

ONCE AGAIN!

S S S S S

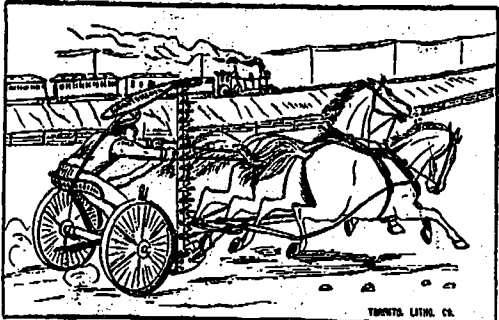
A Toronto Mower & Massey's
Illustrated for 50 cents.

A Sharp's Rake & Massey's
Illustrated for 50 cents.

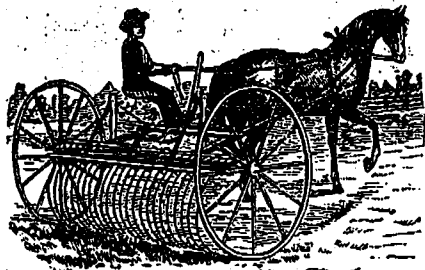
30 Subscription Premiums &
Massey's Illustrated for 50 cents.

15 Subscription Premiums &
Massey's Illustrated for 50 cents.

FROM THIS DATE everyone sending a year's subscrip-
tion to
MASSEY'S ILLUSTRATED MONTHLY
shall have the privilege of guessing upon the number of letter
S's which will appear on the sixth page (the first editorial
page) of the October issue of the ILLUSTRATED, and the one
guessing the correct number, or nearest to the right number,
of S's will be presented with the elegantly finished TORONTO
MOWER which will be shown at this year's Toronto Indus-
trial Exhibition.



The TORONTO MOWER, the best in the world, is too well
known to need description. The retail price is \$75.
The one making the second nearest guess will receive a cele-
brated SHARP'S HORSE RAKE free. The SHARP'S RAKE
is also too well known to need description. The retail price
is \$30.



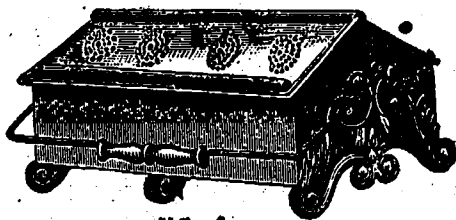
The one making the third nearest guess will be given any
Premium or Premiums offered in our illustrated Premium
List for thirty new subscriptions.
The one making the fourth nearest guess will be given any
Premium or Premiums offered in our illustrated Premium
List for fifteen new subscriptions.
In case two or more persons guess the correct number, the
one whose guess was received first will be entitled to the
MOWER; the one whose guess was received second will be
entitled to the RAKE, and so on for the third and fourth
prizes.
Persons working to secure subscriptions and earn Premiums,
as per our Premium List, may give to each subscriber they
obtain henceforth the privilege of guessing the number of S's.
NOW is the opportunity for our canvassers to get up large
lists of subscribers in short metre.
No guess received except for a subscription. If you are a
subscriber, send 50c. and your guess, together with the name
of some friend to whom you wish the paper sent for a year.
Everyone can count the number of S's and see for himself that
our award is fair and square. Guesses will be received up to
and including October 1st next.
Address, MASSEY PRESS, Massey Street, Toronto, Ont.

Cut this out and send with 50c. in stamps.

Guess No.
Name.....
Post Office.....
County.....
Prov.....

CLINE'S PATENT PORTABLE FOOT HEATER.
See our Exhibit in the Annex, - - Toronto Exhibition.

TEN HOURS SOLID COMFORT FOR TWO CENTS.



No. 4
Specially adapted for Waggon and all outside
Purposes.

WARDS. The Foot Warmer should be filled about three-quarters full with the
Fuel, and will burn steadily without re-filling or any attention for
TEN HOURS. The entire cost of Fuel will not exceed TWO CENTS per day in
the small heaters. Fuel sold in kegs or barrels.

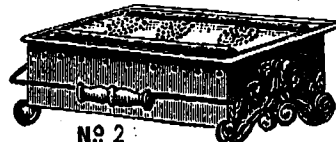
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Liberal Trade Discount given. Write for prices and particulars to—

The Cline Manufacturing Co., Limited,
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FARMERS and others who have long suffered the disadvantage of
COLD FEET while driving or sitting at home, will hail with delight
this great and wonderful invention for Carriages, Buggies, Sleighs,
Cutters, Waggon, General Household and Office use.
500,000 IN USE. The Fuel is a black compound, **OVER**
perfectly harmless, burns without
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and can be lighted by a child. It differs largely from all other
sources of heating, viz: **IT BURNS DOWNWARDS**

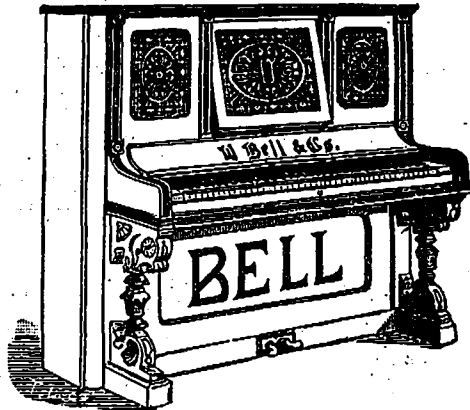
AND HEATS UP-



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Specially adapted for Household Use.

"BELL"
PIANOS,

With Improved Plate and
Scale, are in Tone and
Durability superior to all
other makes.



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ORGANS,

Pure and Sweet in Tone,
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are known throughout the
world as strictly first-class.

Every Instrument Guaranteed. High Class Goods a Specialty.

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The Farmers of the Dominion will please note
that the Hon. Commissioner of Public Works of
Ontario and Mr. Kivas Tully, the architect of the
Department, have awarded the contract for

Roofing the Extensive Agricultural
College Buildings at Guelph,

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of Canada (Ltd.), 82 YONGE ST., TORONTO.

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OF CANADA (Ltd.)

82 YONGE ST., TORONTO.

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Manager and Sec., Toronto.
J. J. WITHROW, Pres.