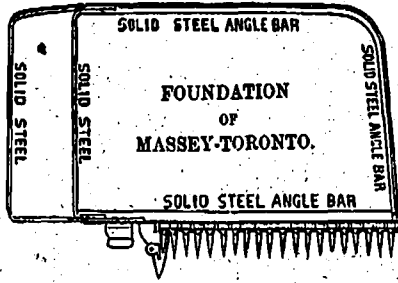


By G. WASHINGTON TRUTHMAN.

I. ORIGINALITY AND ENTERPRISE REWARDED.

A GOOD machine with a poor foundation cannot exist, any more than a good building or a good business, without a solid founding. The MASSEY-TORONTO BINDER, with its many peculiar patented features and special intrinsic merits, has always had a solid foundation peculiar to itself. Hence it has stood the storm of opposition and the years of wear, proving its solid worth and winning such a wide reputation at home as soon to attract foreign buyers. As early as 1885 samples were sent on order to Europe, which easily captured the medals at the principal exhibitions.



Not heeding the advice of many friends and business clients, who said it would be utterly impossible to compete against the long-established trade of both English and American makers, Mr. MASSEY determined to open a Branch Office and Warerooms in London, England, in 1887, which he did, and a few machines were introduced in the various European countries as samples. So rapidly has the trade grown, that upwards of ONE THOUSAND MACHINES are ordered for Europe alone for 1891. In 1887 Mr. W. E. H. MASSEY was sent to investigate the merits of the Australasian trade, and some twenty-four sample machines were introduced. As a result, the Australasian Branch, now with Offices and Warerooms in Little Collins Street, Melbourne, sold over Two Hundred Machines in Victoria alone in 1888, and in 1889 Five Hundred and Seventy-Two MASSEY-TORONTO BINDERS were sold in the same colony, and Seventy-Two in New Zealand—the largest trade ever done in Australasia by any one maker, though both English and American manufacturers had each enjoyed a good trade there for years past. Likewise a very large trade is done in South America, and is now being developed in South Africa and other parts of the world.

The Machines sent to foreign lands are identically the same as sold in the home trade, except an increase in size to accommodate the phenomenal growth of straw usual in warm and semi-tropical regions. In the great Australasian Field Trials, for the past two seasons—the greatest trials held—the MASSEY-TORONTO has won a total of thirty-three prizes in open competition with every machine of any note on the face of the earth, and reports just received announce continued triumphs at the trials for the present season. If further proof is wanted to establish the MASSEY-TORONTO the "Best in the World," the Great International Trial of the Paris Exposition must be conclusive



OBJECT OF ART.



SEY MANUFACTURING COMPANY, and solid train loads are despatched to the seaboard for export.

MORAL.—Nothing points more definitely to the great superiority of MASSEY-TORONTO MACHINES over all others known than the rapidity with which the COMPANY has built up such a very extensive foreign trade in the face of heavy odds—the long established trade of all the leading makers of both the United States and England, and the consequent prejudice in favor of American or British machines. The meeting ground, too, was in the heaviest crops grown on the face of the earth. Therefore, if the MASSEY-TORONTO MACHINES have been simply proven to be altogether the lightest in draught, the simplest in existence, and by far the easiest to set up and manage, and the best workers in every and any kind of the heavy and phenomenal crops of foreign lands, are they not the most likely to give satisfaction and last the longest in the lighter crops at home? Are they not the machines to buy, even at a large advance in price?



II. RECOMPENSE OF THE SECOND FIDDLERS.

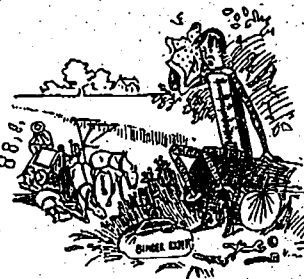
YOU have heard of the disease known as "big head," which is common among cattle in Texas. It occasionally affects individuals, and charity assigns to it as the ailment of the compilers of certain catalogues once issued by certain manufacturers, the rivals of (or rather attempted followers of) MASSEY-TORONTO. The broad claims which appeared upon every page, from cover to cover of these particular catalogues, boasted of all that was good for themselves and their machines that was ever heard of on the earth, or in the waters under the earth, and some things never before even heard of. One reads between the lines that in their intense enthusiasm they imagined the earth itself all but their grasp.



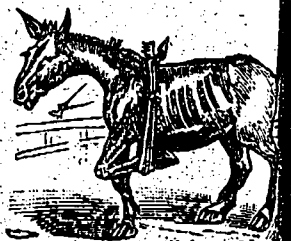
By using less expensive materials, and putting them together in a much less scientific manner, which enabled them to sell at a much lower price, some of them managed to build up a fair trade and make some money. They did well. Some of MASSEY-TORONTO's wisest competitors, after years' experimenting, have endeavored to copy one good point after another from the famous MASSEY-TORONTO as far as patents, not conscience, allows them, and some even ventured to infringe, and at last produced a machine which would do passable work in light crops at home. Two more of them, inspired with the idea of emulating MASSEY-TORONTO, and hearing of its marvellous success in foreign lands, decided they, too, must seek their fortune abroad. Experts (and fortunate they are them!) with machines were sent sailing over the sea, and forthwith a list of foreign agencies of extraordinary indications appeared in their catalogues. A few of them, in their enthusiasm, even lay claim to an alleged victory of an American



machine they at one time were supposed to have won. They were, however, not taken for granted by the foreigners, and these benighted experts were compelled, to their sorrow, to enter the trials to substantiate them. How well they substantiated them the official reports of the greatest trials tell in unmistakable words. They simply got badly left. The Society for the Prevention of Cruelty to Animals will, no doubt, take the matter up



the Prevention of Cruelty to Animals will, no doubt, take the matter up to prohibit the importation of machines which, in the long, tough crops of these intensely hot climates, reduce both expert and horses to the straits illustrated herein. A more pitiable and lamentable predicament cannot well be imagined than that of the poor benighted expert, who, after desperate effort under the hot semi-tropical sun in a two or three days' trial, finds himself ignominiously defeated, his machine broken down and its reputation lost, and worse, from a humane standpoint, the poor brutes whose lot it was to haul the machine, hopelessly overworked. Exhausted, humiliated and dismayed, the poor discouraged expert retires and dreams of "Home, Sweet Home."



MORAL.—Is it not fair to assume that the machines which are because of complication, heavy draft and general inefficiency rank from eighth to tenth in the great world's international trials of Europe and Australia—where all makes and kinds of machines are subjected to the longest, severest and best test—are the least likely to give satisfaction in the long run at home, though (because the crops are so much lighter) they may give fair satisfaction for the first year or two, and can be purchased for less money? Rather, is it not better to buy the machine which is known to be the best in existence for every reason in any and all kinds of crops in every land.

