

countries as well, and by 1890, both of the Companies had individually reached their limits as competitive concerns. It was now considered the best policy for these two firms, each in some respects the complement of the other, to join forces in order to reduce the cost of production, distribution and sale, and therefore, in 1891, the Massey-Harris Company came into being.

Union

The advantages of the amalgamation were many. First, it was found possible, in time, to combine the best points of a Massey and a Harris machine, in a Massey-Harris machine; secondly, the cost of production was reduced by the elimination of duplicate agencies in small towns; by the shipment in car lots of larger quantities, resulting in lower freight rates to the consumer; and by better service to the customer in the supply of repair parts; thirdly, in the field of manufacture, the union made possible a policy of factory specialization, because of the larger number of shops now available for the production of machines.

To the consumer, the concrete result of the merger was the announcement, in 1892, of a substantial reduction in the prices of some of the machines, and of the appearance of new implements embracing the best features possessed by the rival machines before the amalgamation.

