

The Farming World

For Farmers and Stockmen

VOL. XIX.

OCTOBER 29th, 1901.

No. 13

Walter Edward Hart Massey

Born April 4th, 1864. Died October 28th, 1901.

IN the death of Mr. W. E. H. Massey, President of the Massey-Harris Co. of this city, Canada has lost one of her most aggressive and highly esteemed citizens. He was a man of indomitable energy and anything which he undertook never lagged. He kept fully abreast of his work and was untiring in his plans for the future. Few men have accomplished as much as he at his age, and it is doubtful if there is any young business man in the country fired with a greater public spirit or connected with a wider range of interests.

Mr. Massey was born on April 4th, 1864, at Newcastle, Ont., where his father, the late Hart A. Massey was in business as a manufacturer of agricultural implements. When seven years of age his father removed to Cleveland, Ohio. In the public schools of that city Walter was educated and also in the Brooks Military Academy. In 1882 the family returned to Toronto, where the Massey Manufacturing Company had been located for two years.

In 1883 Mr. Massey, who had a strong predilection for literature, scientific research and mechanical engineering, and desiring to pursue his studies further in these directions, entered Boston University. He was, however, compelled the following year to return to Toronto, owing to the death of his elder brother, Mr. Charles A. Massey, and familiarize himself with the details of the business, becoming a director and secretary and treasurer of the company. In 1886 he made a tour of the world and was successful in establishing several important agencies of the firm in other countries. In 1891 he took an active interest in bringing about the amalgamation of the Massey Manufacturing Company with A. Harris, Son & Co., Limited, Brantford and Massey & Co., Limited, of Winnipeg, into one large organization, familiarly known today as the Massey-Harris Company, Limited. On the death of his

father, Mr. Hart A. Massey, in 1896, Mr. W. E. H. Massey became the chief executive officer and president of the company, and it is largely due to his energy and business zeal that the business of this firm has developed into such large proportions in recent years.

Mr. Massey was actively identified with a number of enterprises, several of which he was the originator of. He was president of the Canada Cycle and Motor Company, the City Dairy Co., Toronto, and of the Verity Plow Company of Brantford; director of the Sawyer-Massey Co., Hamilton, Bain Wagon Co., Woodstock, the National Trust Co. and the Carter-Crume Co., Toronto. He was also a director of the Bank of Commerce, and director and vice-president of the Insurance Agency Corporation, and also vice-president of the Toronto Board of Trade.

In addition to all these demands upon his time and strength, Mr. Massey found opportunity and launched out in the field of agriculture in a most energetic and businesslike way. His work at Dentonia Park Farm is familiar to the readers of this Journal. No other department of Mr. Massey's many enterprises claimed more of his attention and best service than this. From a rough, hilly and unproductive place Dentonia Park has become one of the most beautiful and attractive spots in the province.

Though making his farming operations a large part of his recreation, Mr. Massey did not engage in the work for pleasure alone. He sought to make Dentonia Park Farm an ideal spot where agriculture in its highest form could be carried on, and also to develop pure bred stock for dairy purposes. In this he succeeded admirably, and Jerseys, Guernseys and Ayrshires from Dentonia Park are in large demand for improving the dairy stock of the country. A little incident in connection with the Model Dairy at the Pan-American shows Mr. Massey's interest in this line. When the

Dominion Government were selecting cows for the test, they were unable to secure a sufficient number for the Jersey herd from breeders. Mr. Massey came to their assistance, and at considerable expense purchased two Jersey cows to be sent to Buffalo. Poultry as well as fish hatching have received special attention from Mr. Massey at Dentonia Park Farm.

Another line of useful work which early received Mr. Massey's attention at the farm was the supplying of modified milk, under the Walker-Gordon system, for infants and invalids. This has been of great benefit to many families in the city. Through his efforts the milk supply of Toronto citizens has been greatly improved. Growing out of his efforts in this direction has come what is known as the City Dairy Co., Limited, which has raised the standard of milk production in Toronto since it began business a year ago.

But Mr. Massey's interest in agriculture broadened out into a wider sphere. He was one of the executors of the large estate left by his father, and it was at his suggestion that the generous gift of \$40,000 was made last spring to the Ontario Agricultural College to be devoted to the erection of a Convocation Hall and Library. This will live as a lasting monument to his zeal and interest in Canadian Agriculture.

Mr. Massey was a prominent member of the Methodist Church, and notwithstanding his many business and other cares, he found time to conduct a large young men's Bible class in connection with the Central Methodist Church, of which he was a member. His teaching and conduct of the class was of a high order. He endeavored to reach every side of "his boys'" nature and to know each and all in a personal way.

Mr. Massey was married in 1888 to Miss Susie M. Denton of Boston, Mass., and has four children—three girls and a boy—the eldest being a girl of twelve years of age.