

THE TORONTO MOWER No. 2.



THE MONARCH
OF
THE MEADOW.

**WE WILL GIVE
\$100.00
IN CASH AWARDS**

To the three persons sending in the three largest lists of subscribers on the following conditions:—

- To the one who secures the most 50-cent subscriptions prior to July 1st, and remits us the amount for the same, as he or she collects it **\$50**
- To the one sending in second largest number of subscriptions on same conditions **\$35**
- To the one sending in third largest number of subscriptions on same conditions **\$15**

BUT THIS IS NOT ALL

for besides these cash prizes we will give every person (who has subscribed) from 25c. to 40c. in value for every additional subscriber he or she may send us, as per our handsome Illustrated Premium List. Our Premium List comprises the greatest variety of first-class goods and the most liberal offers ever made by a Canadian journal. From this List (which will be posted free to any address on application) our canvassers have the option of selecting any particular article they may fancy, according to the number of subscriptions (additional to their own) they send us, from one subscription upwards.

EXPLANATION OF OUR EXTRAORDINARY OFFER.

Suppose the largest list of new subscribers that may be sent us by anyone, before July 1st next, should be forty-eight. In that case the fortunate canvasser, having sent in the list, would receive fifty dollars in cash and forty-eight one-subscription premiums.

Supposing the next largest list sent in was thirty, the successful person would receive thirty-five dollars in cash and thirty one-subscription premiums.

And if the third largest number of names sent in by anyone was sixteen, he or she would receive fifteen dollars and the premiums offered for that number of names.

In other words the three persons sending in the three largest lists of names will be more than doubly paid for their work, while all others who send in one or more subscriptions, in addition to their own, will be fully compensated for their efforts.

MASSEY'S ILLUSTRATED,

Subscription Price only 50c. Per Annum, Including Postage,

is the cheapest paper in the world, and we have set our cap to build up a subscription list of 100,000. It can be done, and considering the great value given for the paltry price asked, the ILLUSTRATED commends itself at once.

We ask you to help us push the matter and we will more than fully reward you for any pains you take.

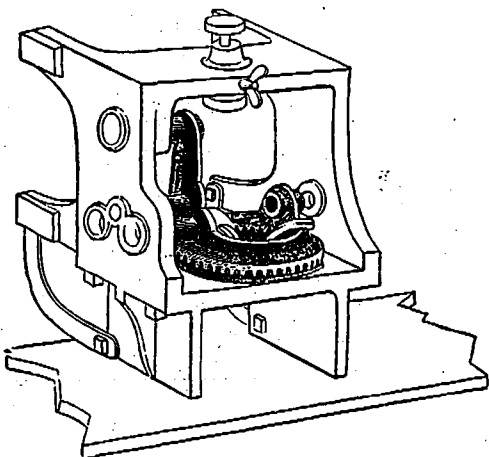
With MASSEY'S ILLUSTRATED in their hands, in view of the liberal offers we have made, our canvassers can earn greater value for time expended than canvassers for any other journal.

See our big "guessing offer" (back page of cover, this issue).

MASSEY PRESS,
MASSEY ST.,
TORONTO, ONT.

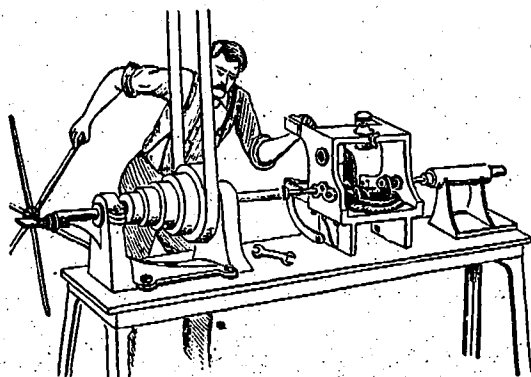
WHAT'S THE MATTER WITH ORDERING A "TORONTO?" Nothing. That is just what the most sensible farmers are going to do. Without possibility of contradiction they are the simplest, lightest-running, most easily operated, the longest lived, the strongest, and the most popular machines that can be found to-day on the market of the world.

HOW WE MAKE THEM.



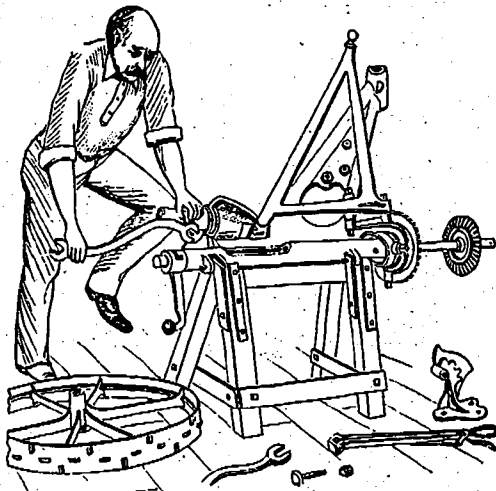
Sample of "Gig," or "Holder," Used While Boring and Facing Castings.

All metal parts of the Massey-Toronto Machines are firmly held in "Gigs," or "Holders," while being drilled, faced or bored until finished. These "gigs" are fitted with case-hardened steel bushes which are literally incapable of wear, and none but the right sized tools will fit the holes. This avoids any possibility of mistakes, and results in more exact interchange of parts than otherwise possible. All shafts are turned to fit case-hardened steel gauges, made exact to one ten-thousandth part of an inch in our tool room, which is the finest in the Dominion. Owing to the very heavy cost of properly making these "gigs," other makers generally mark their castings, etc., with a prick punch where they are to be drilled or bored, or use a few poorly made "gigs,"—fitting each piece to its own shaft or machine—and rendering correct interchange of parts, and good bearings an impossibility.



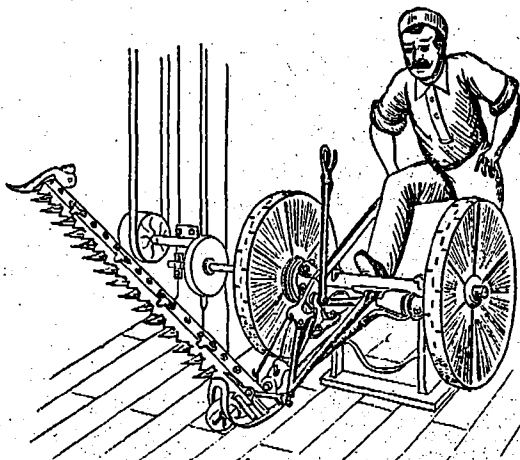
The "Gig" in Use on a Boring Machine.

HOW WE MAKE THEM.



Putting the Parts Together.

The parts of the Toronto Mower are all carefully and scientifically put together in the most workmanlike manner. No concern in the Harvesting Machinery business in Canada employs one-half the number of skilled mechanics employed by the Massey Co., and likewise no concern pays as high wages.



Testing the "Toronto" at the Works.

HERE we see the "Toronto" being "run off" at a very high rate of speed and undergoing a most severe testing and inspection. Every mower we make is similarly tested and inspected.

THE MASSEY M'FG CO., TORONTO, ONT.