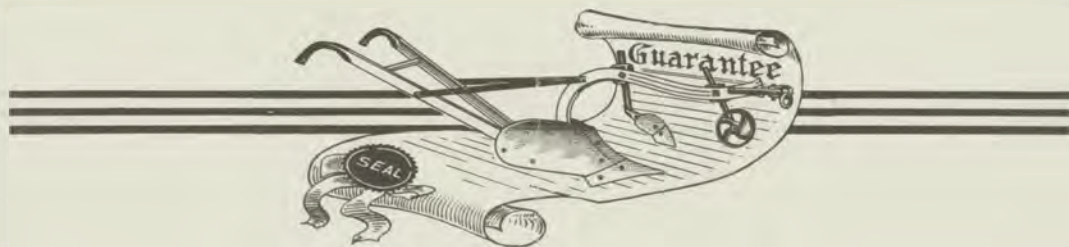


Hamburg



"Let Me Tell You
It's a Mighty Fine
Plow"



YOU know this is true! Every piece of goods that leaves your store has *two* objects. One is to make a *profit* for you, and the other is to make a *friend* for you.

It is not enough to sell a “good” plow. Sell the HAMBURG. It always brings a fair profit. It always makes a booster for your store. Of course, here and there you find a man who would be dissatisfied with a front seat in Heaven. Well, even he can’t buy a HAMBURG Plow and stay dissatisfied. We won’t let him! Rather than let you have one single kicker, take back the plow, refund his money, and chalk it up against us.

Let your next prospect read the above!



“Sure” Applies to Plows

POTASH said to Perlmutter: “I couldn’t afford to take no chances buying high-grade garments from a feller that is used to making a popular-price line, because no matter how well equipped your factory would be, the trouble is a popular price manufacturer *couldn’t think big enough* to turn out expensive garments. To such a manufac-

turer goods at two dollars a yard is the limit, and goods at ten dollars a yard he couldn’t imagine at all. And even if he could induce himself to use stuff at ten dollars a yard, y’understand, it goes against him to be liberal with such high-priced goods, so he skimps the garments,—*the price is never right if the workmanship ain’t good.*”

Hamburg Repairs

WE’VE had several big jobbers and dealers write us this past year to be sure and stamp all our repairs, “HAMBURG,” because farmers time after time came in and called for “HAMBURG REPAIRS.” Our repair business is growing bigger every year. We put good stuff into them and take pains to

make them accurate. We furnish repair parts for almost every plow made. Prices? Well, we haven’t room to give them here, but a postal will bring them. Just write “*Repair Prices*,” sign your name, and we’ll do the rest. If you wait until tomorrow, you may forget, and you can’t afford to!

Have You Our Catalog?

STUDY. Know your business as you never did before. Know your costs. Don’t guess. KNOW what it costs you to do business. CHARGE for that cost. MAKE your selling price cover buying price, expense, wages to yourself, and profit.

If you must advance your prices, do it boldly. Don’t assume that there is a demand for

cheap goods. The ignorant, not the poor, are “satisfied” with an inferior article only because they *don’t know the difference*.

The man who makes the most money selling plows, makes it by selling good plows.

Have you our catalog? If not, send for it. Look our line over. Get our prices. Will you write us today?

Hamburg Plow Works

Hamburg, Pa.

