

## NORTH AMERICAN LIFE ASSURANCE CO.

Hon. ALEX. MACKENZIE, M.P., ex-Prime Minister of Canada, President. HON. ALEX. MORRIS and JOHN L. BLAIRIE, Esq., Can. Land Credit Co., Vice-Presidents.

"Much of the unequalled success of the North American Life as a Home Institution is to be attributed to its very liberal and varied forms of Insurance, combined with its liberal principles and practices, and especially to its prompt payment of all just and approved claims, upon maturity and completion of proofs—a practice introduced here by the Company, which has continued to afford the representatives of deceased Policy-holders the greatest satisfaction."—Shareholder.

Head Office, MANNING ARCADE, TORONTO, ONT.  
WM. McCABE, Managing Director.

## CONFEDERATION LIFE ASSOCIATION.

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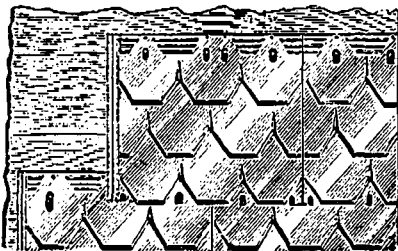
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MR. H. A. MASSEY INTERVIEWED BY A NEWSPAPER REPORTER.

"Mr. Massey, President of the Massey Manufacturing Company, I believe?"

"Yes, sir."

"I called to ask you a few questions, if you have no objections."

"Certainly not. About Retaliation?"

"Oh, no; we are writing up the Harvesting Machinery business, and want some definite information from yourself. There are some very extravagant statements being circulated regarding the number of machines manufactured, so we would like you to state frankly, if you will, the number of machines put out by your concern this season."

"We have made and sold for use this harvest 10,602 machines, and hundreds of orders had to go unfulfilled."

"You have had a very successful season, then?"

"Yes, our sales have been enormous our machines never made a better record—and altogether we consider it the best season in the company's history."

"How is it so many orders had to go unfulfilled? You claim such an enormous capacity for your works?"

"Simply because farmers delay ordering till so late in the season. We built and sold 500 Binders after the season's supply was, as we thought, amply met, and then did not nearly meet the demand."

"Your Self-Binder is very popular, then?"

"Beyond all question it is the lightest running, simplest, most easily operated harvesting binder made. In New Zealand alone it was in the field with 47 different machines at eleven different trials and swept everything before it, coming out victorious every time."

"What about Canada?"

"There are more Toronto Binders in use in Canada than any other pattern by some thousands—this speaks for itself."

"Are farmers meeting their obligations promptly this fall?"

"Yes, thus far returns are very prompt. But as we sell to the best farmers only, a bad season is not so likely to affect us."

"Do farmers count this a bad season?"

"There has been a shortage in crops, but prices, we think, more than even it up."

"Much obliged to you, sir. Good afternoon."—*Exhibition Daily Paper.*

SEND all your Subscriptions to MASSEY PRESS, Massey St., Toronto, Ont.

## MASSEY'S ILLUSTRATED.

An Independent Journal of News and Literature for Rural Homes.



Printed and published by THE MASSEY PRESS (a separate and independent branch of the business enterprise conducted by THE MASSEY MANUFACTURING CO., Toronto, Ont., Canada.)

PROP. SCRUB . . . . . Editor.  
CHAS. MORRISON . . . . . Associate Editor and Business Manager.

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The circulation of this issue is over 40,000 copies, and it is guaranteed that no issue will be less than 20,000. Beyond any question it is the surest and best means of reaching Rural Homes open to advertisers.

### ADVERTISING RATES.

are 20c. per nonpareil line, less discounts as below. Space on each page 10 per cent. extra. Terms strictly cash.

There are 12 lines to the inch. There are 122 lines to the column. The columns are 2½ inches wide, i.e., space for type matter. Electrotypes must not be over 2½ inches wide, unless more than a column in width is taken.

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20 per cent. on . . . . . 75	& on all sums exceeding \$200.

Positively no deviation made from these terms to anyone. Write for full particulars.

### SUBSCRIBERS, TAKE NOTE.

If you will take a little time to canvas for the ILLUSTRATED, you can earn a most liberal reward for your trouble. Our Illustrated Premium List contains the best assortment of strictly first-class goods from the most reliable manufacturers, to be given for the least number of new subscribers ever heretofore offered in Canada. Send for one if you have not already seen one.

## OUR CLUB RATES.

In order to rapidly increase our circulation and for the benefit of small communities, families, etc., who wish to subscribe together, we make the following remarkably low club rates, but for the present only,—

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