Rigid inspections and tests, and measurements to a thousandth of an inch of every piece of work, with prompt rejection of all work not up to standard, insures the highest quality of workmanship. Grounds, buildings, machinery, tools, processes and systems form one great, perfect, smooth-working machine for the production of our tractors.

To create, build and develop these great works to this high state of perfection, has been an enormous task. Only the increasing rate of orders from all those countries where we are best known give us the courage to build so well. And the most recent results show production of tractors of quality, and low cost not thought possible a short time ago.

Our sales organization has also been expanded and perfected, and the expense of marketing our product reduced; and this enables us to still further reduce the selling price. And still we can do it with greater efficiency. We have established several new branches of our own, in order to bring our personal organization as close to the customer as possible. This means better service to him at lower cost.

LOWER PRICES

We have always based prices directly on costs. Great production, high quality and moderate profit make for the greatest permanent prosperity of a manufacturing concern. We accordingly offer to our customers lower prices in accordance with lower costs. No other concern can offer you a tractor of equal value at so low a price, because we can build cheaper, and our profits are moderate; we pay agents for service only; we make every part of our machine; we sell thousands where others sell hundreds; we deal directly with our customers. We do not allow two or three intermediate profits. Compare our specifications, sizes, weights and speeds with any other tractor. Consider the great reputation back of them, and you will realize the truth of what we are telling you.

We announce the price for 1911, F. O. B. Portage la Prairie, Man.

**45 BREAK (22 TRACTIVE) HORSE POWER TRACTOR
\$2,800.00**

A liberal discount for all cash on delivery.

We further announce, that from this time forward our policy will be—

One Price to Everyone, and That the Lowest

This is the policy of the "Square Deal." One man's money is just as good as another's. Consequently there should be no favoritism shown in the matter of prices.

If you haven't a copy of our splendid Catalogue, write for it to-day.

HART-PARR CO., 30 Main

Alberta Agents: THE CHAPIN CO., CALGARY, Alta.