

Verity Plows and Scufflers have already achieved such a world-wide reputation that the works were taxed to their utmost capacity. For months these busy shops had been running twenty-four hours a day, giving employment to two sets of men. From basement to roof every room of the large premises was full of materials and goods in process of manufacture, and finished ready for shipment; the warehouse at the time of the fire being full of Plows and Scufflers ready to be loaded for Australia and New Zealand.

The loss was therefore a heavy one, aggregating upwards of \$50,000.

But this fire only serves to illustrate what modern enterprise can do. The Verity works may burn down, but the Verity business must go on. Scarcely had the firemen's hose ceased to play on the smoking embers ere the long-distance telephone was made to do duty, and telegraph messages, too, were sent hither and thither, purchasing a full line of the newest and best machinery

and tools, also fresh supplies of raw material.

This new machinery was erected in the large buildings not long since vacated by the Bain Wagon Company, Limited, on account of their removal to more commodious premises at Woodstock.

In these newly equipped premises Verity Plows were again being turned out in three weeks' time from the day of the fire—a marvellous achievement.

The greater part of the old Verity works was entirely destroyed, though, fortunately, the splendid new steel plant and its contents, together with the valuable appliances for the manipulation of high grade steels, were saved, also the foundry and offices.

The steel and foundry departments are now running as usual, and, with the facilities afforded in the newly fitted works, the Verity Company is enabled to turn out goods with even greater despatch than formerly and of the very highest class.



FOR AWAY HEADQUARTERS—MASSEY-HARRIS CO., LIMITED, OFFICE—SPRINGBANK, QUEENSBURG.