

The House of Massey-Harris

"PROMOTED from the ranks" is one of the proudest, as it is one of the most familiar headlines in Canadian history. The soul of the worker has proved the soul and salvation of Canada in more than one tremendous crisis, not only in war but on the still greater field of industrial contest.



THOMAS FINDLEY
President and General Manager Massey-Harris Co.

The whole story of Canadian history is built on the achievement of rankers who have forged ahead by sheer wit, wisdom and invincible energy. Not only have they shot to pieces all precedent in leadership in their own domain,

Something like thirty-one years ago, Thomas Findley was but a farm lad. He is now president and general manager of the Massey-Harris Company which may be very properly described as the greatest manufacturing establishment in Canada at the present date. First in the field of manufacturing agricultural implements and machinery, it was also among the first in the "Quick Change" which a state of war imposed on every factory and workshop of the Dominion that could in any way contribute to the essentials of war.

Mr. Findley was born in 1870 in York County, Ontario, so he is still a young man. He was orphaned at an early age, and subsequently taken in hand by grandparents of a very pronounced Scottish type, which meant above most things a devotion to certain principles, a certain "dourness" of disposition involving a determination to get there—to find a way or make one.

Young Findley left the farm to become "odd-man" in a general store which included the responsibilities of driving her Majesty's mail twice a week, summer and winter, to outlying post-offices. Four and a half years were spent at this all-round occupation during which period he studied or "dabbled" in telegraphy as so many boys have done when the



VERITY PLOW WORKS

but they have out-generated some of the world's greatest industrial field-marshals.

The rise and progress of the Massey-Harris company opens up some wonderful illustrations of this seemingly extravagant claim. Not to speak of its founders and other brilliant chiefs who have passed on, the simple record of its present head provides one of the most gratifying bits of biography in our national life.

fever of finding out things laid a heavy hand upon them.

The Morse instrument, however, proved no idle hobby, for it led to this young man's next step in life, that of telegraph operator with the Massey Manufacturing Company, Toronto. This was in Mr. Findley's twentieth year, and just before that great reorganization upon which the greatest expansion of the already historical house was to be based.

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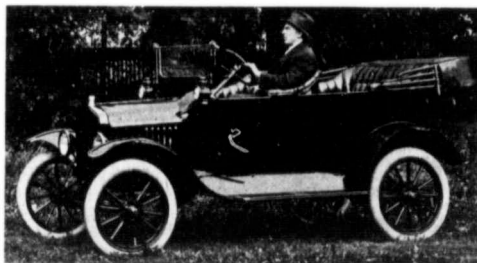


MASSEY-HARRIS WORKS, TORONTO

Boys and Girls!

THE HAPPIEST DAYS OF YOUR LIFE will begin if You Win this FORD TOURING CAR.

A real automobile. An automobile of your very own—something to think about all day and dream about all night! Here you see the handsome Ford Touring Car—the car that YOU may win—just as it will look in front of YOUR home when YOU are ready to jump in and speed away for a great old ride! Isn't it a wonder?



The Bottle Contains Two Pounds and 13 Ounces of No. 1 Northern Wheat

The wheat is this year's crop, Marquis, grown in Manitoba, weighing 64 pounds to the bushel.

The wheat was obtained from the Dominion Grain Inspector at Winnipeg.

The bottle of wheat now lies in the vault of the Union Trust Company, Winnipeg, where it will remain until the contest closes.



BOYS!

Boys! Don't think for a minute that you can beat out the girls without trying hard. A girl can run a Ford Car as well as a boy, and girls can count the wheat just as easily, so look out for them.

GIRLS!

Girls! Don't let the boys beat you out in the contest. Have your parents or friends hand you their subscriptions, and send these in to this office with your estimates right away. The boys may think you can't win—but we know better.

HOW TO WIN THE CAR

Everyone who sends us a subscription direct to this office between the dates mentioned, for The Canadian Thresherman and Farmer, either new or renewal, is entitled to estimates as explained below. These estimates may be credited in whatever way you desire, and you may send in as many estimates as you wish in accordance with the schedule below. Remember every additional estimate increases your chance to win the car. Estimate now and increase your chance of winning, because it is the first person who estimates nearest to the number of whole kernels that wins the automobile. Estimates will be accepted as follows:—

1 year's subscription at \$1.00 gives you	3 estimates
2 years' subscription at \$1.50 gives you	7 estimates
3 years' subscription at \$2.00 gives you	11 estimates
4 years' subscription at \$2.50 gives you	15 estimates
5 years' subscription at \$3.00 gives you	19 estimates
6 years' subscription at \$3.50 gives you	23 estimates
7 years' subscription at \$4.00 gives you	27 estimates
8 years' subscription at \$4.50 gives you	31 estimates
9 years' subscription at \$5.00 gives you	35 estimates
10 years' subscription at \$5.50 gives you	40 estimates

Why not increase your chance of winning the car by sending in more estimates? All you have to do is to donate—say five subscriptions to five of your friends, using the additional estimates obtained in this manner yourself. You may not wish to donate five, however—well, donate three, two or one if you wish, but send them all into us in one envelope.

COUPON

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E. H. HEATH CO. LIMITED, Winnipeg.

Please find enclosed \$..... for..... years' subscription for The Canadian Thresherman and Farmer, to be sent to Name.....

Address..... Prov.....

My estimates as to the number of whole kernels in 2 lbs. 13 ozs. of No. 1 Northern Wheat are.....

If more space is required for names and estimates, use a blank sheet and attach securely to this coupon.