THE HISTORICAL EGG

DISCOVERY OF AMERICA BY COLUMBUS 1492.
INVENTION OF THE REAPER BY Mc CORMICK 1831.

THE WORLD

DEMANDS THE BEST
BINDERS REAPERS AND MOWERS
THAT'S WHY

MORE THAN ONE THIRD

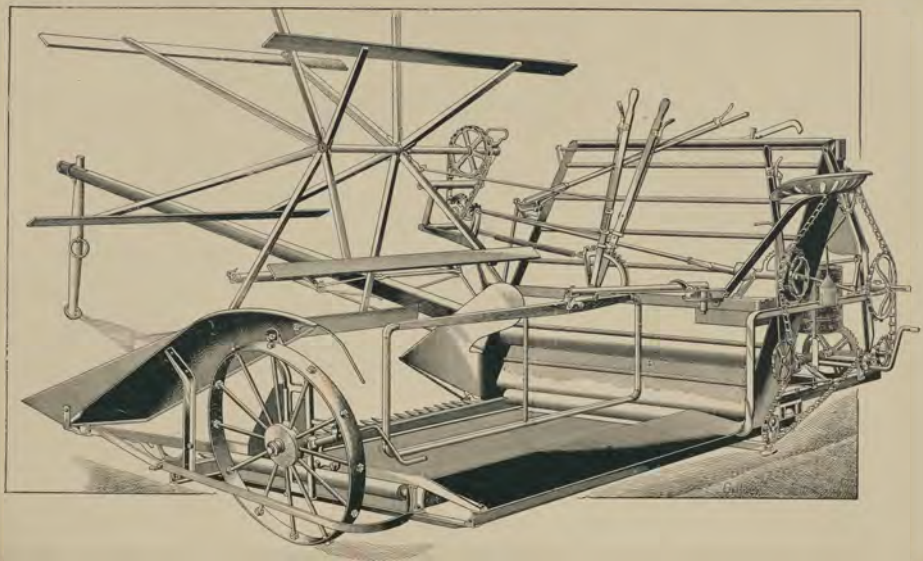
OF THE WORLDS ENTIRE OUTPUT ARE

Mc CORMICK MACHINES

DURING THE PAST FIFTY YEARS WE HAVE ANNUALLY SOLD OVER ONE-THIRD OF ALL GRAIN AND GRASS HARVESTING MACHINERY MARKETED, AND OUR SALES FOR 1892 WERE THE LARGEST WE HAVE EVER KNOWN. THE ABOVE DIAGRAM SHOWS OUR RELATIVE PROPORTION OF SALES AS COMPARED WITH THE SEVENTEEN OTHER MANUFACTURERS, AND CORROBORATES OUR THEORY THAT THE FARMERS OF THE WORLD ARE BECOMING EXPERT JUDGES OF HARVESTING MACHINERY. WITH THE PROUD RECORD OF THE PAST AND THE MORE GENERAL DIFFUSION OF KNOWLEDGE IT IS ON THE SAFE SIDE OF PREDICTION TO ASSERT THAT THE DAY IS NOT FAR DISTANT WHEN MORE THAN ONE-HALF THE ANNUAL OUTPUT OF BINDERS, REAPERS AND MOWERS WILL BE OF THE McCORMICK MAKE.

Yours truly Mc CORMICK HARVESTING MACHINE CO.
CHICAGO, U.S.A.


Greetings
1893



For Lightness, Strength, Durability, Capacity and Convenience the "Machine of Steel" has Won the World's Highest Awards.

WHAT shall the harvest be? Since the days of that remote past when "the morning stars first sang together" and the seasons entered upon their triumphal march down the centuries, this query has annually presented itself at the threshold of every human interest. Upon no other branch of industry are all branches so dependent as upon Agriculture. By the good or ill success of him who tills the soil is largely measured the good or ill success of those about him. In aiming to promote the honorable cause of those with whom he toiled in the field the late Cyrus Hall McCormick builded better than he knew. A benefactor to the farmer, he became a benefactor to the world. It may be said of him as of the fearless navigator of four hundred years ago—

"He was the first
That ever burst
Into that Golden Sea—"

that sea of waving grain, the music of whose billows he caused to break in fuller, grander cadences all along the pebbled shores of time.

All nations honor the inventor of the reaper—all nations look to his immediate successors for whatever is best in the field his genius illumined. And the builders of McCormick grain and grass harvesting machinery—with the facilities afforded by the oldest and largest establishment of its kind in the world, having the capacity of one complete machine every minute of the year—have always striven to jealously execute the trust committed to their hands—striven to anticipate the needs of the agriculturalist and furnish him at all times with the best Binders, the best Reapers, the best Mowers and the best Binding Twine that money, skill and long experience can produce. Upon the advancement of this branch—upon the improvement of these four items of farm industry—the efforts of sixty years have been concentrated. With these accessories the harvest season is robbed of its uncertainties, its perplexities and its days of fretful toil. Given a bountiful yield and the facilities which we offer for its garnering, and there is nothing problematical in the question: "What shall the harvest be?"

Our sales the past season were, by long odds, the largest in our history, embracing more than one-third of the world's entire output of harvesting machinery. The sun does not shine on a grain-growing land where the McCormick is unknown, and to our farmer friends throughout this wide domain we here wish to renew all former pledges, and return again our sincerest thanks for your high appreciation of our efforts. As heretofore we shall make your interests our interests; whatever is best adapted to your needs in the line of harvesting machinery will in the future as in the past, be labeled "McCormick."

Yours truly,

Chicago, January, 1893. **McCormick Harvesting Machine Co.**

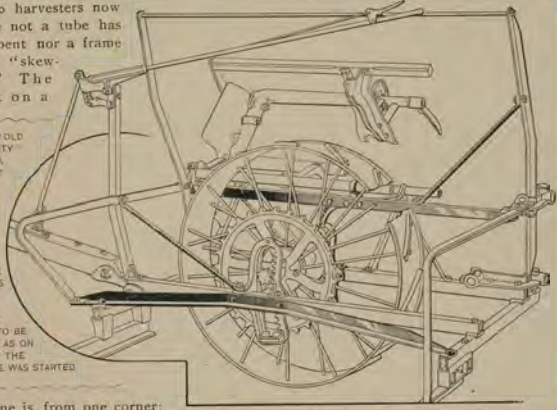
The McCormick by Decades

THAT the conveniences of one age are the necessities of the next is a truism which finds a forcible illustration in the reaper. When, in 1831, the late Cyrus Hall McCormick succeeded in accomplishing that of which others had only dreamed, and made possible the cutting of grain by machinery, older heads looked on and said: "Yes, 'twas sort o' handy." Sixty years ago the McCormick reaper was merely "handy." To-day the "Machine of Steel"—which is only the reaper modernized—is recognized by the agriculturalist of every land as an essential factor in his race for individual supremacy and the elevation of his country's commercial and social standard among the nations of the earth.

The "Machine of Steel," our matchless, model harvester for 1893, is the outgrowth of a gradual process of evolution, and, as we look backward down the long road over which we have steadily traveled in one direction for more than sixty years, and from these calmer heights review the lessons learned in the hard old school of experience, we confess within ourselves that here, after all, is our dearest Alma Mater.

The degree of success attained by us in reaper building is attested by the world-wide popularity of this latter-day harvester and binder. In the religion of business there is no worship of idols, and, as honored as the name "McCormick" is in many million hearts and homes, it needs no intimation from us that in these days of keen competition the name alone would not sell a single McCormick machine. True, the fact that the name "McCormick" has never been identified with that which was second rate would be what the lawyers call "presumptive evidence" of the high grade of the article which bore this stamp; still we must all accept this one truth: He who wins the world's prizes to-day must do so on the solid platform of merit. Upon this basis, then, we ask your careful consideration of our claims for the medal-winner of two hemispheres—the McCormick "Machine of Steel."

THERE ARE MANUFACTURERS of binders who still cling to the theory that a piece of wood of equal weight to a piece of steel is also equal in strength. This was quite generally accepted as true a hundred years ago, but the science of today has proved the fallacies of yesterday, and the "theory" is now an exploded one. The McCormick accepts the results of scientific demonstration, and this acceptance is seen in the matchless square tube frame of our "Machine of Steel." Our mechanical engineers have designed these special forms of steel, having the greatest strength for the least weight. They have scientifically figured the strength these forms will stand, and of 300,000 harvesters now in use not a tube has been bent nor a frame pulled "skewing." The draft on a machine is from one corner; the other, moving against the grain, tends to shut the frame together, as it were, and twist it out of true. Examine the frame joint below and look at the brace in the above drawing. There is no danger of the "Machine of Steel" ever shutting up.

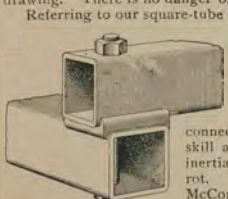


HERE'S "OLD DURABILITY" FOR YOU. STIFFEST MAIN FRAME EVER MADE. AFTER TEN YEARS' USE THE CORNERS OF THIS FRAME WILL BE FOUND TO BE AS TRUE AS ON THE DAY THE MACHINE WAS STARTED

Referring to our square-tube the scientific men in the Government employ appreciate

ITS GREAT VALUE

in harvester building. In a decision by the Examiners-in-Chief, Patent Department at Washington, it was said that "the advantages of the rectangular hollow girders are that they go together like a wooden frame with a plain contact between them and a nut and bolt connection, and can be mantled and dismantled by ordinary skill and appliances, while avoiding the great weight and inertia of wood and the liability to shrink, warp, split, and rot. We, in conclusion, are strongly impressed that the McCormick Co. have a novel and valuable conception worked out to practical results, which they should be able to protect themselves in against piracy."



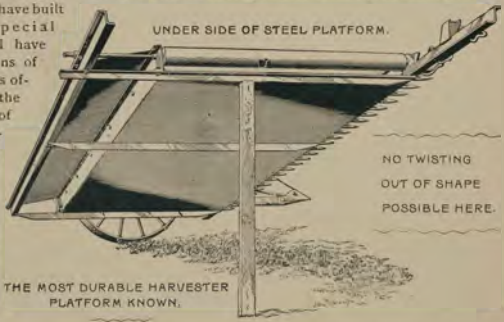
AN INCOMPARABLE JOINT

AMONG OTHER INJUNCTIONS looking to the maintaining of the known high standard of the McCormick, the superintendent of our works is instructed to put the *quality* into the "Machine of Steel" regardless of a few dollars' additional cost. This is a point well understood by the foremen of the different departments, and it is carried out in every detail. Nothing is too insignificant—whatever is worth doing at all is worth doing well. We have never claimed for the "Machine of Steel" that it is the cheapest binder that may be had; what we do claim is that it is the most economical and that it gives better satisfaction to buyer and user than any other.

THE PARTS VISIBLE AND THE PARTS INVISIBLE HAVE EQUAL ATTENTION.

We don't "sweep the dirt under the bed" and call that keeping house. Look at our steel platform; we have tilted it up to show you its under side. Notice how we bend the sheet forming the under side of the platform, thus making a third sill and greatly increasing the strength of the platform.

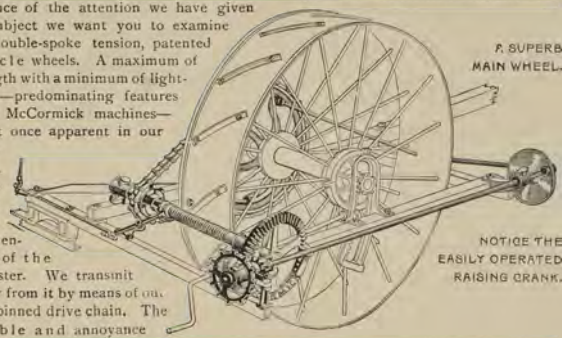
There are many special forms of steel to be found only on the McCormick harvester, and when the intelligent mechanic or the observing farmer contemplates the construction which we have built from these special forms, he will have new conceptions of the possibilities offered him in the improvement of all old structures by the use of steel in the various different shapes in which it can be fashioned.



The introduction of this platform was a progressive step of importance in harvester building. Remembering the swelling, kinking, rotting wooden bottoms of their old machines it is no wonder that the farmers of the world have eagerly welcomed our solid steel platform. The McCormick steel platform alone makes our binder worth $15.00 more than any other, to say nothing of the many other items of superiority which it possesses. Examine this platform and see how effectively we combine the cardinal virtues of

STRENGTH, LIGHTNESS AND DURABILITY.

DID YOU EVER read "Helen's Babies"?—and do you remember the delightful enthusiasm of little Toddy when he got at the internal workings of somebody's watch and wanted to "see the wheels go round"? And does it occur to you that wheels occupy a pretty important part in binder building? We have realized this, and as an evidence of the attention we have given the subject we want you to examine our double-spoke tension, patented bicycle wheels. A maximum of strength with a minimum of lightness—predominating features in all McCormick machines—are at once apparent in our main wheel. The main wheel is the engine of the harvester. We transmit power from it by means of our steel-pinned drive chain. The trouble and annoyance occasioned by the chain used on some makes of harvesters will be missed in the "Machine of Steel." Our chain is not left to its own free will, to play "fast and loose" with itself; we place a guardian over it in the shape of a tightening sprocket which automatically adjusts itself to the naturally irregular tendencies of the chain's tension and keeps it uniform. There's no skipping, no jerkiness possible under these conditions. The chain drive on the "Machine of Steel" is everywhere accredited with being the most economical device known for the transmission of power. The friction of the antiquated cog gearing is done away with and the draft of the machine thereby materially lessened.



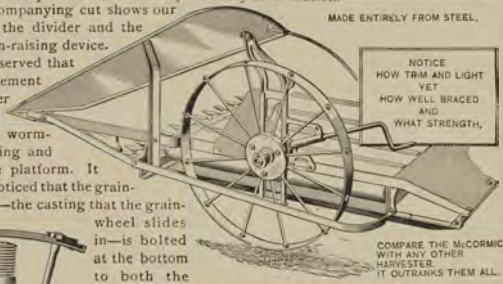
Scene from the Cyclorama of the Chicago Fire. The ruins looking southward across the business district.

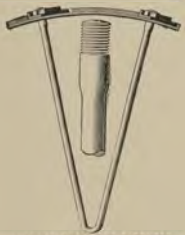
The raising crank shown with the cut of the main wheel illustrates our neat and simple contrivance for raising the harvester. It is handy, easily operated, readily locked, and lacks every suggestion of clumsiness.

McCormick machines are built for service. The way we have fitted all bearings with removable bushings should be noticed.

NOTHING IS TOO INSIGNIFICANT—everything must have attention. You will look in vain for anything even suggestive of hap-hazardism in the construction of the "Machine of Steel." An examination of each separate part with reference to its relation to every other part shows a symmetry of design unmarred by any faultiness of execution. There is nothing superfluous—nothing wanting. Completeness confronts you in every detail—consistency in every combination.

The accompanying cut shows our grain wheel, the divider and the new platform-raising device. It will be observed that as an improvement over the lever we have adopted the worm-gear for raising and lowering the platform. It will also be noticed that the grain-wheel bridle—the casting that the grain-wheel slides in—is bolted at the bottom to both the sills, and at the top supports the sheet-steel divider-board, and is in turn steadied by it. This construction is found only on the McCormick.





A SPOKE FROM OUR PATENTED WHEELS.

THE McCORMICK PATENTED WHEELS

Are only found on the "Machine of Steel." The double-spokes are steel, and have their ends enlarged, as shown in the picture. The grain-wheel has a wide tire, and a removable box in the hub. In all the details that make the durable machine, it is admitted that no manufacturer can approach the McCormick.

For 1893.

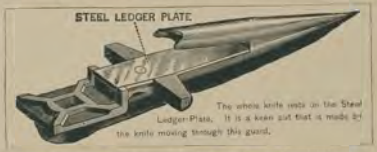
Every buyer of the McCormick is sure of getting the latest improved machine. The farmers took all we had last season. Our mammoth works were not equal to the demand.

NOT THE CHEAPEST MACHINE, BUT THE MOST VALUABLE.

ON THE SECOND PAGE of this pamphlet will be found an illustration the study of which cannot fail to impress alike the critical farmer and the mechanical expert. It is designed to show

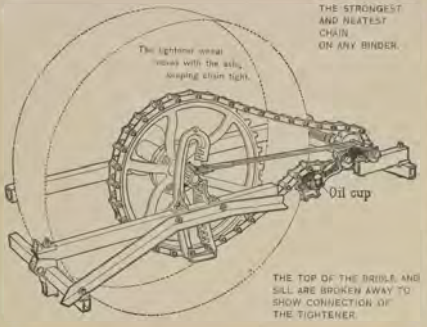
THE SKELETON FRAMEWORK OF THE "MACHINE OF STEEL."

The construction is unequalled in harvester building. With the exception of the reel bats, canvas and rollers nearly everything shown in this drawing is made of steel and malleable iron. It is almost a finished machine, requiring only the addition of a few parts to make it ready for immediate operation in the field. The self-binding harvester is necessarily a machine of goodly proportions and must be built of many pieces. Drawn from one corner, as it is, over fields filled with stumps, stones and ditches, it must have great strength in order to stand the severe strains and hard knocks that are given it. No machine is so affected by the warping, twisting, stretching or shrinking of its parts as is the self-binding harvester. Prior to the introduction of our steel machine, greater strength was secured only by the addition of greater bulk. But the advantage gained in strength was more, than counter-balanced by the increased weight and draft To overcome these drawbacks—to secure greater strength and less weight—we adopted the square pipe frame, sheet steel platform, and other special forms of steel which, once firmly jointed together formed a combination which mechanical engineers pronounce the only safe and durable construction for a harvester. Others may claim steel frames for their harvesters but none of them can show the special forms found in the McCormick. We have built of steel a complete structure which is more stable, better braced to stand hard knocks, handier for the driver and more durable than any machine ever made, and it is the lightest machine that will successfully handle grain in all conditions. For the neatness and symmetry of its proportions, for its lightness and extreme durability, the "Machine of Steel" has proven itself to be without a rival.



The whole knife rests on the Steel Ledger-Plate. It is a keen cut that is made by the knife moving through this guard.

Scene from the Cyclorama of the Chicago Fire. The doom of the North Side and the escape of the inhabitants across the Rush Street bridge. Just at the right of the center of the picture are the old McCormick Reaper Works as they appeared free minutes before destruction.

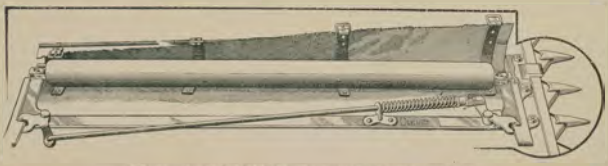


THE WORST MACHINE IN THE WORLD

Would undoubtedly possess "points," in the judgment of the not too careful purchaser; or not points perhaps, but a point—just one—and that would be cheapness. The "Machine of Steel" has not made its record on the platform of cheapness, excepting as that term may be understood in the saying: "The best is the cheapest."

THE McCORMICK STEEL PINNED DRIVE CHAIN

And the spring steel tightening sprocket, governing the chain's tension, are unequaled. The tightening sprocket wheel moves with the axle making it next to impossible for the drive chain to run loose, slip or refuse to work the machinery dependent upon it. The ordinary chain will do some work, and the common tightener will do the work most of the time, but the McCormick improved methods will save trouble and annoyance in the field, and this is worth money in harvest time.



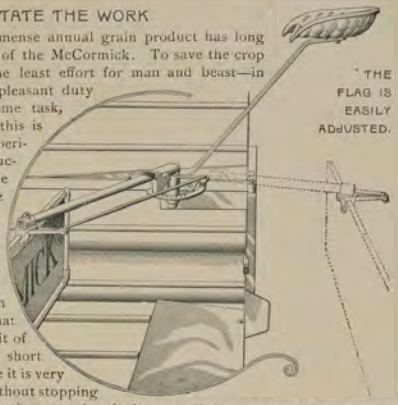
THE McCORMICK SPRING TIGHTENER

For the platform apron keeps the roller tightly against the apron, and as one end cannot yield without the other moving the same distance, the apron will be kept true and tight and will run without breaking the slats and tearing the straps. Our attention to the smallest details will be seen in the manner in which we tack the canvas to the slats. On no other harvester are these tacks so close together. It isn't boy work—our patented tacking machine does it. Little things count.

THE CANVAS CLIP.

TO FACILITATE THE WORK

Of harvesting the world's immense annual grain product has long been the study of the makers of the McCormick. To save the crop in the shortest time, with the least effort for man and beast—in short, to make harvesting a pleasant duty rather than a dreaded, irksome task, this is our constant aim, and this is why we are continually experimenting in the field and producing improvements. Among the latest of these is the device here illustrated for adjusting the flag. With his foot upon the supporting arm, the driver can readily move it either forward or back, as may be best suited to any particular length of grain. It often happens that the same field has "spots" in it of either extra long or extra short grain, and when entering these it is very convenient to adjust the flag without stopping the binder. Then, again, in getting over the platform to oil the canvas rollers, or, once in awhile, perhaps, to adjust the canvas straps, the flag may be set clear back to the rear of the platform, as indicated by the dotted lines in the cut, thus allowing the utmost freedom to the operator.



THE DEGREE OF PERFECTION

To which we have brought the "Machine of Steel" has won for it, not only the admiration, but the enthusiastic praise of the agriculturalists of all lands, from New Zealand to England, from the Argentine Republic to Manitoba, and from hundreds of unsolicited letters we pick such terse commendations as these: "It has three times the fine points of any other binder;" "easiest machine in the world to handle;" "binds pretty bundles and is a twine-saver;" "the steel platform, brass boxing and outside oilers are the thing;" "will save enough down grain in a short time to pay the difference between it and a cheap binder;" "the chain drive cannot be beaten;" "pulls one-third lighter than any binder I ever saw," etc., etc., *ad infinitum*.

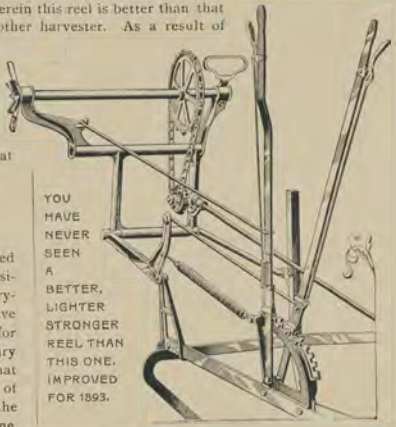
A PATIENT PIONEER.

The "Machine of Steel" has won more gold medals, first prizes and awards at the exhibitions and field trials of two hemispheres than any other grain harvester. In all respects, expert judges concede it to be the model binder.

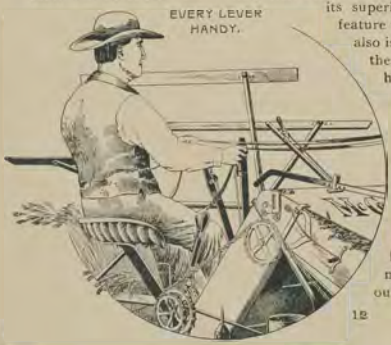
SEEING IS BELIEVING. For this reason we call your special attention to the reel on the "Machine of Steel." When you are ready to buy a harvester we ask you to examine the McCormick reel. We ask this because we want you to understand that there is a difference in reels, and we want to specify wherein this reel is better than that provided for any other harvester. As a result of experience in all sorts of grain-fields, in all sorts and conditions of grain as regards thickness, length of stalk—whether down and tangled or standing erect—we became convinced that

AN ADJUSTABLE REEL, STRONGLY BUILT,

And which could be easily handled and readily shifted from one position to another to suit these varying conditions, would soon save enough grain to more than pay for its increased cost over the ordinary reel. It is with no little pride that we point to the crystallization of these ideas in our present reel, the strongest ever put on a machine, capable of being set in forty-five different positions, and attached to the machine with such well-fitted and firm bearings that even the casual observer will be impressed with its superiority. The wide bearings are a feature which should not be overlooked, as also is the spring which counterbalances the reel so nicely that a boy can handle it.



YOU HAVE NEVER SEEN A BETTER, LIGHTER STRONGER REEL THAN THIS ONE. IMPROVED FOR 1893.



EVERY LEVER HANDY.

The annexed cut shows the levers all conveniently located for the prompt adjustment of the various parts controlled by them. In all ways the "Machine of Steel" will be found to be the acme of convenience, and we unhesitatingly recommend it as embodying more desirable points than any other self-binding harvester extant. It is the model harvester and proudly floats our banner—"The Best in the World."

A COMFORTABLE SEAT.

ONE OF THE CHIEF AIMS of modern machine construction is the attainment of convenience, and in this respect the "Machine of Steel" is admittedly a model. Many different makes of machines will cut and bind grain, but among other questions the contemplating buyer should ask himself is this:

With which machine can I harvest my grain with the greatest degree of personal comfort—which is the most convenient and the handiest to operate?

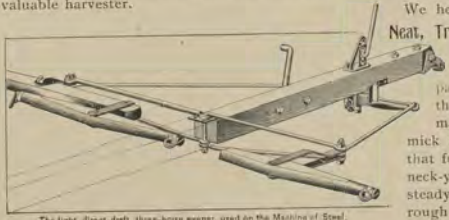
As an important feature in the line of comfort we want you to jump onto the "Machine of Steel" and try our superb pressed steel seat. It is light, non-breakable and as comfortable as a buggy seat. This is a late improvement and one which every driver of the binder will appreciate. There is no reason why a day's riding on the harvester should cause unusual weariness and soreness of the limbs, and these unpleasant consequences have been overcome in the McCormick.

On some makes of binders the users have cause for rejoicing whenever they can be certain that they have

STRUCK OIL

holes. Not infrequently the oil hole is in an out-of-the-way place, hard to find and harder still to get at—and even then it is not always certain whether the contents of the oil can have gone onto the shafting or on the ground. It is different with the McCormick. It is by looking after these small matters that we are enabled to make a great machine—a machine which we take a pride in producing and one which the agriculturalists of every land take pride in owning. In harvester building we recognize the fact that the conveniences of life prolong it, and in return the grain producers of the world recognize that other fact—that the cheap harvester cannot be a valuable harvester.

OIL HOLES EASY TO GET AT.



The light, direct-draft, three-horse evener, used on the Machine of Steel.

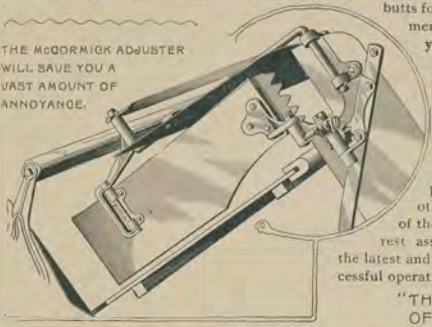
We herewith illustrate our **Neat, Trim, Light and Strong** three-horse evener and we ask a comparison between it and the rough ones on other machines. The McCormick is the only harvester that furnishes a three-horse neck-yoke. It is useful in steadying the machine on rough ground and in turning at the corners.

THE McCORMICK Light Binder

Is known to the expert judges and the practical grain-growers of the world as the simplest binder that ever bound grain. Our rights in this model binder are duly protected by letters patent, and the possibility of its use on any other than the "Machine of Steel" is so thoroughly precluded as to make it a veritable stumbling-block in the path of our competitors. We were early to realize that the average farm is, in the very nature of things, poorly equipped with tools for doctoring the irregularities of the old style intricate and complex binder, and our inventors were at once set to work simplifying its parts and reducing their number. Their labors resulted in the production of a binder which for capacity and accuracy, has brought forth the spontaneous and outspoken approval of all who see its regular, systematic, never-failing performances. The extent of the revolution brought about by the invention of the McCormick light and simplified binder will be appreciated when it is recalled that the earlier binders weighed four hundred pounds, whereas ours weighs less than two hundred. It has been awarded first prizes all around the earth, and it is so simple, has so few parts and it is so utterly impossible for it to get out of order that it readily commends itself to contemplating buyers.

THERE IS NEVER A SKIP IN THE BINDING
AND EVERY BUNDLE IS BOUND IN THE CENTER.

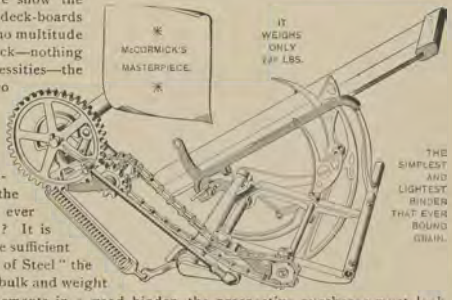
A GOOD ADJUSTER is a prime essential to the good work of the binder. It plays a very important part in the formation of a neat, symmetrical, square-butted bundle. Since self-binding harvesters were first invented one of the problems has been how to avoid the hindrance of the butts of the grain on the platform by the uncut and the falling grain and many are the ways that have been devised to hurry these butts forward. We have experimented in the harvest field year after year, and, with a confidence resulting from comparison and confirmed by demonstration, we offer the adjuster here shown as the best yet produced and as a decided improvement over any other in use. The buyer of the McCormick can always rest assured that he is getting the latest and best devices for the successful operation of his machine.



THE McCORMICK ADJUSTER WILL SAVE YOU A VAST AMOUNT OF ANNOYANCE.

"THE MAJESTY OF SIMPLICITY"

Was Pope's terse way of putting it. Simplicity has always been recognized as a desirable quality in both men and mechanisms. There is a directness about it which roundabout ways may aim at but cannot attain. The simplicity of the McCormick binder has won for it the highest praise of expert judges and the world's most valuable medals. In this illustration we show the binder with one of the deck-boards removed. You'll find no multitude of parts beneath the deck—nothing but the simple necessities—the packers and needle. Do you know that a leading American patent attorney once said that the McCormick table-trip-under-compressor was one of the greatest additions ever made to grain binders? It is a feature which is alone sufficient to make the "Machine of Steel" the best binder extant. If bulk and weight are deemed essential elements in a good binder, the prospective purchaser must look elsewhere, as the McCormick is "scant" on these features by about one hundred pounds as compared with other binders.



Almost simultaneously with the invention of the reaper, Lord Macaulay said: "We see the arts of life approaching nearer and nearer to perfection." So far as these words pertain to reaper building, we can say that the "Machine of Steel" is an exemplification of their truthfulness. The page of progress is turned down at that point where we jumped ahead of old ideas and replaced the rear-geared with the front-geared binder. This binder, with its chain drive, is far lighter than any

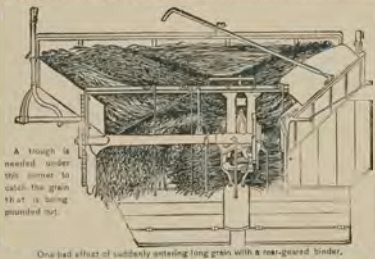
The heads of the grain are not "Threshed Out" on the McCormick Binder. See how our spring wind-board gets out of the way.

McCormick's plan is to let the butts rub—and give the heads free passage-way—no waste of grain possible then. The front-gear does it.

THE SAVING BINDER.

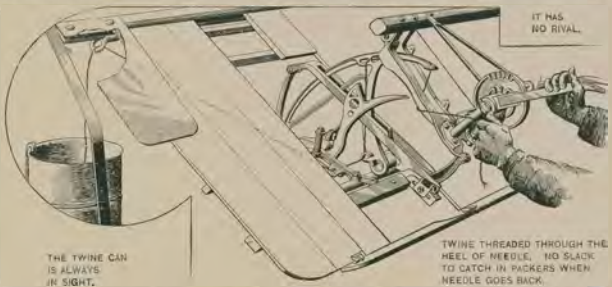
rear-geared binder, and hence, when adjusted for short grain, has less effect on the balance of the harvester. When it comes to the capacity to handle grain the McCormick has no equal. In fact rear-geared binders in tangled grain frequently so hold the bundle that a bundle-carrier cannot be used.

The time is not yet ripe for the introduction of a combined harvester and thresher, though in the rear-geared binder we find a close approach to it. If the builders of these machines would construct some sort of device whereby the grain which they now waste might be saved, it wouldn't be so bad, though it would be rather clumsy and the buyer would unhesitatingly pronounce in favor of the McCormick front-geared binder. For years the makers of the rear-geared binders have sought to hide the poor work of such binders by crying that the front-geared ones, when moved for long or short grain, were heavy on the horses' necks. This is a mistaken notion, as any school-boy can tell you. The weight thrown on the horses' necks will be the same in both cases if the binders are of the same weight, but as the front-geared binder is always 50 lbs. lighter than a rear-geared one, there is that much less weight to disturb the balance of the front-geared binder. The "Machine of Steel," as made for 1893, is so perfectly balanced that it can be successfully worked with the neck-yoke removed from the tongue.



One bad effect of suddenly entering long grain with a rear-geared binder.

OW UNHANDY IT USED TO BE to thread the binder before the convenient, time-saving ways of the McCormick were introduced. Instead of creeping under the binder now, and working in the dark to find the holes through which the twine is carried, it is only necessary to push a "catch" and remove a couple of deck boards when the threading is an easy matter. While on this subject of the binder we want to call your attention to a serious fault common to all other harvesters, and that is the lurching forward of the elevator, which causes the aprons to run poorly. The fact that the binder is hung to the top of the elevator has been the prime cause of the trouble. Now if you will turn back to page 5 and examine the illustration you will notice that the binder on the "Machine of Steel" is hung on the supplemental sill, which is firmly bolted to the top of the bridle casting. By this arrangement the even,



regular running of the aprons is not interfered with. Wherever carefulness of build is valuable, wherever simplicity is appreciated, wherever ease of handling is desirable, wherever strength and long life, coupled with lightness and certainty of operation are deemed good features in mechanical construction, the McCormick Light Binder has won friends and will continue to win friends as long as the name "McCormick" finds a place on harvesting machinery.

IN EVERY LAND THE McCORMICK WINS FIRST PRIZES.

It is not only victor in thousands of American fields but it has gone into foreign lands against foreign machines, into trials whose judges have been engineers educated in the world's greatest schools, and has successfully maintained its superiority. Its banner is emblazoned with the World's great prizes. Our gold medal awards are from the great Expositions of London, Paris, Hamburg, Vienna, Philadelphia, Melbourne, Rome—every land in fact has given the stamp of superiority to the McCormick.

For the past five years we have been unable to supply the demand for the "Machine of Steel," and many who wanted the McCormick have been forced to put up with an inferior binder. With greatly increased facilities we expect to meet all demands the coming season.

Certainty WAS FORMERLY a quantity looked upon as pertaining solely to "death and taxes;" other things might come—these were certain. Of late years this characteristic of certainty has been used to designate a prime virtue of the McCormick simple knotter.

IT ALWAYS TIES.

This certainty is assured by the simplicity of the knotter, which has fewer moving parts than any knotting device ever invented. Do away with complexity and you annihilate uncertainty. Look at the illustration, count the number of parts and then decide for yourself whether or not there is anything complicated about this knotter. We assert that it is more true and reliable than any other part of our matchless "Machine of Steel." When the critical farmer realizes that this is true, and only true of the McCormick Knotter, he loses no time in becoming a buyer of a "Machine of Steel." Thus the sales of the McCormick grow, increasing in some years more than the total sales of a dozen ordinary makes of binders.

Our simple knotter has worried the dozen or more makers of binders, who improve their machines only as they can and dare imitate the McCormick. How they have squirmed, but the pictures in their books are the nearest they have come to getting a simple knotter. Artists make pictures, but it took money, mechanics, and the first inventor in the harvesting machine line to make the McCormick Simple Knotter.

OUR KNOTTER AND ITS PRODUCT—THE CENTER TIED BUNDLE.

The cord is held by the knotter hook until the knot is formed

THE McCORMICK KNOTTER

Is famous throughout the civilized world. The features which make it so are:

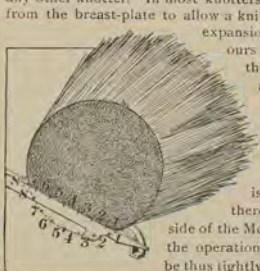
ITS SIMPLICITY,
ITS CERTAINTY,
AND ITS ECONOMY OF TWINE.

This knotter has a finger fixed rigid with the breastplate, taking place of the tucker on other knotters, a device which of itself consists of from five to seven parts more than the McCormick. The purpose of this finger is to hold the cord so that the point of the knotting hook may droop and, after the knot is tied permit the cord to slip off, thus doing away with another feature of other knotters—the stripper. No stripper is necessary on the McCormick, the simple discharge of the bundle accomplishing the same result. The McCormick knotter is no more complicated than a farm wagon, has no more unnecessary parts and calls for no greater attention. Aside from simplicity and accuracy however, there is another important question: Does a given knotter save twine or does it waste it? And in this connection it is well known that the


The knot when tied is stripped from the finger and stripped from the drooping hook by the discharge of the bundle

McCORMICK KNOTTER IS A TWINE SAVER.

It will not only tie a bundle with less cord than any other, but it is an easy knotter on twine, there being actually no tearing of the cord, no matter what quality of twine is used. The strain on the twine is uniform, and with weak twine it will bind a bundle tighter than any other knotter. In most knotters the knotter bill has to be placed sufficiently high from the breast-plate to allow a knife arm to swing beneath it, thus necessitating the expansion of the bundle to fill the slack in the band. In ours the cut end is less than one inch in length when the machine is in operation. The under compressor also contributes to the twine-saving feature of the McCormick. After the grain receptacle is filled, and while the cord is being tightened about the bundle this compressor crowds the grain more compactly together and makes a saving of fully one and one-half inches of twine. A straight line is the shortest distance between two points, and therefore a piece of twine extending across the under side of the McCormick bundle is shorter than it would be but for the operation of our under compressor. Because the cord can be thus tightly drawn about the thousands of bundles of a harvest and during the many harvests of the life of this durable machine the item of twine saving alone will more than pay the additional cost of the machines.


The under compressor moves up after the bundle is formed

THREE YEARS AGO we had a pretty fair Bundle Carrier—the best one extant at that time—but with the McCormick a device which is only "pretty fair" is at best destined to only a brief period of probation, and this bundle carrier was discarded. Improvement is the watchword of the McCormick and on the "Machine of Steel" this early device has been superseded by the

PEERLESS McCORMICK STEEL SWINGING CARRIER,

A sheaf carrying attachment which has merited and won the unqualified indorsement of critical grain growers throughout the world. To praise this Bundle Carrier is like gilding refined gold. It needs no recommend. It speaks for itself. To see it work is to know its worth. To the contemplating purchaser who has never before been interested in this feature of a harvester, we offer this suggestion: Many of your neighbors are owners of the McCormick. Ask their opinion of our Bundle Carrier. If you will base your final decision on their answer we shall be satisfied.

Just a word as to the specially distinguishing features of this carrier. In the first place it dumps all the bundles off at once. Other carriers do this—on paper—but not in the harvest field. With the McCormick carrier the sheaves are not dragged along six or eight feet on the ground, the grain thus being threshed out and wasted. Some carriers work some of the time; the McCormick is the only one that will work all the time, no matter what the condition of the ground or grain. This carrier is also very easily operated. Another thing—a rock, a tree or a fence post is no obstruction to our swinging bundle carrier. Drive right on, no matter if the carrier does go bang against the rock—it will swing back all right and return to its place again. Insist upon having this perfect bundle carrier.

THERE IS JUST as much difference between the McCormick and other makes of transports as there is between the McCormick "Machine of Steel" and other makes of harvesters. The transport—or truck—is a special attachment for the purpose of quickly and conveniently moving the harvester from field to field or from farm to farm.

ONE MAN—
FIVE MINUTES—

That's the force—that's the time required to mount the "Machine of Steel" on our patented truck.

No other transport can be so readily attached—no other transport so thoroughly supports all parts of the harvester. The machine balances over the axle, the

AT THE FRONT—"SUNOL" AND THE McCORMICK TRUCK.
The near horse is a sketch from life representing the famous Trotting Mare "Sunol"—Record 2:08 1-4.

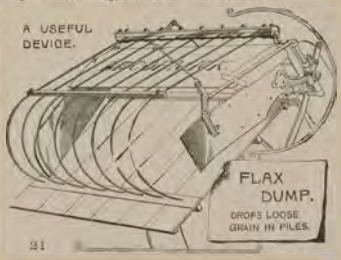
platform is supported and there is absolutely no straining of any part of the binder.

Whenever it is desirable to leave grain in loose piles the binder may be removed and the

FLAX
ATTACHMENT

put on in its place. This is a very useful device which we furnish on special order.

A USEFUL DEVICE.



THE TWINE PROBLEM..... .....HAS SOLVED ITSELF.

THAT this solution plainly demonstrates the superiority of McCormick twine is no surprise to us, no surprise to any one except our disgruntled competitors. It is necessarily the crowning feature in a sequence of logical events. The uniform policy of the McCormick Harvesting Machine Company in regard to binding twine could not have led up to any other result. Let us briefly review this policy as it has unfolded itself in the development of our immense twine industry.

In the early years of the twine binder the makers of twine entered into a compact which resulted in the dictation of prices to buyers. The McCormick Company volunteered to break this combination. We found the enemy strong in numbers and amply provided with ammunition, but like highwaymen, armed only with revolvers. We believed that with the Krupp gun and a few expert gunners we should be able to overcome their numerical strength. Stripped of the methapor our meaning is this: The consolidated twine-makers were selling the farmers an inferior twine at an extortionate price. We felt that a first-class article at a reasonable figure would be appreciated. Realizing that long experience is necessary for the production of a first-class article, we did not undertake the manufacture of twine ourselves, but entered into an arrangement with one of the largest and most completely equipped cordage plants in the United States—a plant the proficiency of whose operatives was of the highest order of exellence. We contracted to take the entire annual output of this vast establishment. It was all labeled, and has ever since been known as McCormick twine.

Step No. 2 was taken a season or so later when an attempt was made to "corner" the fibre market and raise prices. At this juncture the McCormick Company brought out and patented the famous "Blue Jay" twine, a valuable combination of jute and manilla, which brought the hemp conspirators to a realization of their predicament, and instead of bleeding the farmers to the tune of many millions, their scheme collapsed like a pin-pricked bubble and the price of twine returned to its normal channel.

Step No. 3 is more especially noticable because it was *not* taken. "How are my patients this morning?" asked the physician. "Nine of them are dead, sir," was the answer. "Strange," said the doctor, "I left medicine for *ten!*" The present conspicuous activity of McCormick twine is due to the fact that we did not take the medicine prescribed for the other fellows. We refer to last year, when instead of forming a coalition with the great twine combine the McCormick Company chose to remain on the outside as the chief opponent of a gigantic scheme to give twine an unnatural value.

SOME REASONS FOR PRESUMING THAT McCORMICK TWINE IS THE BEST.

Somebody's philosophy says that to guess is as well as to know, provided one always guesses right. But the second clause of the sentence kills the first because—

You can't alway guess right.

It is to aid the buyer of binding twine to make a correct "guess"—or more properly speaking, to assist his judgment—that we write this page.

McCormick twine is better than any other. There may be twenty different manufacturers of twine, each of whom proclaims his *the best*. How is the bewildered buyer to know whose claim is well founded, and whose is not? On this point there are some presumptions in favor of the McCormick twine to which we ask the reader's attention.

First, as the oldest and most extensive manufacturers of harvesting machinery the presumption is that the McCormick Company would not be so blind to its own interests as to identify itself with an inferior article in any line.

Tag of McCormick Twine—Front.


McCormick Twine.


Tag of McCormick Twine—Back.

Second, as guarantors of the perfect working of their hundreds of thousands of binders, the presumption is that the McCormick Company would suggest only the best means to the desired end, and among other things that the best of twine be used. The best binder will, of course, do better work with poor twine than can be done by the poor binder, but the best binder will do its best work only with the best of twine.

Third, after having dealt with the agriculturalists of the world for a period of more than sixty years; after having established a reputation for fair dealing, and after having won the confidence of millions of farmers, the presumption is that the McCormick Company would not, and could not afford to abuse this confidence by foisting upon its patrons any article that was not strictly first-class.

And regarding these presumptions, we want to assure every reader of these lines that he has a right to act upon them, and that we shall do all in our power to satisfy him of the wisdom of such action. As an evidence of the fact that the people endorse our policy in regard to twine—as an evidence of the superior quality of the twine itself—our sales last season reached the enormous total of twelve thousand tons, and in every instance it gave such complete satisfaction that the orders for our 1893 output are now double anything ever known before thus early in the season. We want you to examine our '93 twine. It is of better quality, smoothness, evenness and uniform strength than anything you have ever seen before in the line of binder twine.

A Combination of Grace, Beauty and Usefulness—A Symmetrical Machine—A Symmetrical Team.

The "Machine of Steel" with "Stranger," (near horse) and "Bessemer," 2:13 (off horse)—Sketched from Life.

The McCormick Steel Mowers No. 4

BECAUSE OF THE simple and single function of the mowing machine, it was formerly the custom of many buyers to merely inquire the price of the different mowers and then take the one which could be had for the least money. A few seasons ago, however, we made an innovation in mower building, and with the introduction of the McCormick No. 4 Steel Mower we set the pace for the general elevation of the standard of grass-cutters. We did not believe the progressive farming community at large would stubbornly refuse to investigate our claims regarding the

SCIENTIFICALLY CALCULATED AND MECHANICALLY CONSTRUCTED

mower, which we presented as the embodiment of the results of an unbroken series of careful experiments in the meadow.

The conceded truth of the saying that there is an exception to all rules warranted the expenditure of vast sums in these experiments, and while we do not claim to have demonstrated the fallacy of a single problem in geometry, or to have shaken the foundation of a solitary mathematical proposition, we may fearlessly assert that we have conclusively proven that theoretical postulates and practical realities may be made to "dovetail" in such a manner as to produce results not attainable where the one or the other is plainly ignored. Agents and grass-growers are agreed that no make of mowers possesses the uniform quality peculiar to the McCormick. We are not content with turning out an occasional good machine—each mower must be so constructed as to give satisfaction. Referring to our mowers we ask your careful consideration of the following

POINTS:

1.—The gear is the simplest on any mower.
2.—The Gear, close to the outside wheel, balances the machine.
3.—No pounding—the pitman is the longest.
4.—The horses draw from the point of resistance.
5.—The cutting apparatus is the best ever put on a mower.
6.—The rolling lift binds no part.
7.—The Foot-lift is without an equal.
8.—Easiest mower to handle.
9.—Every one is built for work.

THE MACHINE IS RELIABLE—THE OWNER IS PROSPEROUS.

BEYOND ALL EXPECTATION has the wisdom of the McCormick policy in mower building been demonstrated, and in the relative sales of mowers last year the McCormick so far outstripped all competition as to completely demoralize the selling agents of other machines in all of parts the world. On the part of the manufacturers of these competitive mowers, however, there will be no outward evidences of defeat, because the manufacturer does not come so directly in contact with the inevitable as does the selling agent; hence, in the advertising matter sent out by some of these various manufacturers, their "enormous sales for 1892" will be set forth with a forcibleness worthy a better cause. But the necessity for these tactics is apparent; the selling agent must be inspired to greater effort; his faith must be "warmed over" for one more season anyway, and perhaps by that time the McCormick improvements can be so nearly imitated as to give a new lease of life to an otherwise hopeless cause.

THE MANY MAY CLAIM THE FEW CAN DEMONSTRATE.

And on thousands of grass fields the McCormick No. 4 Steel Mower has demonstrated its right to a place of honor with the nobility of the few. If we were satisfied to make the No. 4 only an average mower, do you think we would construct so perfect a main frame as that shown above? No springing or breaking possible in this construction. Inasmuch as the cutter bar acts on the frame of the mower like a long lever to the end of which a team of horses is hitched, strength and non-springing qualities are important in making the frame. A springing main frame will cause the shaftings to bind and make hard draft. The crank-shaft extension on this frame is very short, and so heavily braced by the tool-box that there is

NO DANGER OF ITS SPRINGING.

You should compare its length with others, and still our peculiar gearing allows a long crank-shaft to be used, as the bevel wheel to which it runs is in the rear of, not on, the axle.

THE WHALEBACK—THE LATEST IN BOAT BUILDING.

A VERY SIMPLE GEAR.

THE McCORMICK MOWERS ARE THE LIGHTEST DRAFT

Grass Cutters on earth. That's our text. That's a proposition the correctness of which we are at all times prepared to prove by taking our machines into the grass fields and operating them in competition with any and all other makes of mowers. Grass-cutting is so simple a thing that about the only points to be considered in a mower are durability and lightness of draft, and with most men the inherent love of the master for his horse makes

THE DRAFT QUESTION THE ONE OF PRIME IMPORTANCE.

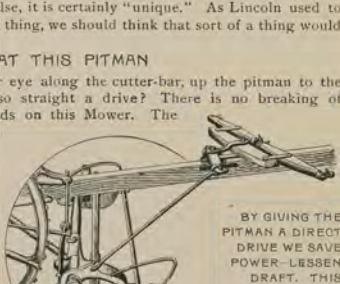
This is a condition. We recognize it, and for the past three years our mechanical experts have been deaeo every effort to meet this demand, and the world knows our success—knows that for light draft the McCormick mowers have no equal. Let us explain why this is true, and in the first place we call your attention to the

McCORMICK SIMPLE GEARING.

By the use of this gear the highest degree of motion is obtained with the lowest expenditure of friction. By reducing friction you lessen draft, and to the unequaled simplicity of this gearing to our well-made finger-bars, and to our coupling-connection and draft-rod must in a large degree be attributed the extreme lightness of draft of the McCormick mowers. It is laughable to see the extremity to which some mower-builders are put in trying to explain how their anomalous, back-number friction-inviting complications, constitute a "simple gearing." One manufacturer calls his mower gearing "unique"—and it is; if it is nothing else, it is certainly "unique." As Lincoln used to say, "for those who like that sort of a thing, we should think that sort of a thing would be just what they would like."

LOOK AT THIS PITMAN

And coupling connection. Run your eye along the cutter-bar, up the pitman to the fly-wheel, and say if you ever saw so straight a drive? There is no breaking of pitmans and jerking off of knife-heads on this Mower. The finger-bar does not throw back when it is tilted. It rolls so that the knife and pitman are always in a straight line. The No. 4 is a rightly balanced mower. Rightly balanced because we place the gearing close to the outside wheel. There are mowers so poorly balanced that three-fourths of their weight is upon the inside wheel. Of course they "go lame;" you don't notice it as readily perhaps, as you would the same defect in a horse, but it's there just the same.



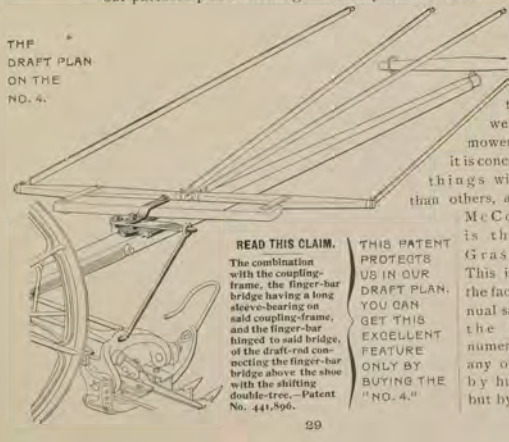
BY GIVING THE PITMAN A DIRECT DRIVE WE SAVE POWER—LESSEN DRAFT. THIS POINT IS WORTH YOUR CONSIDERATION.

THERE IS A PROPER POINT

For the attachment of the draft-rod connecting the bridge with the double-tree of a mower. When this point is ascertained and the connections made accordingly, the draft of the mower is lessened. There is but one right place for making this connection and there may be a hundred wrong places. You can find any one of these wrong places by guess; you can find the right way only by experimenting and measuring the draft with the connections made at the various points. It is these experiments, even in regard to the seemingly insignificant particulars, that have made our mowers what they are—that have resulted in the nice adjustments and correct relations of the parts to each other, all focusing toward that

GREAT DESIDERATUM—LIGHT DRAFT.

By properly attaching the draft-rod the team draws from the point of resistance, sagging of the cutter-bar is prevented—it floats above the hollows and over the hummocks and the guards do not plow into the earth. You will look in vain for our patented plan of floating bar on any other mower.



READ THIS CLAIM.

The combination with the coupling-frame, the finger-bar bridge having a long sleeve-bearing on said coupling-frame, and the finger-bar hinged to said bridge, of the draft-rod connecting the finger-bar bridge above the shoe with the shifting double-tree.—Patent No. 441,896.

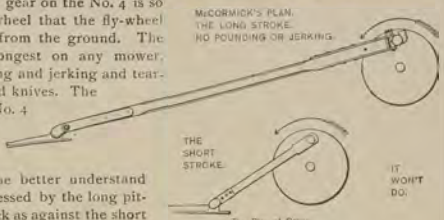
THIS PATENT PROTECTS US IN OUR DRAFT PLAN. YOU CAN GET THIS EXCELLENT FEATURE ONLY BY BUYING THE "NO. 4."

It may be true that "anything will mow," but since the innovations we have made in mower constructions it is conceded that some things will mow better than others, and that the McCormick No. 4 is the "King of Grass Cutters." This is confirmed by the fact that in the annual sales of mowers, the McCormick numerically outranks any other make not by hundreds only, but by thousands.

The McCormick No. 4 Sets the Pace for all Mowers.

The Celebrated Pacer "Direct," (2:05½) Sets the Pace for all Pacing Horses—"Direct," off horse—Sketched from Life.

IS THE PITMAN IMPORTANT? The makers of the McCormick mowers answer "yes," and we believe every user of a mower will agree with us. The accompanying illustrations are designed to show the special merit of the pitmans found on the McCormick mowers. Measure the pitman when you buy a mower. Remember the fly-wheel must not be too close to the ground, or it will catch and drag the cut swath. The gear on the No. 4 is so close to the outside wheel that the fly-wheel can be kept well up from the ground. The pitman being the longest on any mower, there is less pounding and jerking and tearing of knife-heads and knives. The construction of the No. 4 on these particular points challenges comparison.



That we may the better understand the advantages possessed by the long pitman of the McCormick as against the short pitman of other mowers, let us

STUDY THIS DIAGRAM.

Suppose a pitman to have the pitch shown in the steeper of the diagonal lines, and that 87 pounds power were exerted through it, only 43½ pounds would reach the knife to move it back and forth, and 43½ pounds would be exerted up and down, jerking the heel of the knife, pounding the shoe, wasting power in friction, and breaking pitmans and knives. Notice how the power exerted on the knife increases as the pitman gets longer. Of 87 pounds exerted in the one of less pitch, 63 pounds moves the knife back and forth, and but 24 pounds are wasted.

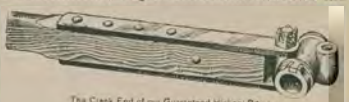
WHAT IS THE BEST PLAN

For attaching the pitman to the knife-head? That is a question the factory expert cannot answer without leaving his theories behind him and following the mower in the field. Our experimenting has satisfied us that the arrangement shown in the cut has no superior. The spring straps are tightly held against the ball on the knife by the Swede's iron bolt, the nut of which is kept in place by the flat spring dogging its notches.

No other maker of grass-cutting machinery has spent a quarter of the time and money that has been expended by the McCormick Company in actual field experiments.

The difference between theory without experiment and theory *with* experiment is seen in the difference between the McCormick and other mowers.

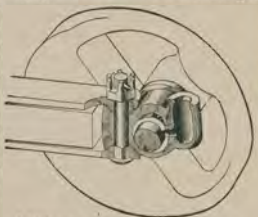
A MOWER MAY present a very pleasing appearance to the casual observer; may have a strong frame and a smooth finish; may be rolled with ease over the warehouse floor, but the experienced hay-maker will not be deceived by any "glittering generalities." He will recall the chronic ailments of his old mower and, among other things, he will



The Crank End of our Guaranteed Hickory Pitman.

LOOK CAREFULLY TO THE CONNECTING ROD.

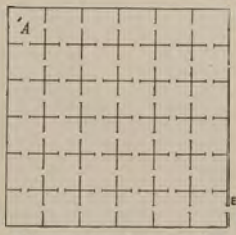
To faultiness in the construction and fitting of this important essential of a mower may be traced a long line of ills peculiar to the grass-cutter. For several years the McCormick mowers have been equipped with a selected second growth hickory pitman, having hand-riveted spring straps and Swede's iron bolts to keep the joints always tight, and every man who has used our mowers tells us that we have hit the bull's-eye on pitman construction and that, instead of running to the blacksmith shop with the pitman every day or two, it isn't necessary to go at all. "Nothing is stronger than its weakest part," and the secret of the great durability of the McCormick machines may be traced to the fact that we



A detail picture, partly in section, of the Crank Wheel, Pin, and Pitman.

MAKE THE WEAK PARTS STRONG

Glance at this detail picture and notice how one side carries the large oil cup, and the other the projection to which the spring pitman straps are fastened. This hand-made connecting rod costs us three times as much as an iron one would cost, but on such vital parts of our machines we do not spare money.



The squares represent prison cells. A prisoner at A was offered his freedom on condition that in going from his cell to the exit he pass through all the cells once and once only. He got out. Could you?

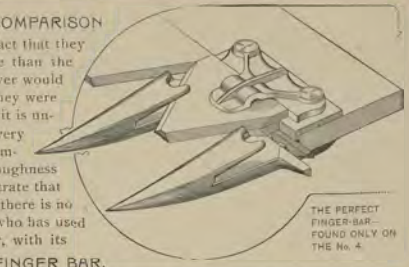
We have spared neither time nor money to make the No. 4 such a mower as will meet the harmonious approval of the farmers of all lands. We believe it to be the best grass-cutter ever sent out by any manufacturer; we have aimed to construct it upon logical principles—that is, to make each part as strong and durable as any other, and to have the parts all properly adjusted, remembering that a perfect machine is not merely a machine possessing perfect functions, but perfect functions perfectly adjusted to each other and all conspiring to a single result—the perfect working of the whole mechanism.

WE GUARANTEE

That every buyer of the No. 4 will get full value. One of these mowers is as good as another. No other line of mowers possesses such uniformity.

WE CHALLENGE COMPARISON

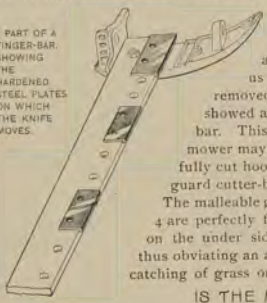
On our Finger-Bars. The fact that they cost more money to produce than the finger-bars of any other mower would not necessarily imply that they were superior to others, but when it is understood that in any and every way possible to make a comparison of strength and toughness the McCormick bars demonstrate that the "stuff is in them," then there is no room for doubt. Any man who has used both the McCormick mower, with its



THE PERFECT FINGER-BAR—FOUND ONLY ON THE No. 4

COLD ROLLED FINGER BAR,

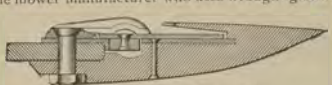
and some other mower with its hot rolled bar, will bear us out in the assertion that the relative value of the two is about in the ratio of twelve to five in favor of the cold rolled McCormick bar—or in other words that the finger-bars of the No. 4 Mowers are worth nearly three times as much as those of any other make of mowers. In a test made by us with another make of mower its finger-bar was removed and ours put on instead and the dynamometer showed a difference in draft of ten pounds in favor of our bar. This bar will stand the severest test to which a mower may be put. At Paoli, Indiana, the No. 4 successfully cut hoop-poles where the steel-bar and wrought riveted guard cutter-bar competing against it scored signal failures. The malleable guards, with steel wearing-plates used on the No. 4 are perfectly fitted to the finger-bar with bolts, the nuts being on the under side of the bar while the heads are counter-sunk, thus obviating an annoyance peculiar to many mowers—that is the catching of grass on the guard-bolts.



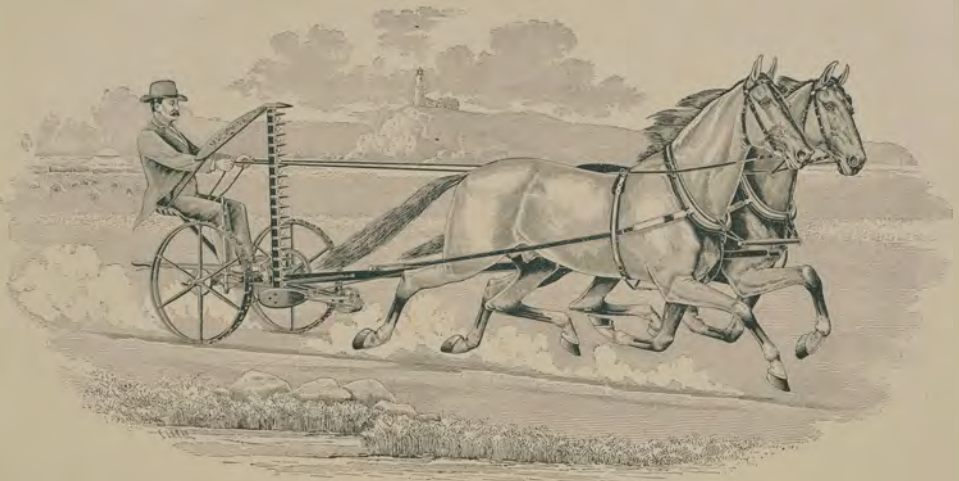
A PART OF A FINGER-BAR, SHOWING THE HARDENED STEEL PLATES ON WHICH THE KNIFE MOVES.

IS THE MALLEABLE GUARD BETTER THAN THE WROUGHT GUARD?

Yes, a thousand times yes; if it were not so it would not be found on the McCormick mowers. It is too difficult a matter to correctly temper the wrought guard; if a trifle too hard it is easily broken and if not sufficiently hardened it is readily dulled and only haggles grass instead of cutting it. The mower manufacturer who uses wrought guards occasionally turns out a "batch" which is nicely tempered and when he does happen to "hit it" he fits up a mower for competitive field trials and once in awhile makes a pretty fair showing for light draft. To our oil-hardened steel wearing-plates is largely due the uniform light draft of our mowers—and the facility with which these plates can either be sharpened or replaced makes friends for them wherever money-saving and time-saving are appreciated.



Clear Section of our celebrated Cutterbar, Knife, Guard and Steel Wearing-Plate.



Breeders Find They Can Use Their Trotters On the No. 4 Steel Mower—

Because it is as easy-running as a track wagon.

Off Horse "Almont," 2:33; Near Horse "Happy Medium," 2:32½—Sketched from Life.

If There Is One Point . .

In this book which we wish to emphasize more than another it is that pertaining to the draft of the McCormick Mowers, and we want to go on record right here as re-affirming all that is said elsewhere regarding this question.

The McCormick No. 4 Steel Mower has won more awards, more competitive field trials than any other grass-cutter on wheels, but we take this opportunity to say that notwithstanding the flattering record our machines have made in these contests—notwithstanding the fact that experts and exhibition judges unite in pronouncing

The No. 4
The Mechanical Ideal

For a mower—notwithstanding these things we want to say to the farmers of the world, frankly and candidly, that a mower must not be judged alone by its performances while on "dress parade."

"Tell me the story of your bread-winners," said the statesman; "sketch for me the uncolored picture of their home lives and their loves; tell me of their trials and their triumphs on the unsmoothed field of Fate, and you have told me the true story of your nation's wealth and worth."

And so the reader of these lines may say to each and every maker of mowers: "Tell me the story of your machine as actually at work on the farm, in the many and diversified conditions presented—tell me this story of its performance, not under the magic touch of the expert but in the hands of the farmer—tell me of its successes and its failures here and you have told me the true story of its intrinsic worth."

This, after all, is the best gauge—this, after all, is the safest basis for our conclusions—and we close this page by saying that which we know, that which we can prove, and that which we are daily demonstrating on thousands of fields the world over—that the McCormick Mowers as built, finished and equipped by us **for the farm** for all conditions of actual service, day in and day out, year in and year out, are **the lightest draft grass-cutters that have yet been produced.**

CONVENIENCE IS ONE THING INCONVENIENCE IS ANOTHER.

The difference between them is well illustrated in these pictures, the one showing the McCormick mower with its handily operated foot-lift and the other a mower having the hand lever only. After you have once tried the

McCORMICK MECHANICAL FOOT-LIFT

you'll say, "good-bye forever" to the old contraptions as well as to the imitations of our improvements.

THE FOOT-LIFT of our mowers makes possible the more watchful care of the horses, as it enables the driver to use both hands to guide and steady his team in particular places where it is desirable to raise the knives over hummocks, stones, stumps, etc., in turning at the corners of the meadow, or elsewhere. If, in order to suddenly lift the cutter-bar as occasion demands, the driver must reach for the hand-lever it leaves only one hand to hold the reins and he must trust to luck for the action of the horses.

THIS IS A FOOT-LIFT"

Are the words which should be painted conspicuously on the so-called devices with which some mowers are provided. That's about the only evidence the operator of the machine would have of its possible purpose. It's a lift that don't lift when you want it to—you must raise the bar by the hand lever or drag it around in turning at the corners. *Before buying one of these mowers, don't fail to get on the seat and try the Lift.* You will see what we mean when we say they they have been put on solely as a blind. As you can't lift the bar with them, what else are they for?

A PERFECT FOOT-LIFT

Carefully Notice Our Construction. The strong spring gains in pulling leverage as the bar raises. Compare this McCormick Foot-lift with others and see how much more easily operated, better and neater it is.

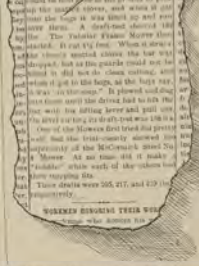
TRUST YOU MAY CONTINUE the good work of making the labor of life

EASY TO BOTH MAN AND BEAST,

by distributing the McCormick mowing machine, wrote William Salway, superintendent of the Cincinnati cemetery, to one of our selling agents. Mr. Salway has had a wide range of experience with mowers and he unhesitatingly asserts that the McCormick No. 4 cuts closer and cleaner than any other make, and also much easier. "In a matted, thick growth of blue grass, very hard to cut," says Mr. Salway, "the No. 4 did splendidly, leaving the surface like a lawn." This gentlemen also commends the McCormick Foot-Lift, and the great simplicity and strength of the mower as a whole.

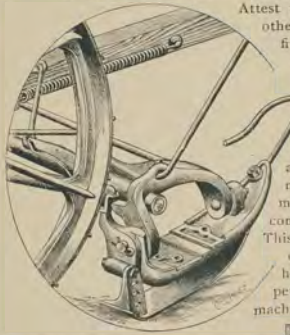
A Floating Newspaper Scrap

Showing the draft of the No. 4 with five foot cutter bar as compared with that of another mower with 4½ foot bar.



THE GREAT SALES OF THE McCORMICK MOWERS

Attest their worth. No other make of mowers finds so wide a market as the McCormick. This is not "bunkum," such as some of our competitors are prone to indulge in. Reports in black and white show that the sales of the McCormick mowers are doubling every year, and in most localities these sales are greater than the combined sales of all other makes of mowers. This is because the farmers are progressive; because, like Mr. Salway, they farm with their heads as well as with their hands, and are competent to weigh the merits and demerits of a machine.

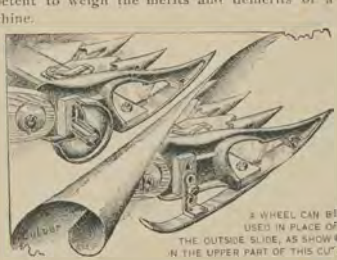


Adjustable Slides are provided for both the inside and outside shoes by which the cutter-bar can be raised, as is sometimes desired in rough or sandy ground, among bogs, or in mowing grain.

There is a strong warranty with every McCormick mower.

THE BUYER TAKES NO CHANCES.

We are willing to take them all.



A WHEEL CAN BE USED IN PLACE OF THE OUTSIDE SLIDE, AS SHOWN IN THE UPPER PART OF THIS CUT.

The World Recognizes their Value—"Allerton" and the McCormick Big 4.

Off Horse "Allerton," Record 2:09¼—Sketched from Life.

TO THE OWNER

of a large farm or extensive ranch, to the man wanting a wide cut mower, we offer

THE ACME OF EXCELLENCE IN THE McCORMICK BIG 4....

It is a well proportioned machine, rightly balanced and a powerful cutter. In it will be found consolidated all the best ideas of mower building. It has the tilt-rod for locking the bar in any desired position, the properly attached draft-rod and our patented foot-lift. Please note this feature of the McCormick mowers: The weight of the finger-bar being carried on the wheels by strong springs makes the bar more easily lifted by the foot. As it bears on the ground so lightly the machine is drawn with greater ease, and the bar floats over the rough ground. The weight being carried on the wheels also makes the traction greater and the mower more powerful as a cutter. A coil spring at the heel of the knife carries the outer end of the bar.

FOR DURABILITY AND ECONOMY OF REPAIRS

The McCormick mowers challenge the world.

From stacks of letters congratulating us on the unprecedented success of our mowers, we select three or four as illustrative of the general tenor of all.

It is because we devote our energies *exclusively* to the advancement of grain and grass harvesting machinery that we are enabled to turn out a more perfect product than any other establishment.

OGDENSBURG, N. Y., March 3, 1890.

McCORMICK HARVESTING MACHINE CO. CHICAGO.

GENTLEMEN:—I find your No. 4 Steel Mower all you claimed it to be. Have mowed 683 acres with the one I bought two years ago and find it superior to any other I have ever used, and would cheerfully recommend it to any one needing a mower. Respectfully yours,

BYRON PERRINE.

SAN JACINTO, CALA., March 21, 1890.

McCORMICK HARVESTING MACHINE CO. CHICAGO.

GENTLEMEN:—My "Big 4" 6-foot cut McCormick mower has run two seasons without one cent for repairs. I consider it the best cutting and most durable machine made. Your truly,

E. L. BROWN.

EL MONTE, CALA., April 5, 1890.

McCORMICK HARVESTING MACHINE CO. CHICAGO.

GENTLEMEN:—I want to tell you that the No. 4 McCormick Mower is the best mowing machine I have ever used, and I have handled many different makes. The McCormick is the lightest draft, the easiest handled and the simplest constructed mower I have ever run. It does not clog up or choke in heavy cutting. I find that it is all that is claimed for it, and that is saying a good deal, for many agents of other machines claim much for their mowers which they will not do. I heartily recommend the McCormick No. 4 Mower to all farmers who want the best.

DAVID W. CORSEN.

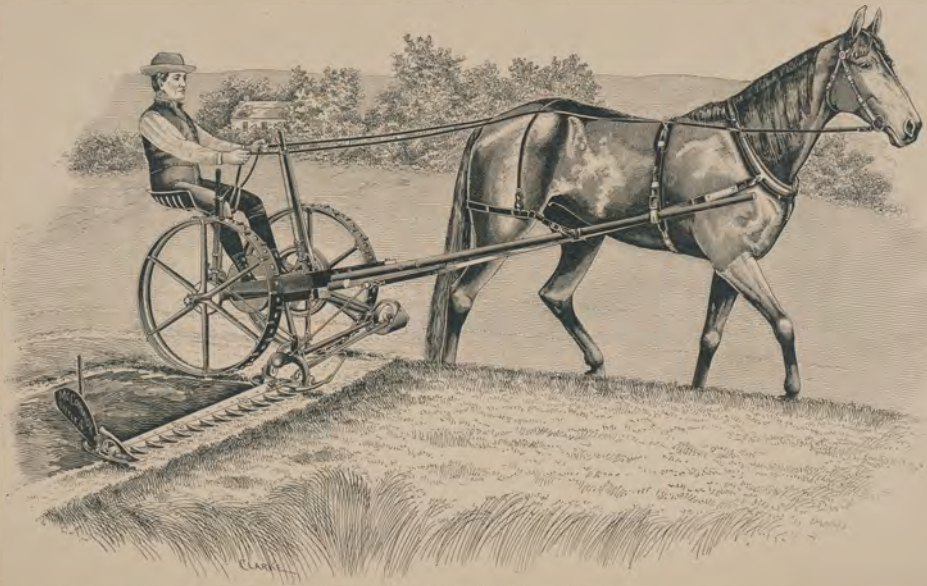
CHRISTCHURCH, NEW ZEALAND, July 27, 1890.

McCORMICK HARVESTING MACHINE CO. CHICAGO.

GENTLEMEN:—We cannot speak too highly of your "Big 4" Mower, as since the history of the firm, we have never handled a machine that has given better satisfaction. In proof of this, for all the mowers supplied the past season we did not supply a single extra, with the exception of sections.

Yours truly,

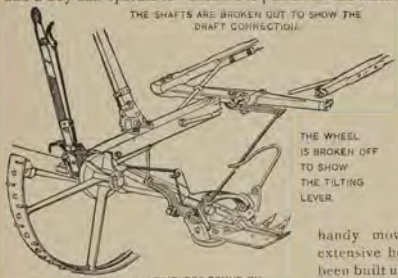
MOSSMAN, BARRETT & CO.



They Hold the World's Record—

The Little 4 as a One-Horse Mower, and "Nancy Hanks" as a Trotter, 2:04—Sketched from Life.

BECAUSE IT IS EXTREMELY LIGHT—Because it lacks nothing in durability—because of its availability and peculiar fitness for odd jobs—because one horse and a boy can operate it—because it possesses the distinguishing characteristics of our larger grass-cutters—in short because it is a McCormick machine,



THE LITTLE 4 HAS FEATURES FOUND ON NO OTHER MOWER

OUR LITTLE 4 MOWER HAS ATTAINED A BIG POPULARITY.

Originally built to meet a demand in the older European countries—where in many instances a farm consists of only fifteen or twenty acres—the merits of this small and handy mower became known, and an extensive home trade has in consequence been built up on this machine. People have disabused their minds of the idea that the Little 4 is merely a toy, and they find many ways of demonstrating its utility. On the farm it very nicely supplements the larger mower, and to the owner of a suburban home it is a veritable little treasure. Its path is marked by a smooth, neat and evenly clipped sward, making it most desirable as a lawn mower, while for mowing the orchard, roadside and similar work it is equally efficacious. It has the simple gearing, long pitman, serviceable draft rod and perfect rolling tilt peculiar to the McCormick mowers, and the buyer of the Little 4 will find that his money has been well invested. We guarantee it to work wherever any other mower can go. It can with safety be put at heavy work and when again brought on to the lawn it will be just as capable of doing a good job. In passing we may say that it is not probable that any mower ever cut grass on so valuable ground as has the McCormick Little 4. The Archbishop of Chicago, Most Reverend Patrick A. Feehan, D.D., uses this mower for trimming the lawn adjoining his magnificent residence near Lincoln Park—property worth at least $60,000 an acre. The Archbishop has tried a number of different makes of mowers, but none has pleased him so well as the Little 4.

ACTUAL FIELD EXPERIEMENTS

By our corps of inventors have cost us thousands of dollars, but the pride we feel in producing the best machinery more than repays us for all the expense.

Scenes from the Cantonese at the Chicago Fair. The Patients leaving from the old Mission Hospital.

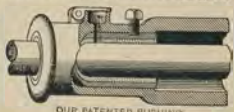
WHEN IN DOUBT TAKE THE MEASUREMENT.

NO MOWER CAN COME AS NEAR CLEARING THE SWATH AS THE NO. 4.

IN CUTTING GRASS keep off the swath all you can. The fact that the McCormick No. 4 mower excels all others in this particular, is an item that should not be overlooked. If your meadow land is a little wet the curing of the cut grass isn't aided any by its being pressed into the soft earth by the wheels of the mower. When you are in town, compare the distance from the shoe to the outside wheel on the No. 4 with the widest mower of any other make you can find and you will readily understand our meaning. Figures do not lie.

THE McCORMICK MOWERS ARE POPULAR EVERYWHERE.

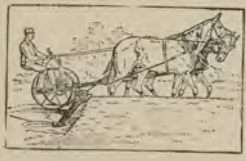
The farmer of to-day, with his many different kinds of work and the varied tools and mechanisms for its execution, has become an expert judge of machinery and he buys the mower that serves him best. The judgment of the practical farmers of the world is for the McCormick mowers. This judgment accords with our actual field trials. What proof could be stronger?



OUR PATENTED BUSHING.

The frames of the No. 4 mowers are fitted with the McCormick bushings, which have a hard shell and a babbit-metal inside. The hard shell keeps the bushing from getting loose in the frame, while the soft inside is the very best bearing in which a shaft can run. This bushing is doubly protected by patents, one covering the bushing itself and another the process by which it is made. It will be found on no other make of mowers.

In closing this page we ask you to please bear in mind that durability is one of the central ideas in the construction of all McCormick machines. The harvester, the reaper or the mower you buy of us this season is not only for *your* use but for the use of your children after you. You will find McCormick machines in use to-day that have seen upwards of twenty and thirty years of service, though it is likely that during all this time something may have been necessary in the way of repairs; and in this connection, it should be a source of satisfaction to you and to your children to know that the McCormick Company has, and always will have, distributing centers all over the world from which any part of our machines may be obtained on short notice.



YOU HAVE HEARD GREAT PRAISE for that McCormick grass-cutter designated as the

NO. 3....
STEEL MOWER.

Certain agents have sold this mower for years and the reputation it has made in their respective localities has been such that there will always be a demand for it. It has made a lasting record in difficult field trials. In all kinds of grass and on all conditions of ground it has demonstrated its ability to successfully cope with the most severe demands of a mowing machine. There are

MANY SPECIAL DEVICES ON THIS MOWER

That "back up" all our most enthusiastic agents claim for it. It is such a handsome, mechanically built machine, that its looks will please you, and its rigid main-frame, its very simple gearing, and its steel shafting, running in long bushed bearings, will give you an idea of perfection in cutting power. The bearings in the McCormick mowers are all bored at one operation, so there can be no possible binding of shafting, and, being fitted with removable bushings, the frames will last for years.

Don't forget that the floating-bar, in its perfection, is found only on the McCormick mowers, and the No. 3 with its lead-wheel constantly on the ground and the push-brace pivoted to the coupling-arm, below and behind it, has a construction that floats the bar over rough ground better than any mower made by any other maker.

It is fitted with all the modern conveniences, and its perfect foot-lift alone is an attachment which no mower should be without. This mower is a modern machine and will please the most critical buyer.

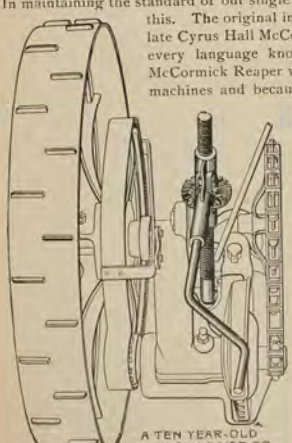
IT IS FUN TO CUT GRASS WITH THE McCORMICK NO. 3.

The "Queen of Reapers" and a King Among Trotters.

See how well they hitch up together—The "Daisy" and "Roy Wilkes," (near horse) Record 2:07¼—Sketched from Life.

WE HAVE ALWAYS TAKEN A PRIDE

In maintaining the standard of our single Reaper. It is but natural that we should do this. The original invention of our former honored President, the late Cyrus Hall McCormick, was a "Reaper," and every land and every language knows the one not more than the other. The McCormick Reaper was the pioneer in the line of grain harvesting machines and because it recalls many pleasant recollections and leads us kindly backward to the scenes of other days, we look upon it as something more than a mere inanimate combination of wood and metal, and we aim to make it worthy of this regard. Moreover, in the Daisy Reaper of to-day we offer our farmer friends a machine in which they may also take a just pride. It is by long odds *the* machine for cutting grain and leaving it in loose bundles. It has one main wheel for driving the knife and operating the rakes, while a small wheel supports the outer end of the platform. The annexed illustration shows the Daisy's broad-faced main-wheel and handy raising device, the latter for changing the height of cut as occasion demands.



A TEN YEAR-OLD BOY CAN RAISE OR LOWER THE DAISY.

It will also be noticed that there is no gear on the main-wheel to fill with dirt, the spur-wheel being on the axle and closely encased with a shield that protects it and follows it in its adjustments.

The seat turned up to pass through narrow gate.

THE DAISY IS RIGHTLY TERMED

...THE...

"QUEEN OF REAPERS."

Its main wheel has no cogged rim to fill with dirt, cause heavy draft and clog the machine. This is a point worth considering, as the cog-rim reaper has caused its owners no small amount of annoyance.

THE TILTNG LEVER

Is another important feature. By its use the machine may be tilted, and, with the raising crank the worst lodged and matted clover can be successfully picked up and cut.

The Daisy is a handy and available machine for the small farm. It has great capacity in wheat, barley, rye and oats, and in lodged and tangled clover it cannot be equaled. The light draft and easy handling of the machine are due to the fact that the two wheels are on a line with each other, so there is no plowing the ground when turning a corner. The cutting apparatus is perfect, and in short to the man who wants a reaper we guarantee the Daisy to "fill the bill" and give a degree of satisfaction that cannot even be approached—let alone duplicated—by any other reaper in the world.

Like all McCormick machines The Daisy is strong and durable, yet possessing the quality of lightness. It is simple in construction and therefore easily understood, easy to manage and free from all chronic ailments. We offer this reaper to our patrons with the assurance that

IT WILL PLEASE.

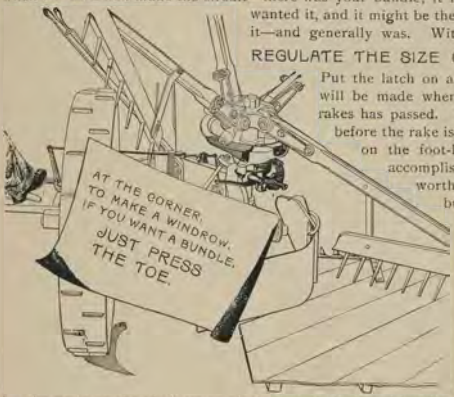
Usually on the small farm but one pair of horses is kept and if their owner is considerate of them, or even if he is only prompted by selfish interests and should merely desire to save the strength of his team for other work—in either event he will be wise, if when ready to buy a reaper, he will examine the McCormick Folding Daisy.

IT WON'T HURT THE BROOD MARES TO DRAW THE DAISY; IT IS OF SUCH LIGHT DRAFT

HOW OFTEN DO YOU WANT TO RAKE OFF A BUNDLE?

With the old reapers this was a matter not regulated by the wishes of the driver; when the rake had made the circuit—there was your bundle; it might be the size you wanted it, and it might be the size you didn't want it—and generally was. With the Daisy you can

REGULATE THE SIZE OF THE BUNDLE.



Put the latch on any hole and a bundle will be made whenever that number of rakes has passed. If you want a bundle before the rake is due just press the toe on the foot-lever and the thing's accomplished. Another thing worthy of special note is the bundle which the Daisy delivers—it is a bundle unequalled for neatness. Instead of looking as though a cyclone had struck it the Daisy's bundle presents a smooth, unruffled front. The rakes acting as reels lay the grain on the platform so nicely that an ill-shaped bundle is impossible.

WHY DO WE CALL IT THE FOLDING DAISY?

Because the platform may be folded up for travel on the road, passing through narrow gates, etc. The practicability of this folding feature is shown on page 45. The Daisy, either at work or on the road, is an easy machine to handle.

Points to think about:—Light draft and easy handling are insured by the two wheels being on the same line—there is, therefore, no straining, no difficult tilting and no tearing up of the soil in turning. The main wheel has the widest face of any single Reaper main wheel made, and the whole machine, being driven by the main axle, has no gearing near the rim to grind, to wear, or fill with dust and dirt. The cutting apparatus is the best; the guards are steel faced, and attached to an angle-iron cutter bar; a serrated knife is furnished for grain and a smooth one is supplied for flax and other crops difficult to cut. Do not overlook the high rake standard—simple gearing—boxed bushing—seat at outer end of axle—easily operated raising device—bundle regulator. These are some of the things that have contributed to give the Daisy its proud position as the

"QUEEN OF REAPERS."

CHANGE THE SIZE OF THE BUNDLE.

PUBLIC OPINION CENTERS ON

COMPETITORS FIND THEIR MODEL IN

The McCormick

IF

You have read this book you have learned what we claim for the McCormick

Binders
Reapers and
Mowers.

Sixty years devoted exclusively to building and improving grain and grass-cutting machinery gives us the right to claim that our product is

The Best in
The World,

But it is in the actual work of the machines themselves, in the field, that the right to this claim is best exemplified.

IF

The coming season finds you in need of either a

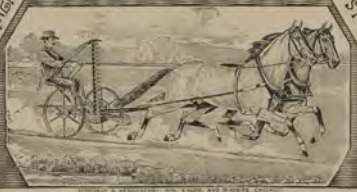
Binder,
Reaper or
Mower,

And you buy the McCormick you will understand why our claims are broad and our sales the largest of any establishment in the world. More than this,

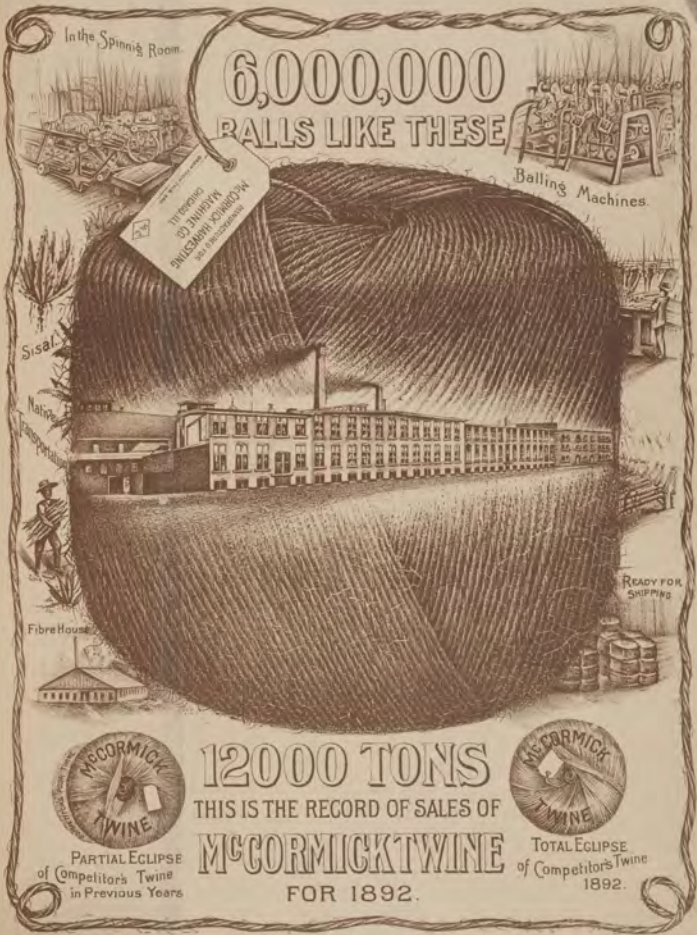
You will bear
Testimony

To the superiority of our machines. Remember, every machine sent out by us is thoroughly tested before leaving our works, and we guarantee its successful operation.

THE IDEAS OF FARMER AND MECHANIC MEET IN



IMPROVEMENT IS THE WATCHWORD OF


In the Spinning Room.
6,000,000
BALLS LIKE THESE
Baling Machines.
McCORMICK HARVESTING MACHINE CO.
Sisal
Manila
Fibre House
Ready for Shipping
12000 TONS
THIS IS THE RECORD OF SALES OF
McCORMICK TWINE
FOR 1892.
McCORMICK TWINE
Partial Eclipse of Competitor's Twine in Previous Years
McCORMICK TWINE
Total Eclipse of Competitor's Twine 1892.

DISCOVERY OF AMERICA BY COLUMBUS 1492.
INVENTION OF THE REAPER BY McCORMICK 1831.