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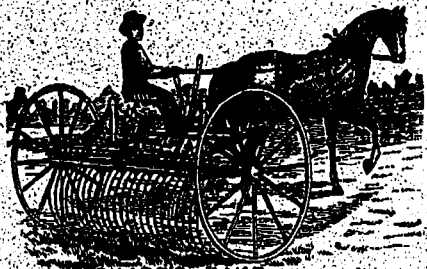
FROM THIS DATE everyone sending 50c. for a year's subscription to

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 Industrial 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 celebrated **SHARP'S HORSE RAKE** free. The **SHARP'S RAKE** is also too well known to need description. The retail price is \$30.



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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.

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