



The
Orcutt
Co.
LITHOGRAPHERS,
CHICAGO.

FARMER: "Well, Boys, I've seen a great many imitations of the McCormick; and I guess yours is about as good as any of 'em."

AS THE PROPOSED

CHICAGO. —
ODD FELLOWS' TEMPLE
towering thirty-four

stories into space, will over-
shadow the ordinary struct-
ures of earth, so the

Annual Sales ... OF ... M^c CORMICK Machines

dwarf into insignificance the output of every other
establishment in the world.

Our fathers looked with awe upon the six-story
building, while the generation of to-day only admires
the daring of the architect whose splendid columns
pierce the clouds, as it admires the
genius and enterprise of that institution
which supplies the World with nearly

ONE-HALF ITS NEEDS
IN GRAIN AND GRASS CUTTING MACHINERY,
AND WHICH IS NO OTHER THAN

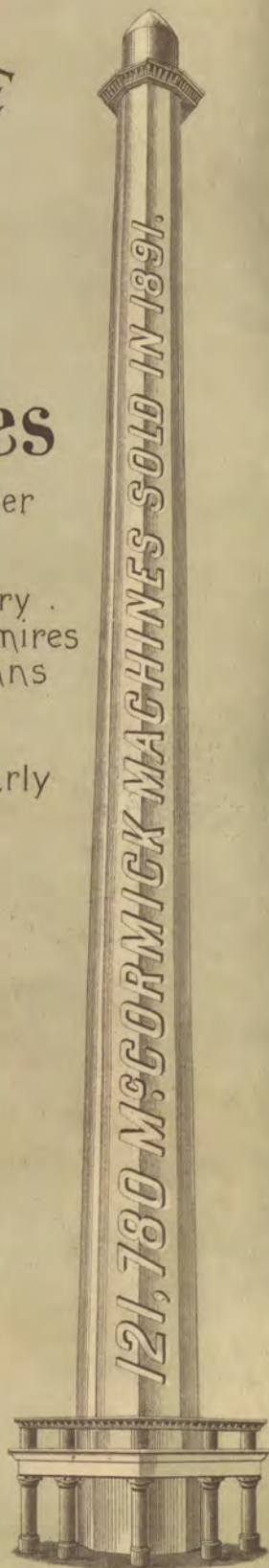
THE
M^c CORMICK
HARVESTING
MACHINE CO.



MONUMENT TO THE PLUCK OF CHICAGO CAPITALISTS.

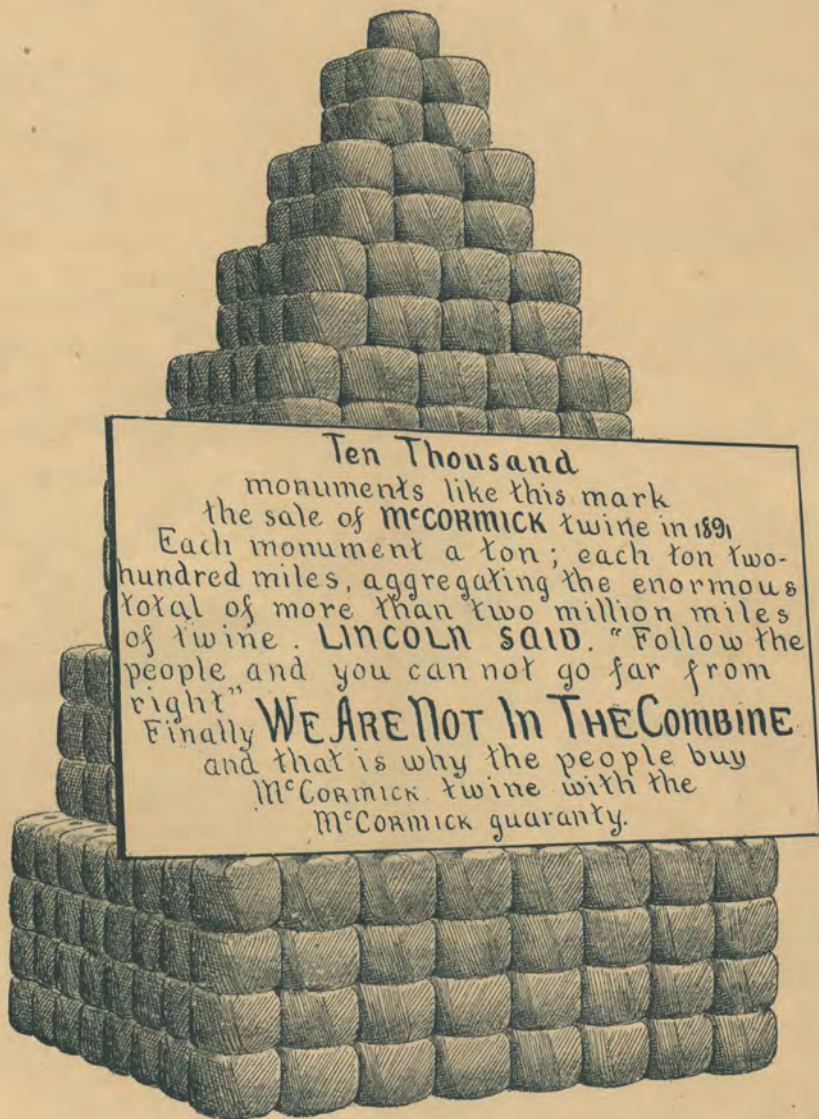


SHAFTS SHOWING COMPARATIVE SALES
OF THE SIX LARGEST MANUFACTURERS OF
GRAIN AND GRASS CUTTING MACHINERY.



MONUMENT TO THE
PLUCK OF A PIONEER
CHICAGO MANUFACTURER.

121,780 M^c CORMICK MACHINES SOLD IN 1891.



Ten Thousand
monuments like this mark
the sale of **M'CORMICK** twine in 1891.
Each monument a ton; each ton two-
hundred miles, aggregating the enormous
total of more than two million miles
of twine. **LINCOLN SAID**, "Follow the
people and you can not go far from
right"
Finally **WE ARE NOT IN THE COMBINE**
and that is why the people buy
M'CORMICK twine with the
M'CORMICK guaranty.

Rand, McNally & Co.
Printers & Engravers.
CHICAGO.

F. C. WILES, AGT.,
RINGOLD, MD.



The
SUNRISE

OF
AGRICULTURAL
PROSPERITY

McCORMICK
1892

1881

A MARVELOUS FACT.

 No back-number machines, remodeled and repainted, to be palmed off on the purchasers of a McCormick. Note this marvelous fact: With over 4,000 Selling Agents in the United States, less than 100 Binders, *of all ages*, were carried over in 1891. Every purchaser is, therefore, sure to get the latest improved machine.

THE great house of the McCormick is conservative. More than sixty years ago the first successful harvesting machine was a McCormick, and from that day to this no other type of an implement has borne that name. Many chances are daily offered to manufacture and sell useful devices that would yield a profit, still the answer is returned to all: "The McCormick Company is making the development and manufacture of harvesting machines and twine its sole business, and is employing the great resources accumulated during the past half century in keeping this line a progressive one."

You can not split your energies and still lead.

The followers in any line, who copy, can rob and pattern, but the McCormick Company, as originators and developers, must dig and delve, must experiment and build, must test and build again.

The McCormick Company prefer to be the leaders in one line, rather than among the followers in many lines.

The fruit of this policy is seen in the great demand for the McCormick machine. Our sales for 1891 are numbered by hundreds of thousands, but could the thousands who preferred and sought, and who were unable to obtain, the McCormick, be counted with the number of sales actually made, that immense number would be increased by more than 50,000.

We gratefully acknowledge this marked appreciation of our efforts and of the McCormick machines, and beg to assure all our agents whose orders we could not fill, and the thousands of buyers whom we were forced to disappoint, that we did our best. Our mammoth works were run on extra time, and for months turned out more than one completely finished machine each minute of the day; still, the procession of buyers for the McCormick could not be supplied, and to the many who waited till this year, rather than buy an inferior machine, we extend our heartfelt appreciation, and to you we desire to say that we have made large additions to our already great works, determined that our output of machines for 1892 shall, if possible, be equal to the demand.

The machines we offer for 1892 will be the best that have ever harvested grain or grass, while our twine will be beyond comparison.

Yours truly,

THE McCORMICK HARVESTING MACHINE CO.

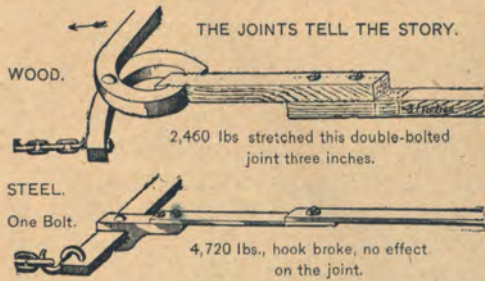
January 1, 1892.



THE MACHINE OF STEEL

WE SCAN the musty pages of the past,
And from the facts there gathered do we cast,
A horoscope of what the years will bring.
Parnassus, give thy airy pinions wing,
The while we state one stubborn, settled fact—
By experience proven and by thousands backed—
McCormick Reapers, first to lead the way
Up toward the dawn of labor's brighter day,
Were still the first when imitations came,
With boasted value and high-sounding name;
And so to-day, as records all reveal,
We're FIRST and BEST with our "Machine of Steel."

IT IS our pride—in fact, we feel justified in asserting that for sixty years the McCormick Grain and Grass Cutting Machines have been kept progressive. During all these years the name McCormick has been found only on the best machines, until now the farmers of all lands know that they can depend on the McCormick. What is the record that gives them this assurance? In 1831, the first successful Reaper; in 1851, the world was astonished at the first World's Fair and the Grand Prize taken; in 1867, still at the front at Paris; in 1878, another victory at Paris; in 1881, "Old Rusty," from the bottom of the ocean, met all machines at the Derby trials and won, and in 1889, again the Grand Prize at Paris fell to the machine bearing this magic name. This record, however, is not the remarkable part of the history of the McCormick machines. It is, that each time a new McCormick has appeared, it has marked a new era, and the followers have had a pattern machine to copy. The "Machine of Steel" is our latest as well as the best of all that have gone before. It is essentially a steel machine. The old machines, clumsily hewn from wood, or, perchance, with a frame of metal poorly adapted to its purpose, have been heavy, homely, ramshackly structures. In the building of the "Machine of Steel" it was seen that the common forms in which steel had been rolled were not such as were the best adapted to the construction of harvesters. New forms were originated, their strength scientifically calculated, the rolling mills called on to get them out, each for its special place and to withstand its peculiar strain, and the "Machine of Steel" is the result—lighter, stronger, more durable, and better adapted to its work than any ever built. It is the handsomest of machines, one that there will be a pleasure in running and a pride in owning.



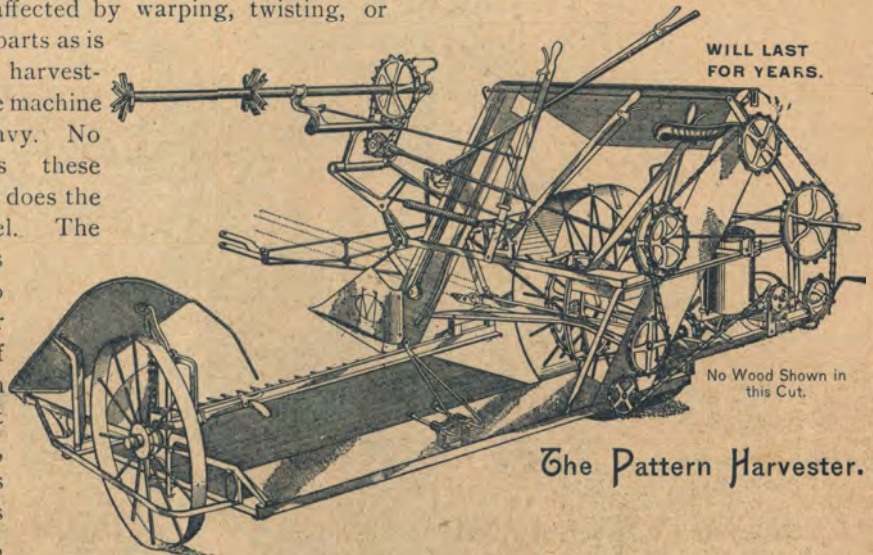
THE . . .

"MACHINE OF STEEL"

IS A . . .

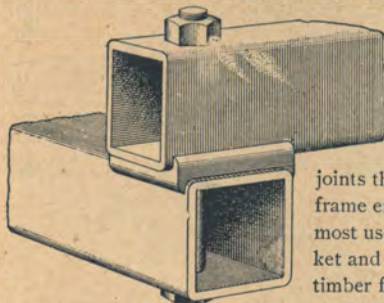
Steel Machine

BUT is it any better because it is so? We are sure of it when built from our special forms of material as we build it. The self-binding harvester is necessarily a machine of some size and must be built of many pieces. Drawn from one corner, as it is, over fields that are filled with stumps, stones, and ditches, it must have great strength to stand the great strains and hard knocks that are given it. This is especially true as the good work of no field machine is so affected by warping, twisting, or stretching of its parts as is the self-binding harvester. However, the machine must not be heavy. No machine meets these requirements as does the Machine of Steel. The whole machine is more than 200 pounds lighter than the one of combined iron and wood built three years ago, and still it is stronger. It is far more trim, tasty, and symmetrical than any other, while its durability has also been increased. There will be no swelling, warping, nor shrinking of the material in the "Machine of Steel."



The Pattern Harvester.

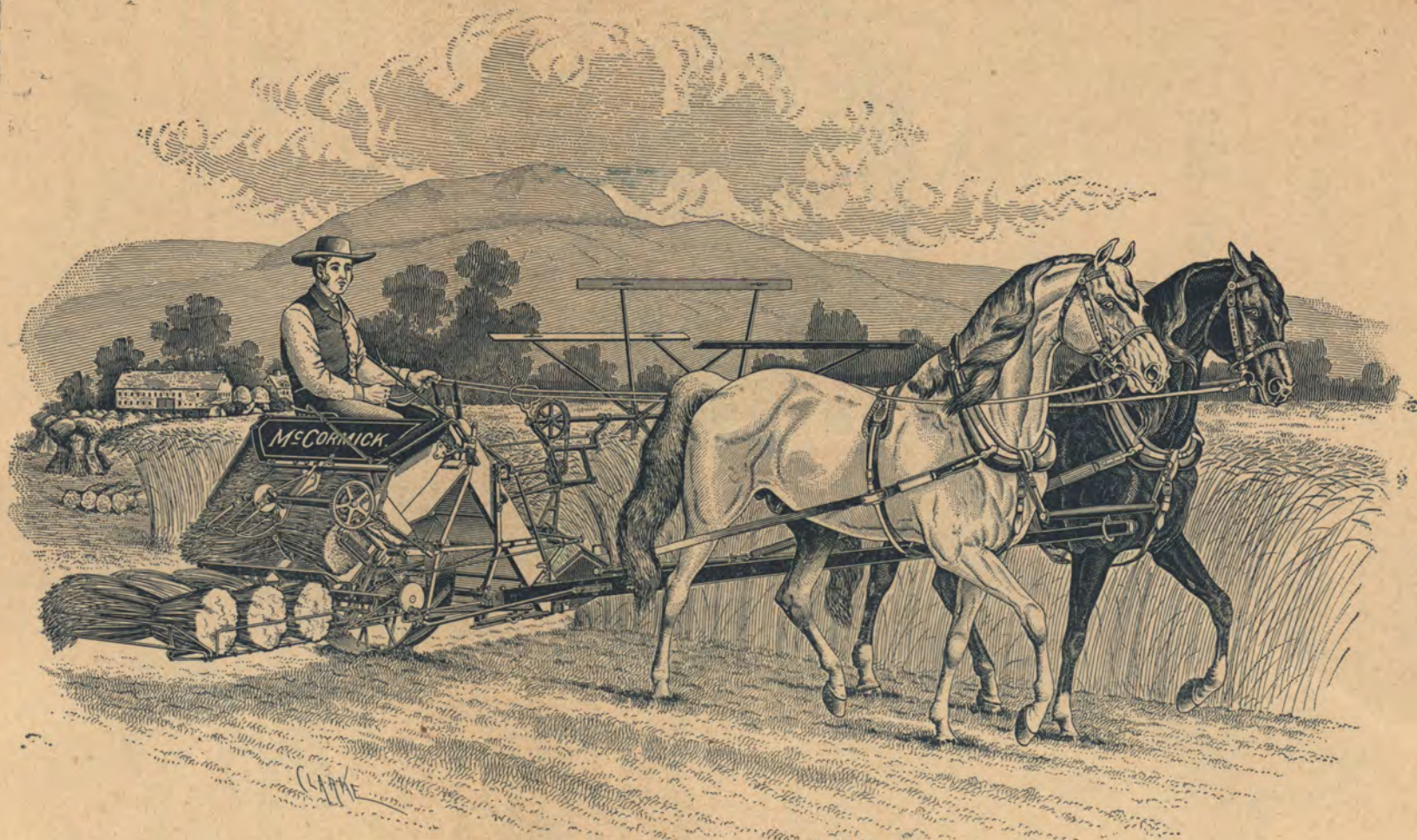
READ WHAT THE SCIENTIFIC MEN SAY.



The Best Joint in the World.

"The advantages of the rectangular hollow girders are that they go together like a wooden frame with a plane 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. These advantages do not inhere in a gas pipe framework for the most part, the steam-fitters' joints therein used being permanent and also necessitating a design for the whole frame entirely different from the customary mode of framing a harvester which is most useful in practice. It appears that manufacturers could not go into the market and buy tubular girder steel rectangular in cross section as a substitute for the timber framing of harvesters; and that the McCormick Co. were compelled to get steel rolled for their purpose, adapted in size, weight, and form to go into their structure. 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."—*Decision by the Examiners in Chief.*—Patent No. 442,504.



The McCormick "Machine of Steel." The World's Model Harvester.

The Greatest Strength with the Least Weight.

OUR mechanical engineers have designed forms of steel for use in the "Machine of Steel" having the greatest strength for the least weight. They have scientifically figured the strength that these special forms will stand, and there are 250,000 harvesters in the harvest fields of all lands having frames of our patented square tube, not one of which has a frame out of line or a bent tube. This is a remarkable record.

LOOK AT THE CONNECTION OF THE SQUARE TUBE TO THE TOP OF THE BRIDLE

STIFFEST MAIN FRAME EVER MADE

IMPOSSIBLE FOR THE ELEVATORS TO GET OUT OF LINE

A BRACE WORTH ITS WEIGHT IN GOLD

THE ROUGHEST GROUND WILL NOT AFFECT THIS CONSTRUCTION

CHICAGO BOARD OF TRADE BUILDING.
Height of Tower, 322 feet.

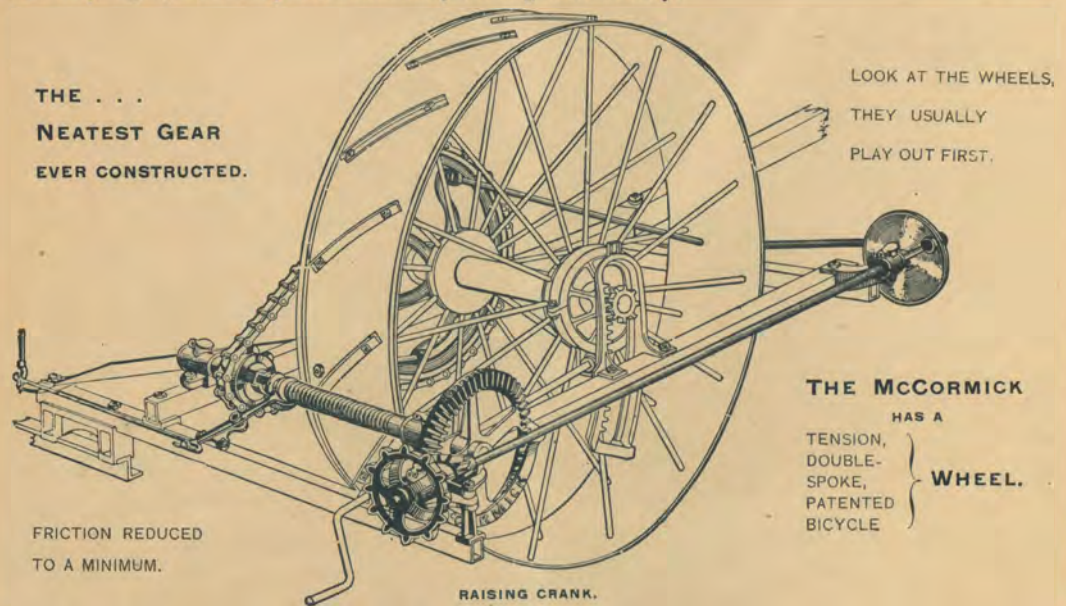


The Leading Grain and Produce Exchange of the World.

The above picture of the frame shows how we have remedied two serious faults. 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 on page 5 and look at the brace in the above drawing. There is no danger of the "Machine of Steel" ever shutting up.

The other is common to all other harvesters, viz.: The lurching forward of the elevator, which causes the aprons to run poorly. The binder hung to the top of the elevator has been the prime cause of the trouble. Take notice from the drawing that the binder is hung on the supplemental sill, which is firmly bolted to the top of the bridle-casting. And again notice that the tilting-lever has a square tube post strongly braced. First-class mechanical engineers pronounce this frame the only safe construction for a harvester.

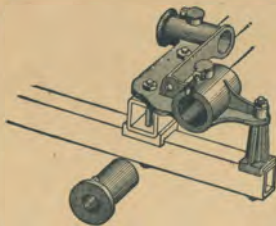
ANOTHER WINNING POINT ON THE "MACHINE OF STEEL" IS THE WHEELS. They are unlike any other wheels ever put in harvesters, being specially built for the McCormick on the patented double-spoke, tension, bicycle plan. They are very light, still they are unusually strong and sturdy.



The McCormick "Machine of Steel" has the simplest and neatest as well as the most available way of raising the harvester. Others use a crank and screw, but compare their clumsy parts with those on the McCormick. The manner of raising the grain end is shown on the next page.

FOR LONG LIFE . . .

BUY THE MCCORMICK.



NOTICE THE REMOVABLE BUSHING.

Here is an instance of what it may mean if the removable bushings with which the McCormick is fitted are overlooked when buying a machine;—a mower frame costs fifteen dollars; a bushing, forty cents. Do not forget that it is the little things that cause trouble, and that in no machine made have the little points been so improved as in the "Machine of Steel."



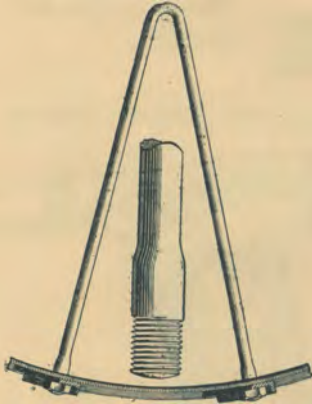
FROM whatever point of view the McCORMICK "MACHINE OF STEEL" is examined it contains new methods of construction, patented improvements. This is a picture of the divider, wheel, and raising device, taken from the grain side.

MADE ENTIRELY FROM STEEL.

... THE ...

"McCORMICK"

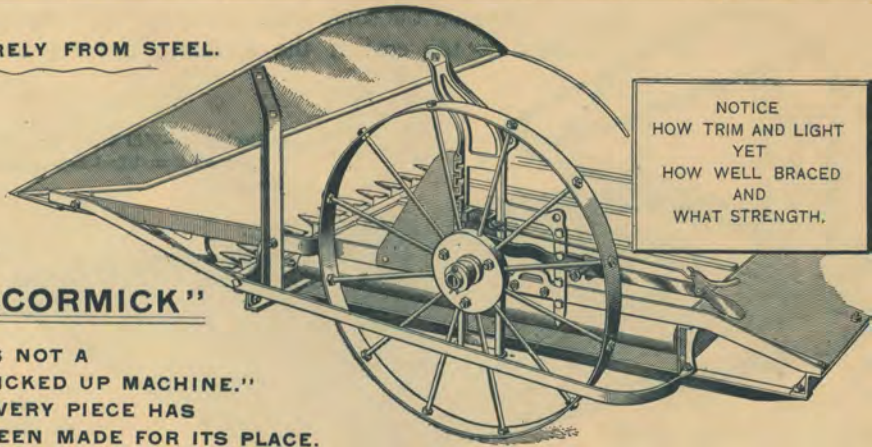
IS NOT A
"PICKED UP MACHINE."
EVERY PIECE HAS
BEEN MADE FOR ITS PLACE.



A SPOKE FROM OUR PATENTED
WHEELS.

**ONE MORE GOOD POINT
JUST HERE.**

It is the Steel pinned drive chain and the spring steel tightener that keeps the chain always just tight enough. A special form of clutch and sprocket has been made. The ordinary chain will do some work, and the common tightener will do the work most of the time; the McCormick improved way will, however, save trouble and annoyance in the field, and this is worth money in harvest time.

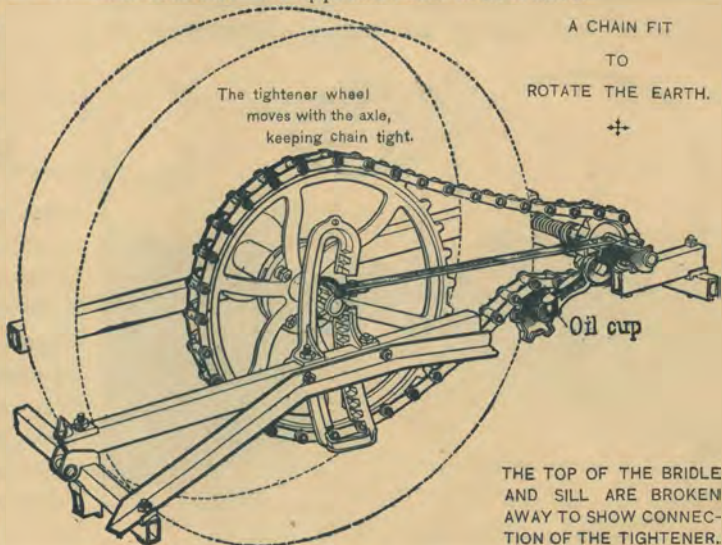


NOTICE
HOW TRIM AND LIGHT
YET
HOW WELL BRACED
AND
WHAT STRENGTH.

One hand on the lever easily lifts the platform, and the lever can then be dropped out of the way of any tangled grain that may perchance be carried back over the divider. It will 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.

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.



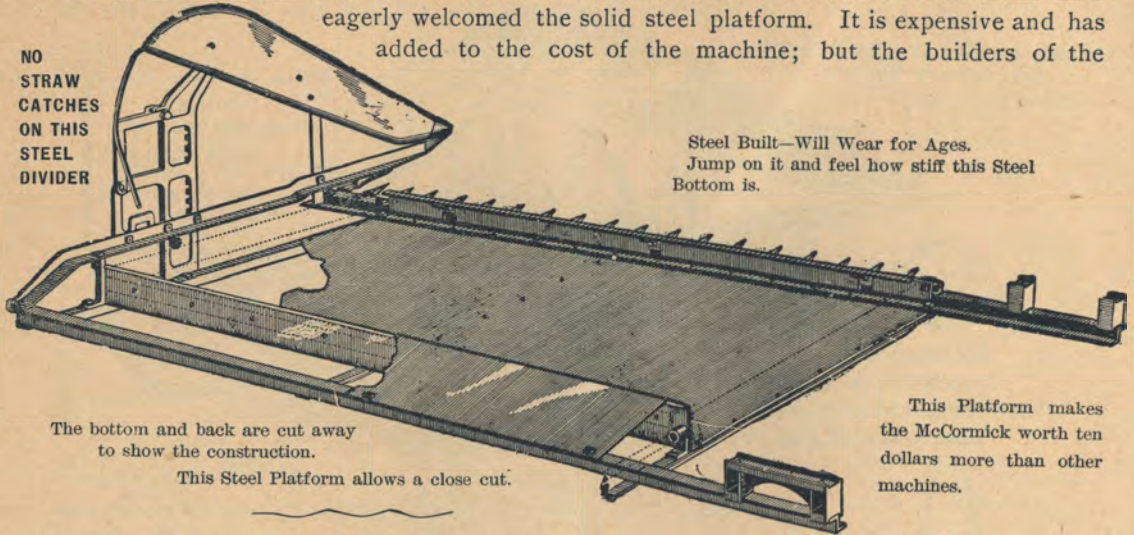
A CHAIN FIT
TO
ROTATE THE EARTH.

The tightener wheel
moves with the axle,
keeping chain tight.

THE TOP OF THE BRIDLE
AND SILL ARE BROKEN
AWAY TO SHOW CONNEC-
TION OF THE TIGHTENER.

THIS STEEL PLATFORM, used only on the McCormick, is a progressive step of importance in building harvesters. Remembering the swelling, kinking, rotting wooden bottoms of their old machines, it is no wonder that the farmers of all lands have eagerly welcomed the solid steel platform. It is expensive and has added to the cost of the machine; but the builders of the

NO
STRAW
CATCHES
ON THIS
STEEL
DIVIDER



Steel Built—Will Wear for Ages.
Jump on it and feel how stiff this Steel
Bottom is.

The bottom and back are cut away
to show the construction.

This Steel Platform allows a close cut.

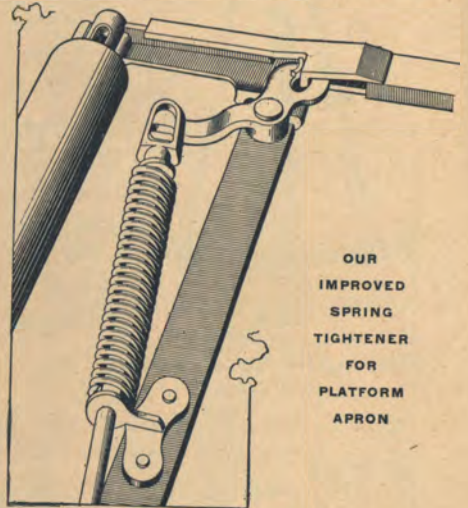
This Platform makes
the McCormick worth ten
dollars more than other
machines.

McCormick have a pride in presenting the latest and best, and cost does not prevent their adopting all the modern improvements.

Our Patented Connection

Between the Ends of Platform Roller

Will not allow one end of the roller to move unless the other end moves with it, hence it is always true in the platform. **The Spring** keeps the roller tightly against the apron, and as one end can not yield without the other moving the same distance, the apron will be kept true, tight, and running without breaking the slats and tearing the straps. Remember no



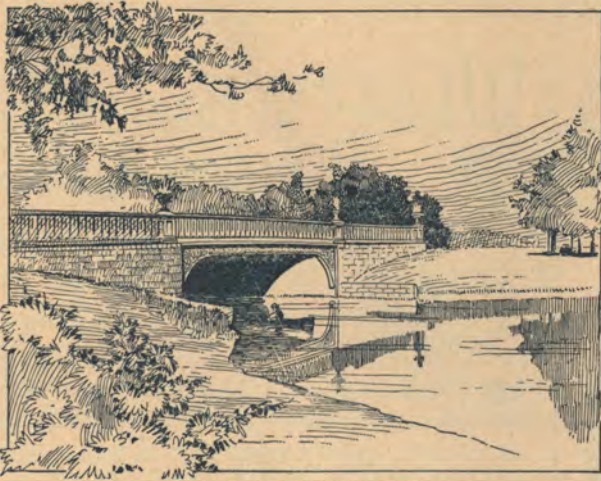
OUR
IMPROVED
SPRING
TIGHTENER
FOR
PLATFORM
APRON



More than 19,000 vessels arrived and departed from Port of Chicago in 1891, one-half more than from the Port of New York.

other machine has our connection between the ends of the roller, and hence it will not be kept true, while its apron will run badly.

Look to the Aprons.—For 1892 our Aprons will be of heavier duck than heretofore, even though they were far better last year than those of other manufacturers. The "Machine of Steel" is our pride, and we will keep it at the front.



SCENE IN A CHICAGO PARK.

The boulevard and park system of Chicago eclipses that of any city in the world.

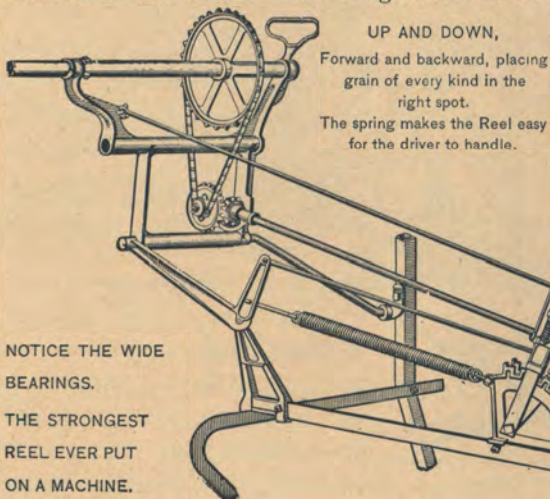
The McCormick patented reel can be put in **FORTY-FIVE POSITIONS.**

The small square of circles in the diagram show these positions, while the curved line with dots shows the positions that a reel that has only one movement can take.

THE McCORMICK REEL
SAVES THE GRAIN.

The one-movement reel does not catch it, and it is run over and lost. There are other special features for which the McCormick reel is noted.

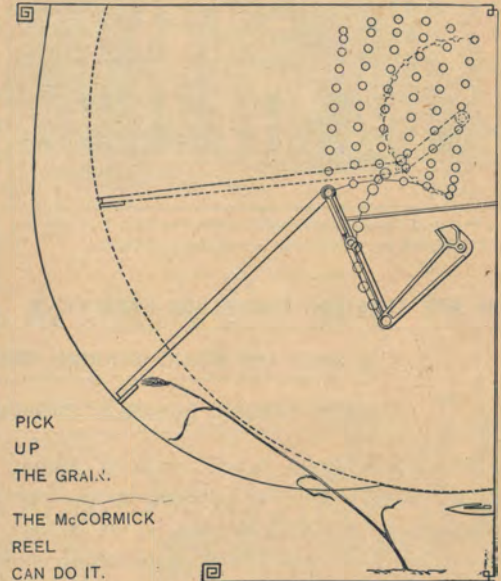
It takes a very strong reel to lift lodged and matted grain. When looking at the sample machines at the agent's, it will pay you to notice whether the reel-shaft has a long or short bear-



NOTICE THE WIDE BEARINGS.

THE STRONGEST REEL EVER PUT ON A MACHINE.

UP AND DOWN,
Forward and backward, placing
grain of every kind in the
right spot.
The spring makes the Reel easy
for the driver to handle.



PICK
UP
THE GRAIN.

THE McCORMICK
REEL
CAN DO IT.

The Making of Neat Bundles

THE SAVING OF GRAIN
DEPENDS LARGELY
ON THE REEL.

Of course much also depends on the way the harvester is set, the tilt handled, and the binder and adjuster positioned. No machine made is so easily and quickly handled for these features as the McCormick, but to its strong, serviceable reel much credit is due for its excellent bundling and saving of grain.

ing, and whether the reel-frame is stiff and well supported. It is frequently necessary to drop the reel to knock a clod from the cutter-bar; but with a shaky, weak reel you dare not do it, as it is liable to catch and be torn in pieces. There is no reel so easily handled, the strong spring helping, and with the two levers you can place it where you want it.



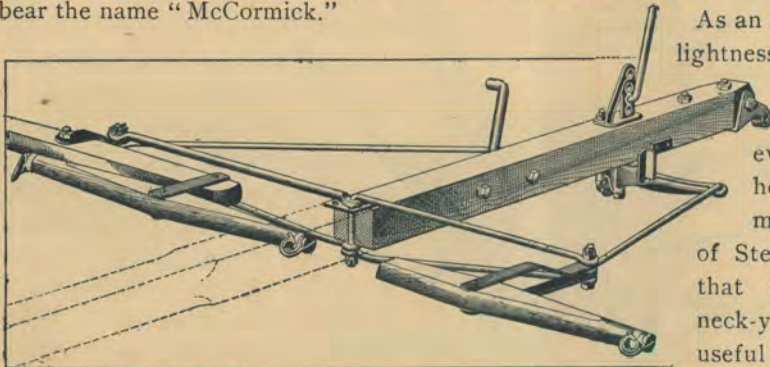
The great Temperance Temple, built by the W. C. T. U. at a cost of \$1,000,000, cor. Monroe and La Salle streets, Chicago.

WE ARE SPENDING THOUSANDS EACH YEAR

TO MAKE ANY WEAK, WEARING, UNHANDY

PARTS STRONG, DURABLE, CONVENIENT.

IT takes a great expenditure of money, time, and energy to bring out new improvements, to simplify and perfect old ones. The small makers of machines can not afford to spend money in this way. It is cheaper for them to follow and copy. It is plain, then, that if you want the latest and best in harvesting machinery it must bear the name "McCormick."



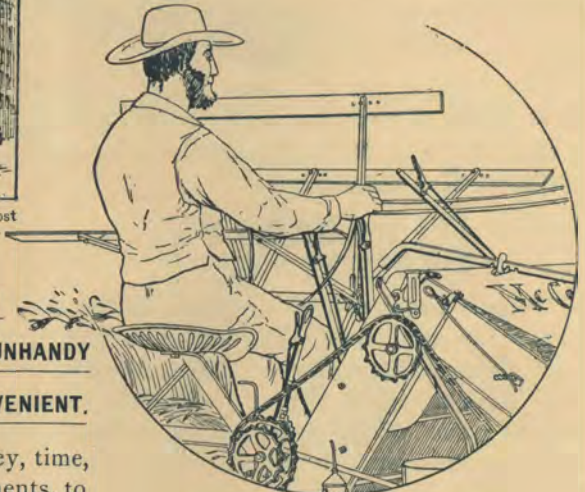
The light, direct-draft, three-horse evener, used on the Machine of Steel.

We are building . . .

THE MACHINE OF STEEL IN A LOGICAL WAY.

"Have you heard of the wonderful one-horse shay,
That was built in such a logical way;
It ran a hundred years to a day?"

HOW was it done? By making one part to last one hundred years, and then making all the other parts to last just as long. Now this is the way we are trying to build machines. We are making the weak parts strong.



A convenient machine. Notice all the levers close at hand.

As an example of the neatness, lightness, and strength of the parts of the Machine of Steel, compare its evener with the rough, heavy ones on some other machines. The Machine of Steel is the only Harvester that furnishes a three-horse neck-yoke. It will be found useful in steadying the machine on rough ground, and in turning

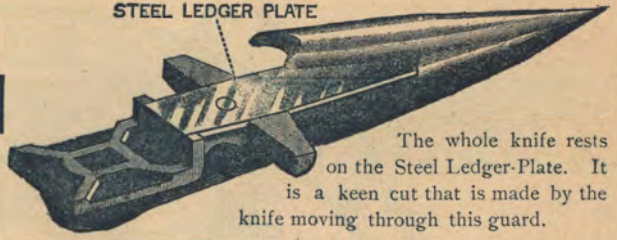
at the corners. The late improvements in handling grain are only on the McCormick machines.

... THE ...

Machine of Steel

TAKES LESS HORSE-POWER
THAN ANY OTHER BINDER

STEEL LEDGER PLATE



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

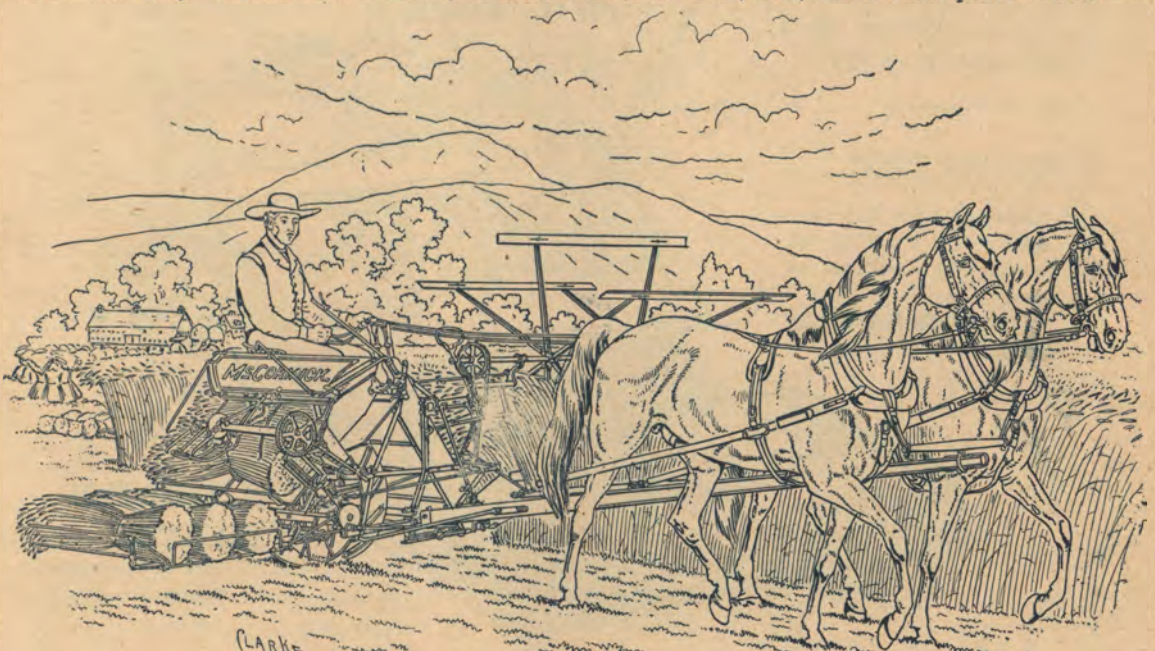
THERE is no self-binding harvester made that will handle grain of all kinds and conditions as well and with as light draft as will the McCormick. We have proven this statement by many accurate tests in the field with the dynamometer, and in the competitive field trial it has been proven a thousand times.



The McCormick Has Been Scientifically Figured



And its superiority is the result of careful calculations. Its special forms of steel give it the greatest strength with the least weight. It has less working parts to take power, and the frame being more rigid than any other, does not spring, warp, or twist, thus pinching the shafting and wasting power in friction. It is the best balanced; it is closer to the horses; its wheels are on a line, and it runs and turns as a cart. Its power is applied more economically to drive the elevator, binder, sickle, and reel, and, as all these parts have a



CLARK
The "Machine of Steel" was never known to fail in the midst of harvest. It is the King of Machines.

great capacity for grain, so that it is not pinched and crowded, we unhesitatingly recommend the "Machine of Steel" to be the lightest draft of all the many self-binding harvesters. Its durability and capacity have never been questioned. It is the King of Machines, and proudly floats our banner—"The Best in the World."

SIMPLE
MODERN . .

200,000

ACCURATE
CONVENIENT

..... Will Harvest the Crops of 1892.

IT IS THE PATTERN BINDER.

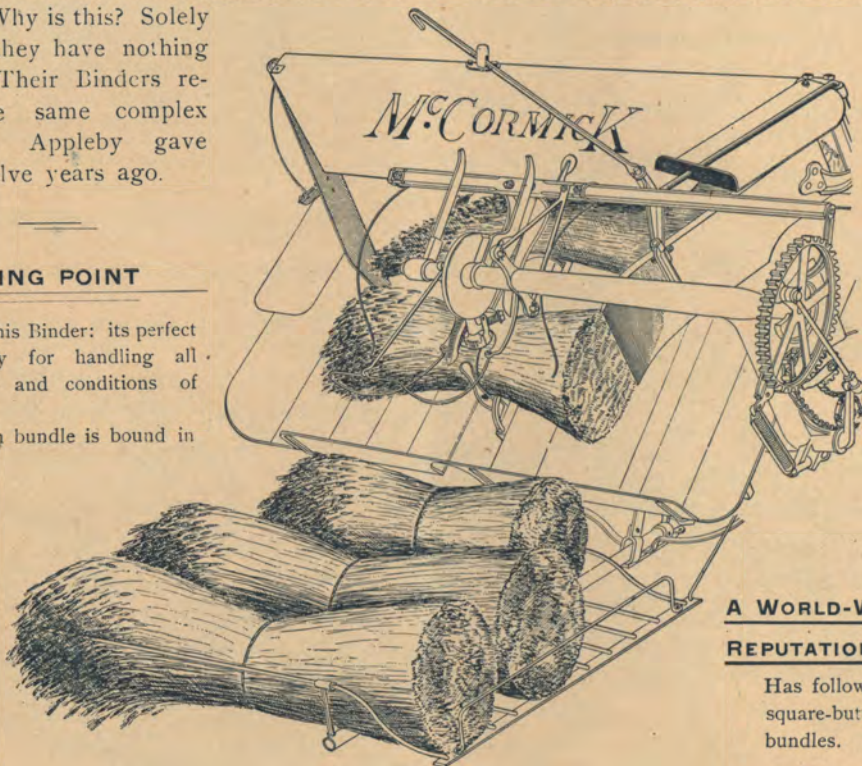
THE SIMPLEST BINDER THAT EVER BOUND GRAIN.

WITH possibly a single exception, you can look in vain through the advertising matter of all other Binder manufacturers for one word critically descriptive of their Binders. Why is this? Solely because they have nothing to say. Their Binders remain the same complex machines Appleby gave them twelve years ago.

A WINNING POINT

With this Binder: its perfect capacity for handling all lengths and conditions of grain

Each bundle is bound in center.

**A WORLD-WIDE
REPUTATION**

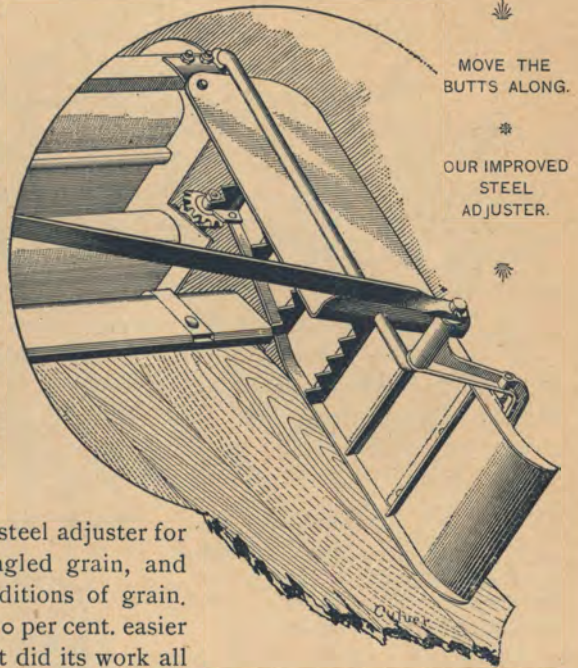
Has followed its square-butted bundles.

BELIEVING that capacity and accuracy are the essentials of a Binder, and that the farm is a poor place for delicate and complicated tools, our expert inventors and mechanics went to work on the Binder. They have taken out 100 pounds of useless parts that give trouble on other Binders, and have made the McCormick so simple that it is known world-wide as the "RELIABLE BINDER."

It has been one of the Problems in the Building
of the Self-binding Harvester,

HOW CAN THE BUTTS BEST BE BROUGHT DOWN?

Since harvesters were first made, the butts of the grain have been hindered on the platform by the uncut and by the falling grain. Dozens of ways to hurry these butts forward have been tried, but only two are now in use, viz.: the apron and the vibrating board. After weeks of experimental work this season, with both, in the same field, we found that our improved rotating-vibrating strengthened steel adjuster for 1892 would beat the apron in heavy, tangled grain, and would do as good work in all other conditions of grain. By tests we saw that it worked more than 20 per cent. easier than the tightly-buckled apron, and that it did its work all the time; while the apron, buckle it as tightly as you could, was liable to stop, and the binder then to become clogged. The stopping of the apron burned its straps until they tore, and then tying, patching, and mending wasted much time. We feel sure a new apron will be needed on the majority of machines each year, and even then much time will be wasted in keeping it going, while our improved steel adjuster is good for a lifetime, and never stops. It has none of the dyspeptic complaints of the apron, and we are sure is far more desirable.



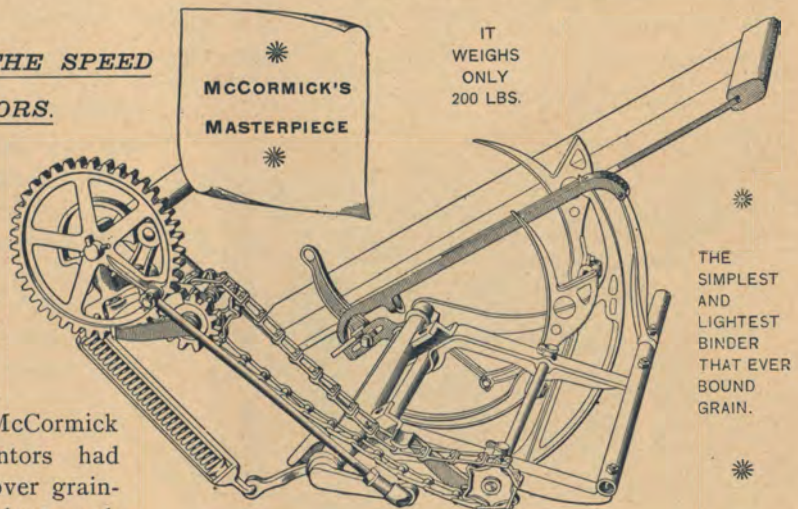
MOVE THE
BUTTS ALONG.

OUR IMPROVED
STEEL
ADJUSTER.

OUR GAIT IS NOT REGULATED BY THE SPEED OF OUR COMPETITORS.

They can hop, jump, run, connive, and appropriate, and still they can't keep up. They have a hard row when they try to get near the most mechanical tool ever built for use on the farm—the McCormick Binder. After inventors had worked for 30 years over grain-binders, we took their best work and removed therefrom more

than seventy pieces, weighing nearly one hundred pounds. Our chain-drive, table trip, simple knotter, and direct compressor each mark a progressive step, and, when together, make the McCormick Binder a tool that leads this mechanical age in grain binding.

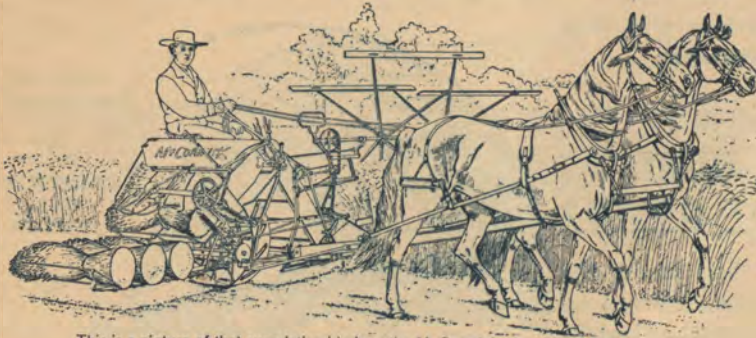


MCCORMICK'S
MASTERPIECE

IT
WEIGHS
ONLY
200 LBS.

THE
SIMPLEST
AND
LIGHTEST
BINDER
THAT EVER
BOUND
GRAIN.

One of the deck boards is removed, to show that there is absolutely nothing
beneath the decks but the packers and needle.



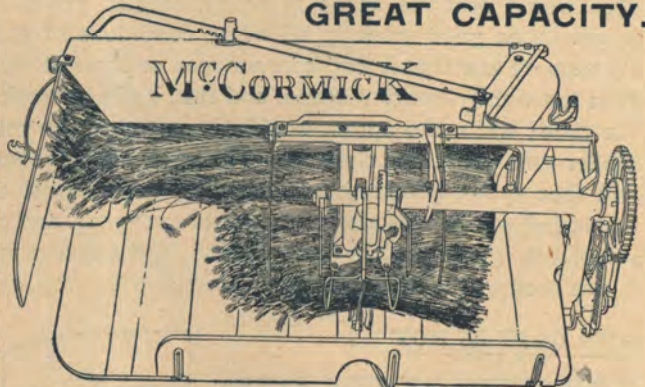
This is a picture of that superlative binder—the McCormick Machine of Steel.

This is McCormick's plan, and so we put the gear of the binder at the front—that is, the little of it that is still left. You see the adoption of the chain-drive threw out two gear-wheels and sixteen other pieces, and greatly lightened our binder. Now, did we have a long, heavy row of gear-wheels, and a heavy binder, we might find it necessary to put the gear to the rear, as some makers of binders are forced to do in order to balance their harvesters. But as it is,

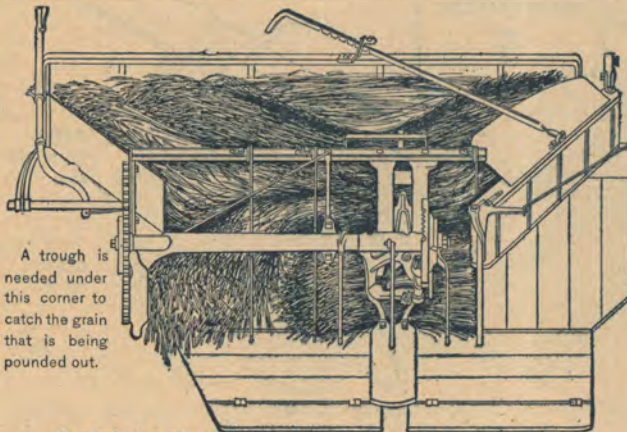
**WE LET THE BUTTS RUB.
THE HEADS ARE CLEARED
ON MCCORMICK'S
FRONT-GEARED BINDER.**

The McCormick binder, with its chain-drive, weighs far less than any 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 can not be used.

**THE MCCORMICK BINDERS HAVE
GREAT CAPACITY.**



Notice the manner in which spring wind-board gets out of the way of the heads.



A trough is needed under this corner to catch the grain that is being pounded out.

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

**SEE HOW THE HEADS ARE POUNDED
ON THE REAR-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 1892, is so perfectly balanced that it can be successfully worked with the neck-yoke removed from the tongue.

**GIVE
THE HEADS
OF THE GRAIN
FREE
PASSAGE WAY**

Handy Ways

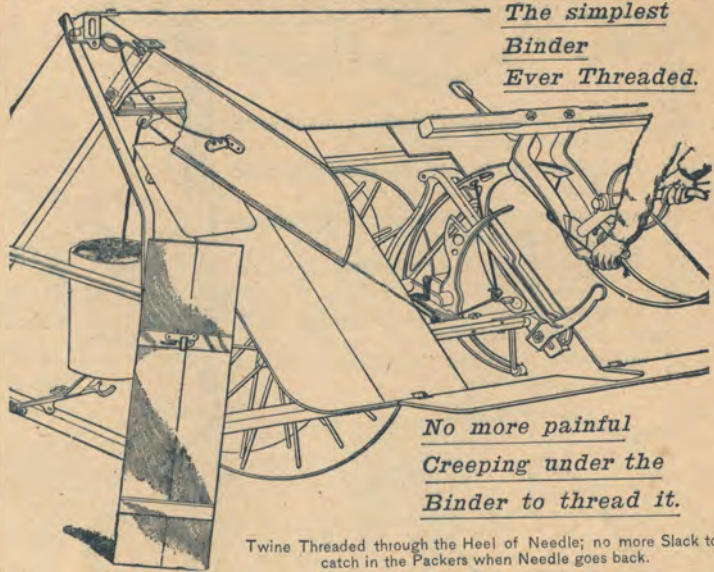
of threading, oiling, and of adjusting are found in the "Machine of Steel." It was all planned at the beginning. There are many binders that have patched on a piece here and there that are as unhandy as the house that had the cellar stairs in the parlor.

See how

Wind-Board Spring
Can be tightened.

Twine-Can
Is always in sight.

The Binder easily
Threaded and Oiled
By taking out
This Spring-held Leaf.



The simplest
Binder
Ever Threaded.

No more painful
Creeping under the
Binder to thread it.

Twine Threaded through the Heel of Needle; no more Slack to catch in the Packers when Needle goes back.

THE "MACHINE OF STEEL" would never have been built had we been content to stop when our self-binding harvester was considered by thousands to be good enough. Advance and improvement is the policy of the McCormick Company. It is striving at all times to anticipate the wants of the agriculturists, and to make machines for handling grain and grass more perfect than any other machines on the farm.

THE FRUIT OF THIS POLICY *

Is seen in the immense sale of the McCormick. The people of the world demand, and will buy the best, even though the cheap is offered them at far less price. While our machines are recognized world-wide as the best, the Government of the U. S. specifying them as the standard, still at home and abroad, in the competitive field trial with a combined opposition whose cry is "McCormick must not win," still

... NINE TIMES OUT OF TEN ...

The McCormick is Victor.

The aggregate of all the prizes won by all makes of machine, both home and foreign, do not equal the prizes won by the McCormick. But the McCormick has done more than this; it has pleased the critical farmers of the world.



The Administration Building at one of the entrances to the World's Columbian Exposition.



"Follow the people and you can't get far from right."

A. Lincoln.

There will be—

200,000

**SIMPLE KNOTTERS
TYING KNOTS
IN THE
HARVEST OF 1892**

"*Simplex Simpliciter*," perhaps, would seem so much like Latin,

You'd be constrained to skip these lines were we to just put that in,

And not reduce our meaning to a language somewhat clearer—

And common words, we will admit, are not a penny dearer;

Therefore, we will not mix you up and cause your mind to totter,

But plainly introduce to you McCormick's Simple Knotter.

ITS SIMPLICITY, certainty, and freedom from dainty parts that are liable to get out of order are the reasons why the people of all lands seek our SIMPLE KNOTTER.

The ax and monkey-wrench, the tools commonly at hand on the farm, make a great havoc when roughly used on the delicate pieces of a complicated knotter. The McCormick simple knotter is as sure and reliable as any other

part of the machine. 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.

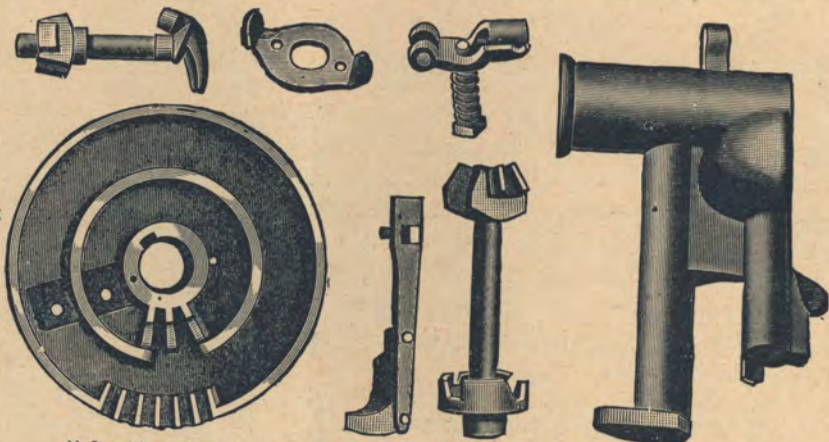
These are the

**SEVEN
PARTS**

THAT REGULARLY
TIE THE KNOT ON THE
McCORMICK
MACHINE OF STEEL



NOT A DAINTY PIECE
IN THE LOT.



McCormick made these seven parts successfully do the work that formerly took forty-six, many of which were weak and slimy and liable to disorders.

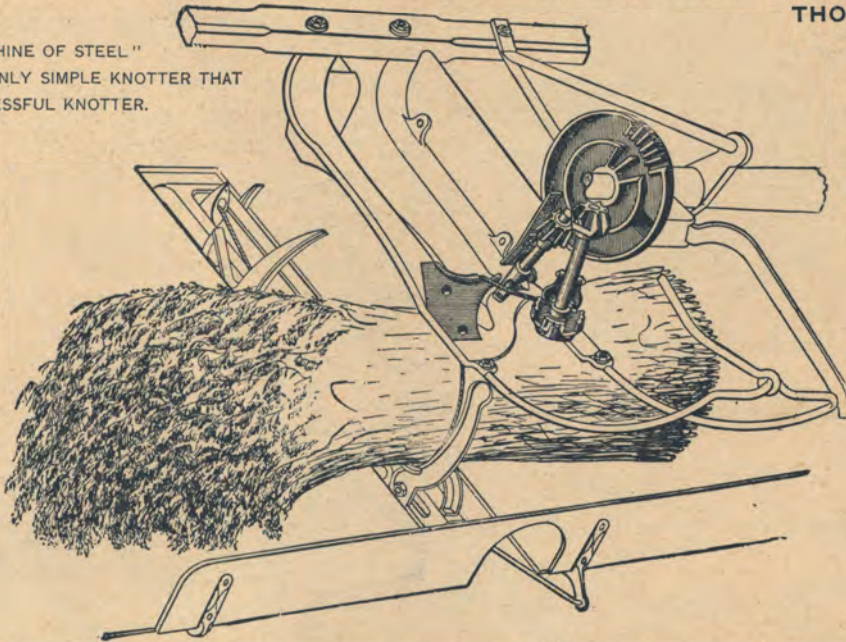
OUR SIMPLE KNOTTER has worried the dozen or more makers of binders, who improve their machines only as they can and dare imitate the McCormick. How they have squirmed, but the pictures in their books are the nearest they have come to getting a simple knotter. Artists make pictures, but it took money,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

THE SHOCKERS PRAISE THE McCORMICK SIMPLE KNOTTER.

Loose bundles are the shockers' bane. It would take his whole day to bind one thousand bundles, and it is no wonder he gets mad when a chronically dyspeptic knoter, that is continually throwing loose bundles, will perhaps double his work.

THE "MACHINE OF STEEL"
HAS THE ONLY SIMPLE KNOTTER THAT
IS A SUCCESSFUL KNOTTER.

LESS
MOVING
PARTS
ON
THIS
KNOTTER
THAN
ON
ANY
OTHER
EVER
MADE.



THOUSANDS
OF
BUNDLES
BOUND
WITHOUT
A
MISS.

THE
KNOTTER
FRAME
IS
TAKEN
AWAY
TO
SHOW
THE
POSITION
OF
THE
PARTS.

WE WANT to impress on you that it is wonderful how so few parts, having such slow and certain movements, can unfailingly tie knot after knot for days without a miss. There is no slim knife-arm here to be chronically indisposed; no tucker, with its numerous attendant parts, to get out of order; and no plunger-bolt, levers, pawls, and springs to move the disc. Our knotting-hook makes its one turn, and the disc that holds the end of the twine but half a turn and the knot is tied. Not only is it so simple, but it is the easiest knoter on twine; only one end of the cord is in the disc, when the knot is tied, and the disc, in its movement, easily gives up the required slack.

REMEMBER THESE POINTS

- 1—It is the simplest knoter made.
- 2—It never gets out of order; it always ties.
- 3—It uses any kind of twine, from a linen thread to a bed-cord.
- 4—It saves twine on each bundle over any other knoter.

FINALLY—The buyer of a McCormick knows that his crop will be saved. There is a reliability about the McCormick that is worth money to its owners.



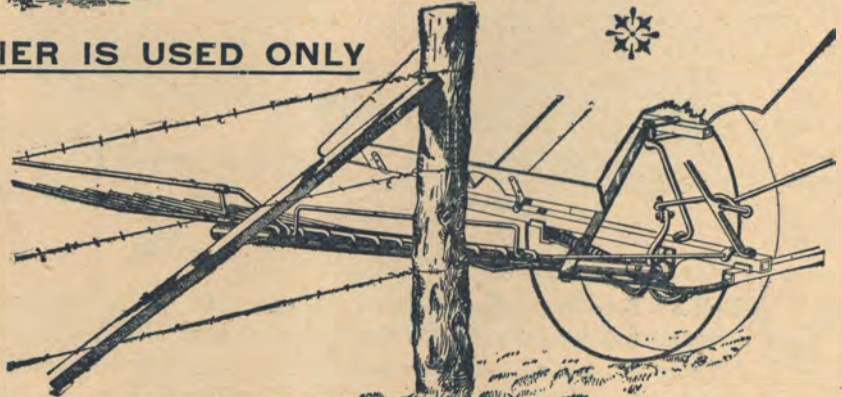
HARVEST IS FINISHED.

The "Machine of Steel" will not fail you in the midst of your harvest.



WE HAD a Bundle-Carrier on our Harvester at the Centennial Exposition, at Philadelphia, in 1876, and we know by this time the varied work a Carrier must do, and that it must be on hand to catch and carry the bundles in all kinds of ground—among stumps, rocks, and trees; along fences and in passing through gates no driver wants to stop to take a Carrier from the machine. Now, the McCormick patented Swinging Carrier will not only do the work of catching and leaving the bundles in the very best manner, but it never will be harmed by striking obstructions.

**THIS CARRIER IS USED ONLY
ON THE
McCORMICK
"MACHINE
OF
STEEL"**



YOU NEED NOT STOP THE TEAM
THE CARRIER
WILL LOOK OUT FOR ITSELF

THE SPRING
WILL BRING IT BACK

WE HAVE three patents on this Carrier, and have refused to allow others to build it. We want to keep it solely for the buyers of our "Machine of Steel."

DUMPS AS EASILY
AS A CHILD SWINGS

NOTICE HOW THE SPRING
HELPS TO LIFT IT



THE
DRIVER HAS
AN
EASY TIME
WITH THE
McCORMICK
CARRIER

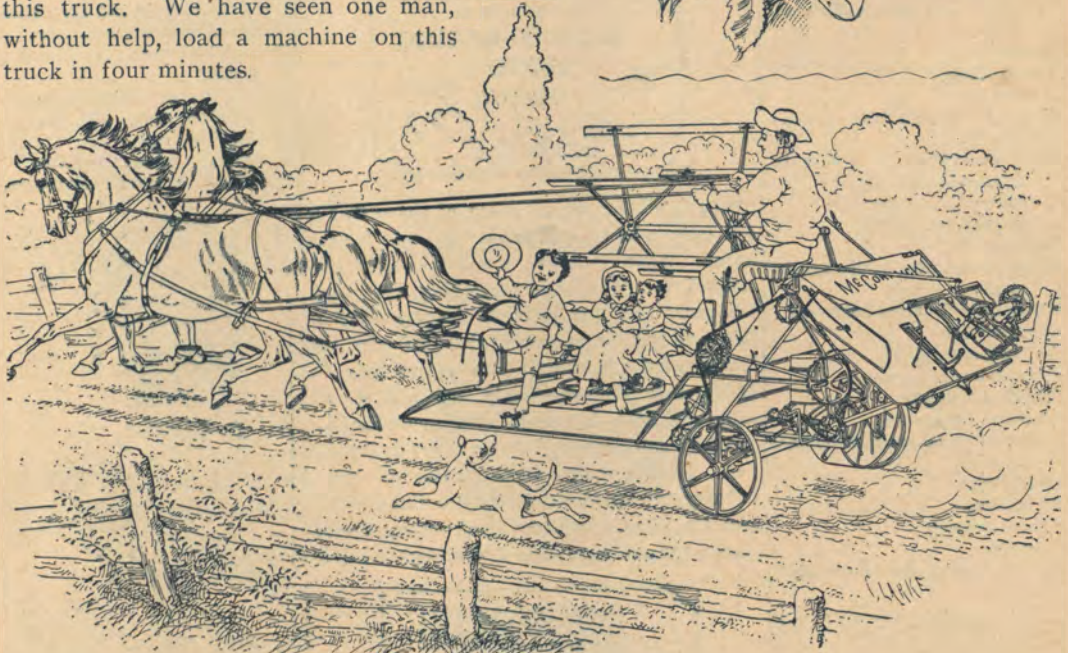
ALL THE BUNDLES OFF AT ONCE.

We believe this to be the only Carrier that will work at all times in all conditions of ground or grain. We built, in 1889, a steel-fingered Carrier that was more easily operated and that worked on a better principle than any of the many now used and so loudly praised by a dozen of our competitors. It was not, however, good enough for the "Machine of Steel," and so we invented and patented this one. It is the best Carrier made, and you can only get it with the "Machine of Steel."

The Truck

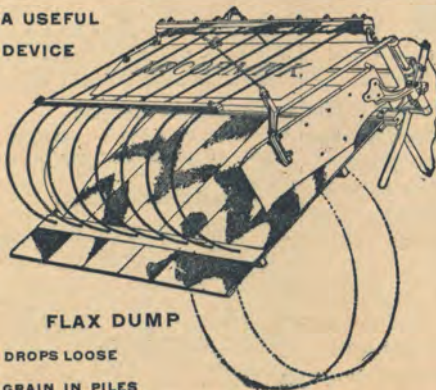
IS ANOTHER SPECIAL ATTACHMENT * *

And is made to handily and quickly move the "Machine of Steel" from field to field, or farm to farm. We made this truck for our machine, and because the machine is more easily loaded on to it by the driver, and because it supports all parts of the machine without straining, we were granted a patent on this truck. We have seen one man, without help, load a machine on this truck in four minutes.



HAVING A JOLLY TIME.

A USEFUL
DEVICE



FLAX DUMP

DROPS LOOSE

GRAIN IN PILES

No Danger

EVERY PART IS WELL SUPPORTED

Some trucks leave the platform wholly unsupported, sticking in air to shake and spring, bending the cutter-bar and knife; others put the pole beneath the platform, and it takes two men to do it. The McCormick truck is loaded by one man, and supports every part.

The binder can be removed if desired, and the flax attachment, here shown, put on in its place. This attachment is only furnished on special order.

The Airynot.

BALMY air—
County Fair—
Nearly everybody there.
Biggest crowd y'ever saw—
Couldn't "gee" nor couldn't "haw"
But precious little.
Had to jes' look straight ahead;
Might about as well bin dead.
'Twas afternoon;
The big balloon
They said would go up purty soon.
People in it too!
Great Jee-hu!
I wouldn't.
The hand-bilis said Perfesser Scott,
The distinguished Airynot,
Would boss the job.
"Perfesser Scott!" Purty good!
Fer everybody understood
'Twas old Zeb Scottses flesh and
blood,
Reuben!
Reuben Scott,
Airynot!
Why, he lives right down on Como
Bottom,
And the neighbors never tho't 'im
So perticular brilliant like—
Tho' he and his brother Ike
Allus wuz experimentin',
An' inventin'
Things with wheels, an' springs, an'
levers,
An' some of their best endeavors
Wuz patented—
So I've heard sed.
Old man Scott,
You know he's got
McCormick's Binder;
Well Rube, he uster sometimes
kinder
Study that,
An' one day
I heard him say,
"By Jing!
He tho't it was a durn good thing."



IN BUYING TWINE . . .

LET REASON RULE

TWINE! There is no article used on the farm about which the critical farmer can tell so little. He may contract for pure manilla and take home the cheapest of colored sisal, or a doctored mixture, and be none the wiser. When used loose bundles will be thrown, but it will be the "binder's fault." The boys will get behind with the shocking and complain; the machine will be tinkered and the maker abused, and



TAG OF McCORMICK TWINE—FRONT.

finally it will be so gotten out of shape that it will have to be stopped and a trip made for the agent. When in town, it will be loudly proclaimed that "My binder is working very poorly this year." It is to preclude the possibility of this and similar assertions that we offer the McCormick TWINE. The great sale of McCormick Binders—nearly one-half of all made and sold—is due to their reputation for certainty and accuracy. We value this reputation. Five years ago, when we saw the twine industry drifting into the hands of Eastern city men who, cliquing together, cared nothing for the good work and reputation of machines, we were



TAG OF McCORMICK TWINE—BACK.

forced to take hold of the twine business. The superior twine we furnished, the Blue Jay twine we introduced, the wire-twister we perfected, demonstrated that there was a point to which they could go in furnishing twine of a poor quality, in cornering the fibre market, and in raising prices. Last year, prices were low, as there were many outsiders. To-day, the National Cordage Company, of New York City, and the McCormick Harvesting Machine Company are the two companies making twine in this country.

Every day it seemed his mind
Wuz on jes' somethin' of that kind.
Well, sometime along in June
Rube, he got him a balloon
An' sent Ike up in it!
So it's plain Rube aint no fool—
The exception proves the rule.
Ike w'ant hurt, an' so Rube rea-
soned

That when he got a little seasoned
In the bizness (or the science)
He'd go 'round with his appliance
An' give shows.
So he come to our Fair,
To take his trip up in the air.
Well, the paper told the people
He'd go higher'n any steeple
In Portland Township,
Sandy Town,
Er any other place around.
Dun it, too,
But I tell you,
One time things looked purty blue;
But here I'd better start in new:
You oughter seen the crowd a
waitin'

While Rube was doin' the inflatin'—
Jes' stand an' stare,
An' wonder where
In Tunket he got such a notion;
But Reuben he was all commotion.



Gettin' ready for the flight,
An' neither looked to left ner right.
Insted of ropes to "guy" the
thing
He jes' used a sort o' string—



Er Bindin' Twine—McCormick brand,

Which hesed he guessed 'ud stand,
An' Rube had been a harvest hand,
An' oughter know.

An', of course, if twine's made right,
It is better, coz it's light—

Lighter'n rope a plaguy sight,
An' easy stuff to handle.

Well, purty soon
That durn balloon

Jes' gave a swoon

An' started off.

An', I declare,
Settin' in the basket there,

With Rube was Ike an' Porter
Brown—

He runs the paper in our town!

Well, the crowd jes' giv' a yell,

An' Brown tho't "How my paper 'll
sell



When I git back to terra firmer!"

Gee whiz!

How she riz!

Drifted to the South an' West,

An'—don't take long to tell the rest.

A storm was brewin' in the sky,

And folks, I tell you, had to fly

If they wanted to keep dry.

Gee-Whittacker!

A flash of lightnin' an' then—

Thunder! I don't know when

I've seen the two cut up jes' so—

An' gracious! how the wind did
blow!



IN USING TWINE

McCORMICK'S IS THE BEST

IT IS TRUE that there will be many mills spinning twine in 1892, but it is equally true that all but one of them will be owned, bossed, manipulated, and run by the National Cordage Company, in any manner that company may see fit to dictate.

The one company that stands against the menace of the National Cordage Company is known wherever grass and grain are grown. Its name was a guarantee to your fathers, and will be to your children. It has never been put on any article since it appeared on the first successful Reaper, in 1831, that was not the best of its kind and day. Its representatives are in each hamlet all over the land, many of whom have been agents for the McCormick goods since the war. They are close at your hand. You know whom they represent. You also know that the great McCormick Company, with its thousands of Binders in the field, the owners of which look year after year to it that their machines shall at

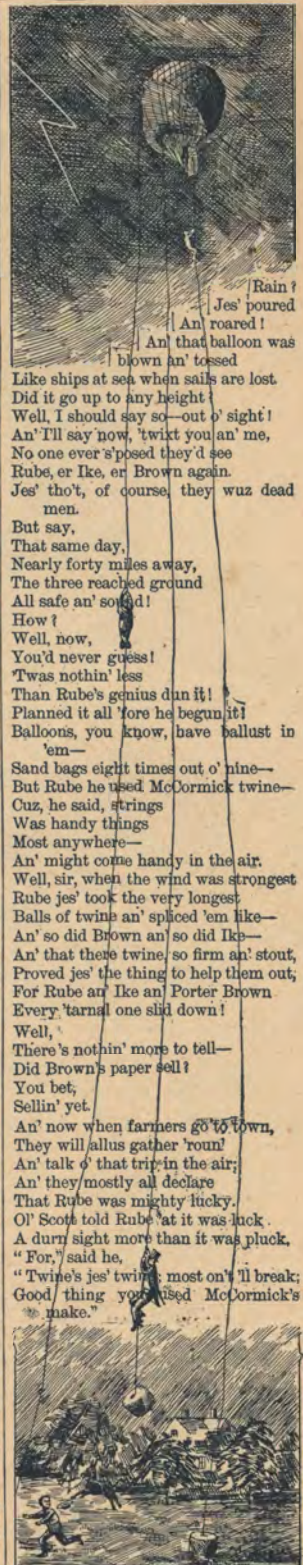


THIS IS THE McCORMICK TWINE.

all times do the best of binding, can not afford to put out any twine that will not give satisfaction.

The other manufacturers of Binders who had twine-plants have seen fit to sell them to the National Company; but it is at the critical time, in the pinch, that the friend is tried. Hence we have refused to allow the grasp of this National Company to become such that it can strangle, and though its menace is ominous, its capital enormous, and its power fearful, yet we have chosen to stand by those who have so long stood by us and bought our machines. Other machine companies may sell themselves and their trade, and wink at the screw that is to be turned to force high prices. The McCormick Company has not seen fit to do this.

This is the question: "Are you with us?" We believe you are, and think the sale of McCormick twine for 1892 will prove the wisdom of our course.



Rain?
Jes' poured
An' roared!
An' that balloon was
blown an' tossed

Like ships at sea when sails are lost.

Did it go up to any height?

Well, I should say so—out o' sight!

An' I'll say now, 'twixt you an' me,

No one ever s'posed they'd see

Rube, er Ike, er Brown again.

Jes' tho't, of course, they wuz dead

men.

But say,

That same day,

Nearly forty miles away,

The three reached ground

All safe an' sound!

How?

Well, now,

You'd never guess!

'Twas nothin' less

Than Rube's genius dan it!

Planned it all 'fore he begun it!

Balloons, you know, have ballast in

'em—

Sand bags eight times out o' nine—

But Rube he used McCormick twine—

Cuz, he said, strings

Was handy things

Most anywhere—

An' might come handy in the air.

Well, sir, when the wind was strongest

Rube jes' took the very longest

Balls of twine an' spliced 'em like—

An' so did Brown an' so did Ike—

An' that these twine, so firm an' stout,

Proved jes' the thing to help them out,

For Rube an' Ike an' Porter Brown

Every 'tarnal one slid down!

Well,

There's nothin' more to tell—

Did Brown's paper sell?

You bet,

Sellin' yet.

An' now when farmers go to town,

They will allus gather 'roun'

An' talk o' that trip in the air;

An' they mostly all declare

That Rube was mighty lucky.

O! Scott told Rube 'at it was luck.

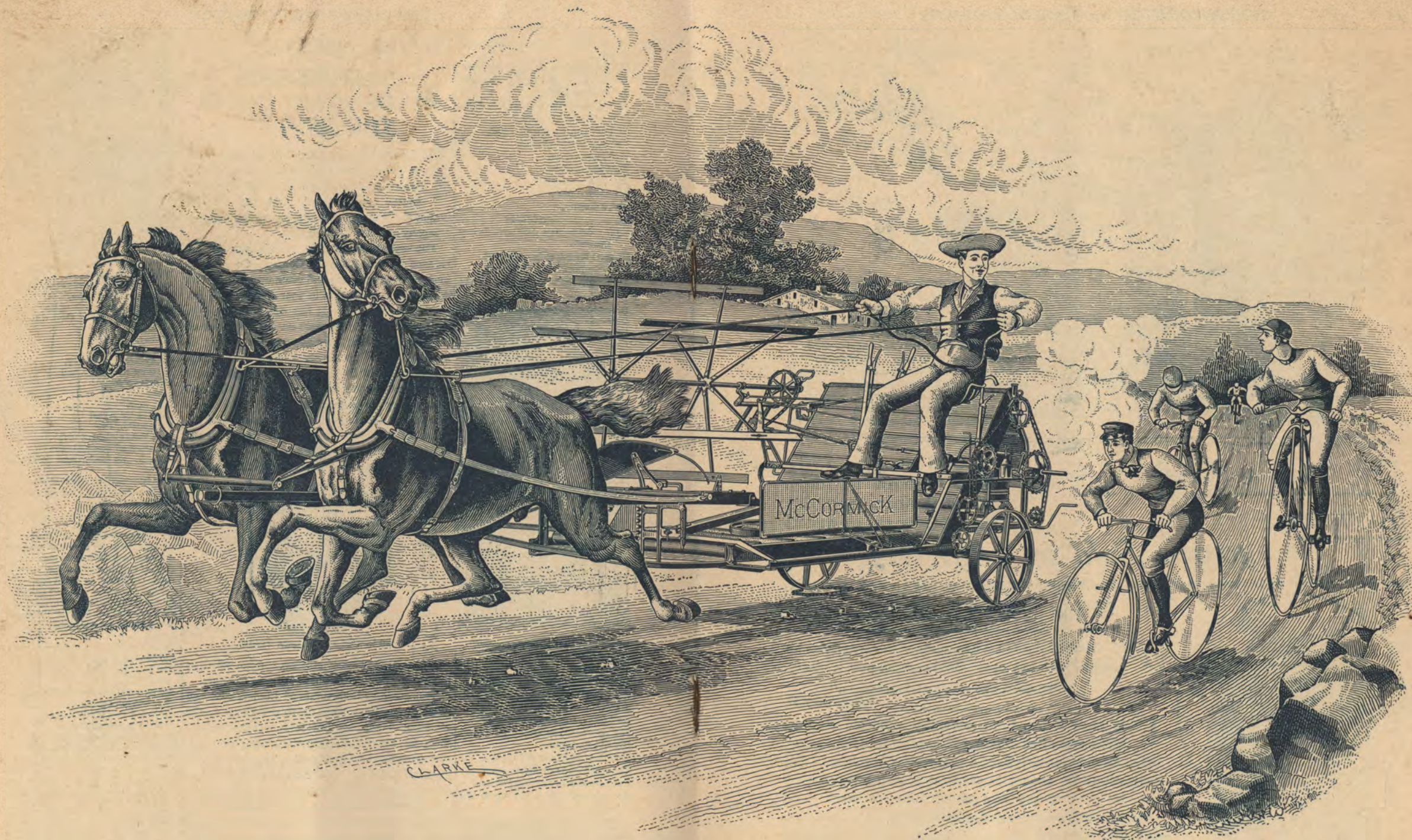
A durn sight more than it was pluck.

"For," said he,

"Twine's jes' twine, most on 'll break;

Good thing you used McCormick's

to make."



AN EXCITING RACE WITH THE McCORMICK "MACHINE OF STEEL."
It Beats the World's Record when Mounted on the Truck; It Beats the World's Record in the Field.



Sweet fragrance from the field of new-mown hay,
Blown by soft winds of Summer's fairest day—
Ah, where on earth beside is such a charm!
From boyhood's days I've loved the dear old farm;
I love to hear the Mower's merry song—
My Mower, too, is one that ne'er goes wrong;
So smooth its work, so very neat and clean,
You'd scarce believe 'twas done by a machine;
And yet, 'tis simple as machine can be,
Light work, so team and driver both agree;
In short it has no equal as a Mower,
You know its name—McCormick's Number Four.

The No. 4 Steel Mowers



2,000 SOLD IN 1887
10,000 SOLD IN 1888
18,000 SOLD IN 1889
24,000 SOLD IN 1890

40,000 Sold in 1891

No other maker of Mowers in all the World ever sold this number in any one year.

Why This Great Sale?

THE merit of the No. 4 has made each user advise his neighbor to buy one. Shakespeare puts it nicely:

"It is advertised by its loving friends."

—King Henry VI.

FOR years it has been generally admitted that the McCormick Self-Binding Harvester leads the world. It has been vigorously kept a progressive machine. Our competitors no sooner began to approach it by copying than we got out new and patented improvements; and now, worried, disconcerted, discouraged, they have accepted their place in the rear. The tale on mowers is told in

THE SAME OLD STORY

—the story of McCormick ahead.

The No. 4 Steel Mowers are the latest machines we have put at the head—put there to stay. The No. 4 and our Binder are the best pair of machines on EARTH.



THE MASONIC TEMPLE,
Corner State and Randolph Streets.

RECKLESSNESS in buying leads in but one direction — failure. The man who plunges blindly ahead in buying farm machinery, and takes any article but the very best — the known and tried — is likely soon to find himself on the ragged edge. For more than 60 years the McCormick grain and grass cutting machines have anticipated the wants of the farmers. They have always been full value—a profit to each buyer, and hence



**PROSPERITY HAS ATTENDED
THE OWNERS AND USERS OF THE**

McCORMICK

A RECIPE FOR GETTING RICH: Get fifteen cents of value for each dime you spend. Each buyer of a No. 4 Mower does that, and this is why its sales are constantly increasing. It is the best mower made.

CINCINNATI AGRICULTURAL WAREHOUSE.

ESTABLISHED 1853.

J. WILDER & CO.,

Agricultural Implements, Seeds,

Carts, Buggies and Wagons of all kinds,

159 and 161 W. SIXTH STREET, near Elm,

Two Doors East of
Haymarket Square

Cincinnati, Aug. 18th 1891.

The McCormick Harvesting Machine Co.,
Chicago, Ill.

Gentlemen:—

We enclose you herewith a copy of testimonial from Wm. Salway, Superintendent of Spring Grove Cemetery, on one of your No. 4 5 ft. McCormick Mowers.

The Cemetery is so prominent and Mr. Salway such an intelligent gentleman, that wherever he is known we think it will do good.

You will notice from the testimonial that we have his mower on show at our Fair, which is now in progress.

We have had a glorious season on your goods this year, more than doubled our sales on mowers, and a third more on binders than ever sold before. We have been able to do this because we have faith in the McCormick. You no doubt have had also a large season, on which we congratulate you. We hope to do even more next year than we have in the past. We remain

Yours resp'y,

J. Wilder & Co.



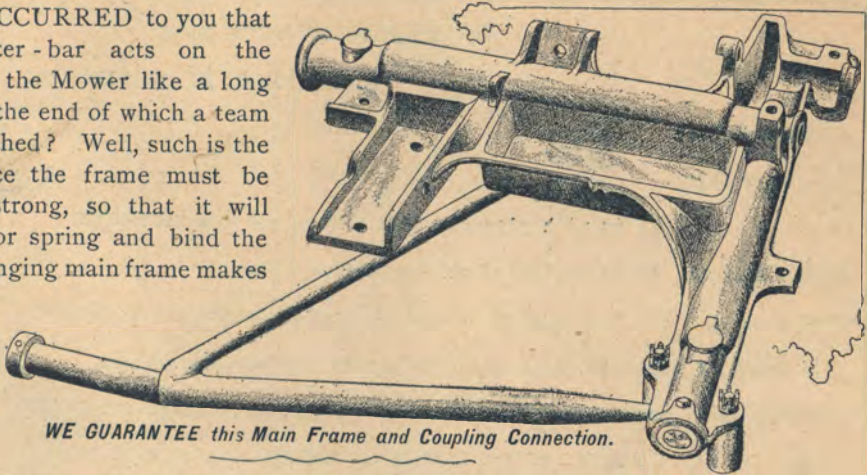
Our No. 4 Steel Mower. The Acknowledged King of Grass Cutters.

HAS IT OCCURRED to you that 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? Well, such is the fact, and hence the frame must be compact and strong, so that it will neither break nor spring and bind the shafting. A springing main frame makes hard draft.

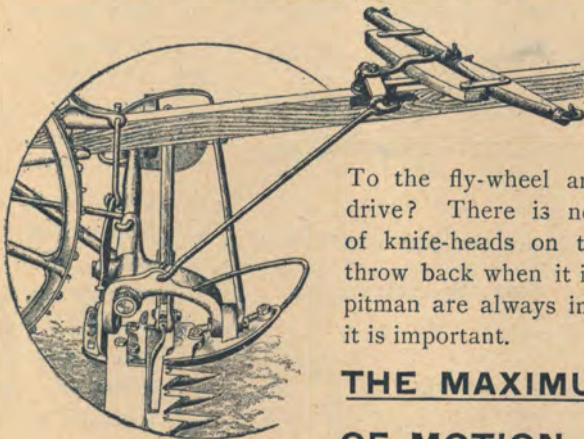
The crank-shaft extension on this frame is very short, and so

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 Whole List of Mowers contains no connecting device so simple and strong as the forged wrought coupling-bar and brace on the No. 4 Steel Mowers.



WE GUARANTEE this Main Frame and Coupling Connection.



EXAMINE THIS COUPLING.

**. . . 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. Examine this point; it is important.

THE MAXIMUM

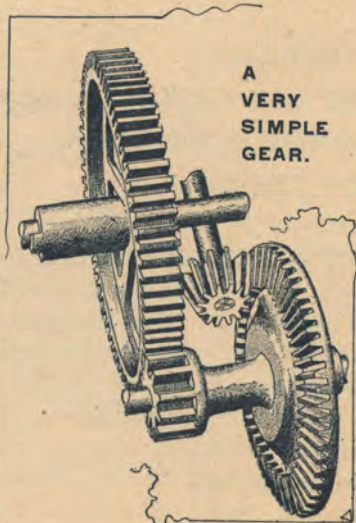
OF MOTION

THE MINIMUM OF FRICTION

Is what you get from this gear. We are aware that there is much talk about chain gears on Mowers. We again gave them exhaustive tests last year, and while the chain may be more economical than complex, ill-fitting cog-gearing, still on no chain-drive Mower made is there less gear wheels than on the No. 4, and not one of them, with their back-lash, owing to the loose chain, is near as

**Economical to Transmit Power as this
Simple Gear used on the McCormick.**

There is lots of friction in the short crank-shafts of chain-drive Mowers, which the plan of gearing on the No. 4 reduces to a minimum.



**A
VERY
SIMPLE
GEAR.**

CEMETERY of SPRING GROVE.

Winton Place, O., Aug: 17th, '91

J. Wilder & Co.,

Dear Sirs:-

It is with pleasure that I loan you the McCORMICK MOWING MACHINE, to be exhibited at the Carthage Fair.

For the benefit of any one contemplating the purchase of a Mower, I will say, that since we bought the machine of you (in June last) we have cut over 140 ACRES of Timothy, Clover and Blue Grass with it. 5 ACRES of the LATTER was MATTED with a THICK GROWTH of LAST FALL and was VERY HARD to CUT, but it did it **SPLENDIDLY**, LEAVING the SURFACE like a LAWN. It cuts **CLOSER** and **CLEANER** THAN ANY OTHER MACHINE I HAVE EVER USED, and I THINK MUCH EASIER.

The FOOT LIFT on the Machine is a **DECIDED IMPROVEMENT**, as it enables the man operating the Machine to **READILY RAISE** the KNIFE ABOVE DANGER.

I like it also for its **SIMPLICITY** of CONSTRUCTION and STRENGTH.

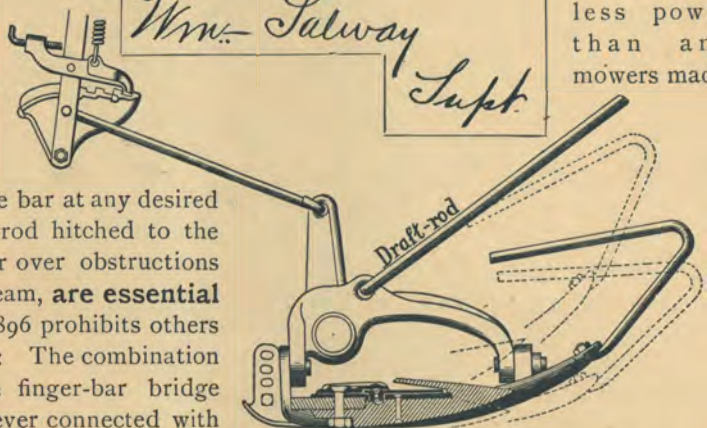
I trust that you may continue the good work of making the labor of life easy, both to man and beast, by distributing the McCORMICK MOWING MACHINE.

Yours sincerely,

Wm. Salway
Supt.

**THERE IS
NO USE TALKING,
THERE IS NO EQUAL
OF THE No. 4.**

THE tilt-rod to lock the bar at any desired place, and the draft-rod hitched to the shoe to lift and float the bar over obstructions and take the strain off the team, **are essential features.** Patent No. 441,896 prohibits others from using this construction: The combination of the coupling-frame, the finger-bar bridge hinged thereon, the tilting-lever connected with an arm from said bridge, and the draft-rod connecting the bridge with the double-tree.

**We Claim**

That the No. 4 Steel Mowers are so built that their finger-bars are under the best of control, and this is why they are in such demand on the farm, with its various grasses and its rough and smooth land.

They are an All-Round Machine

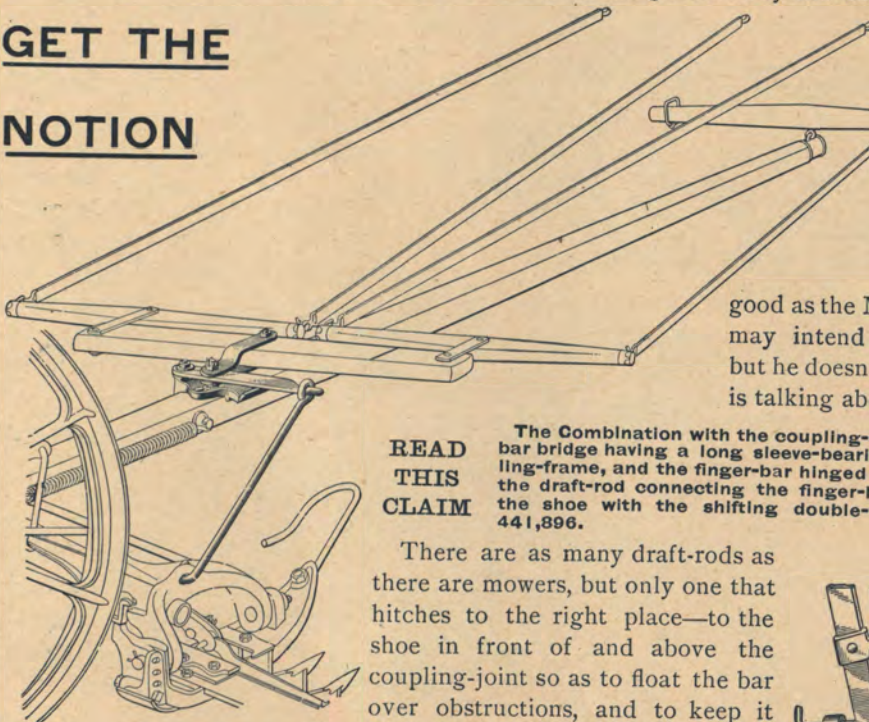
Able to do the slick work on the lawn and the hard, rough work of the slough, while in the average grass field they can put more acres in the swath with less power than any mowers made.

DON'T GET THE NOTION

That there may be some other Mower as good as the No. 4. Some selling agent, who knows nothing about why the company he works

for does not build a mower as we build the No. 4, has told you, or will probably tell you, that the mower he is selling is as

good as the McCormick. He may intend to be honest, but he doesn't know what he is talking about.



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.

There are as many draft-rods as there are mowers, but only one that hitches to the right place—to the shoe in front of and above the coupling-joint so as to float the bar over obstructions, and to keep it from plowing into rough ground. A mower makes a poor plow, and a sharp knife suffers when it is put to that use. You will look in vain for our **Patented Plan of Floating-Bar** on any other mower.

Turn in the thumb-screw so that the dog will be on the dotted lines and the bar can float over the obstructions, as the dog does not catch in the notch, but the bar can go no lower than the notch, as the dog catches it. No other mower has this important feature. Turn the screw out and the dog will catch and lock in any notch.

The Draft-plan on the No. 4.



KEEP OFF THE SWATH

All you can. No mower can come as near it as the No. 4. 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. In fact the No. 4 will stand comparison in any point.



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



THIS fellow, with his toe on our easily worked **FOOT-LIFT** and both hands on the lines, has raised the bar to pass over the stone. After once using this McCormick patented Foot-lift you could not be induced to do without it. The bar should always be raised at the corners, and then both hands are needed to bring the horses around. In boggy ground, in fields where the gophers and woodchucks have worked, and among the stones, this Foot-lift is invaluable to quickly raise the bar, thus protecting the knife from becoming dulled and broken.



HOW WOULD YOU LIKE TO GO BACK TO THE SCYTHE?



Too slow, too hard work, and inconvenient for this day, you say?

Yes! That is just what those who have used one of the McCormick No. 4

Steel Mowers, with its easily operating Foot-lift, say about a mower that is without one.

IT IS DANGEROUS ON ROUGH GROUND

to reach for the lever, besides both hands are needed to manage the horses.

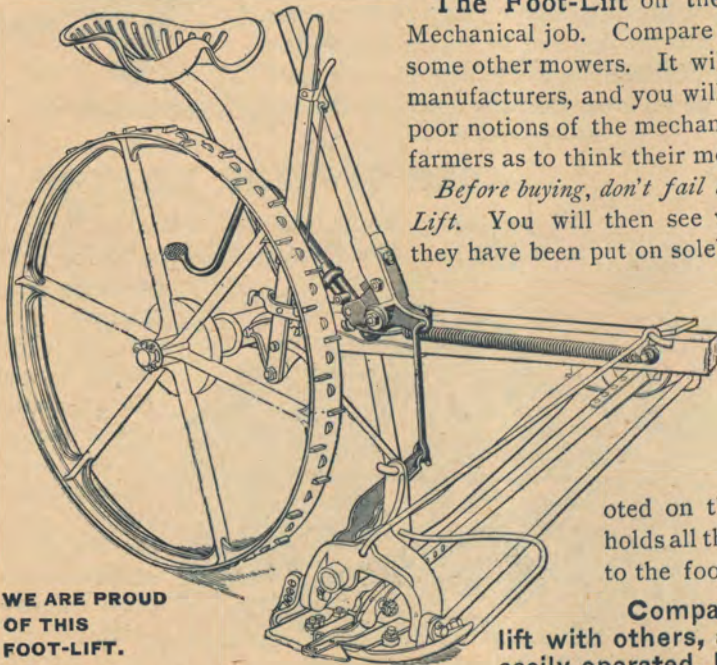
The Foot-Lift on the No. 4 Steel Mower is a Mechanical job. Compare it with the contraptions on some other mowers. It will make you sorry for their manufacturers, and you will wonder that they have such poor notions of the mechanical ideas of our purchasing farmers as to think their mowers will sell.

Before buying, don't fail to get on the seat and try the Lift. You will then see what we mean when we say they have been put on solely as a blind. As you can't lift the bar with them, what else are they for?

CAREFULLY NOTICE OUR CONSTRUCTION.

The strong spring gains in pulling leverage as the bar raises. The Foot-lift is pivoted on the hand-lever, and the spring holds all the parts tightly and convenient to the foot and hand of the driver.

Compare this McCormick Foot-lift with others, and see how much more easily operated, better, and neater it is.



WE ARE PROUD OF THIS FOOT-LIFT.

*Mr McCormick—
I clip from our local
paper account of that Mower
trial I was telling you of when
in your office last week.*



*I didn't know it was to
be published when I saw
you but the paper got hold
of it somehow or other.*

*Yrs truly
J. L. L.*

Quincy 8/10/91



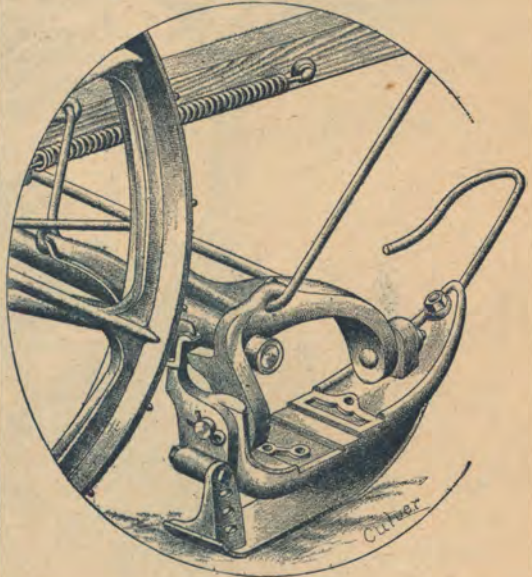
The frame of the No. 4 Mowers are fitted with the McCormick bushings, which have a hard shell and a babbitt-metal inside. The hard shell keeps the bushing from getting loose in the frame, while the soft inside is the very best bearing in which a shaft can run.

HAVE you heard of the wonderful one-horse shay,
That was built in such a logical way,
That it run a hundred years to a day?"

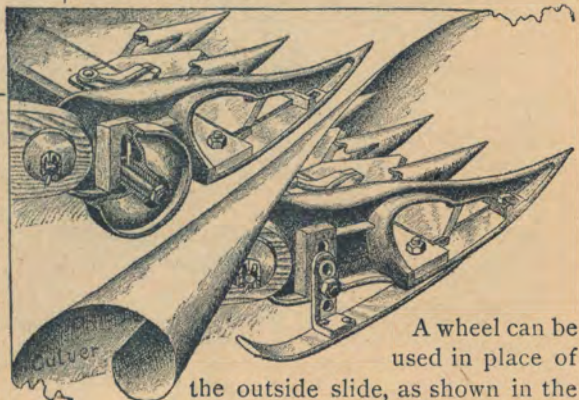
It is our constant aim to build all our machines in such a "logical way" that each part will wear as long as the other, and this endeavor, together with inventive genius and a great outlay of money, has made

THE McCORMICK MACHINES

Admittedly the longest lived and most durable.

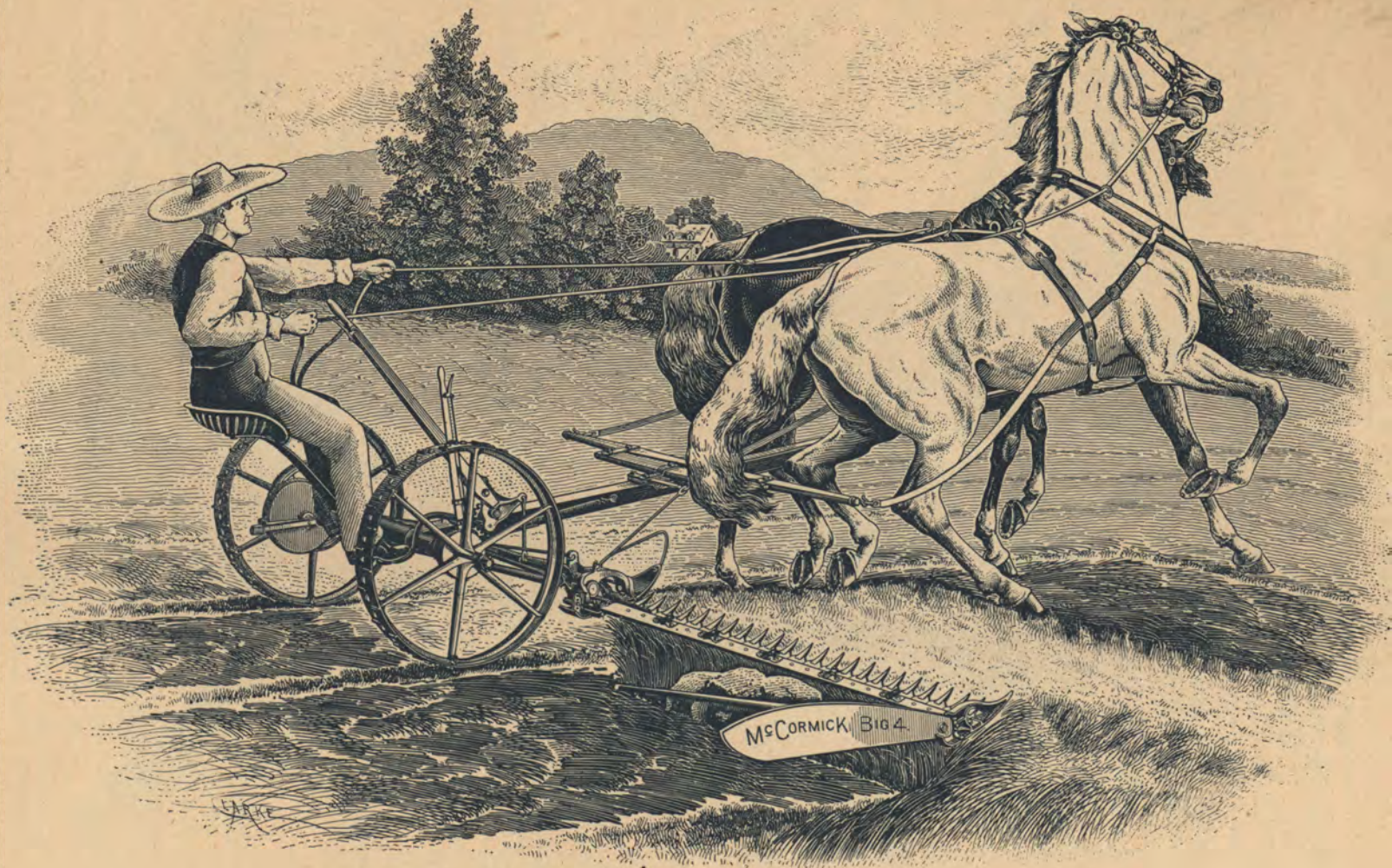


Beneath both the inside and outside shoes are adjustable slides by which the cutter-bar can be raised, as is sometimes desired in rough or sandy ground, among bogs, or in mowing grain.



A wheel can be used in place of the outside slide, as shown in the upper part of this cut.

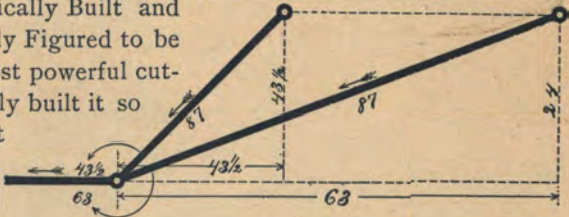
IN ALL WAYS THE NO. 4 IS A HANDY MACHINE.



Our Big 4. It Cuts a Wide Swath Against all Competitors.

THE No. 4

Is Mechanically Built and Scientifically Figured to be of the lightest draft, and to have the most powerful cutting qualities. We have not only logically built it so that it is admittedly the most durable, but we have scientifically built it for easy handling, light draft, and to be a powerful cutter.



Read all about this Diagram.

LOOK TO THE 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 $43\frac{1}{2}$ pounds would reach the knife to move it back and forth, and $43\frac{1}{2}$ 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.

**MCCORMICK'S PLAN.
THE LONG STROKE.
NO POUNDING OR JERKING.**

MEASURE THE PIT-

MAN 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

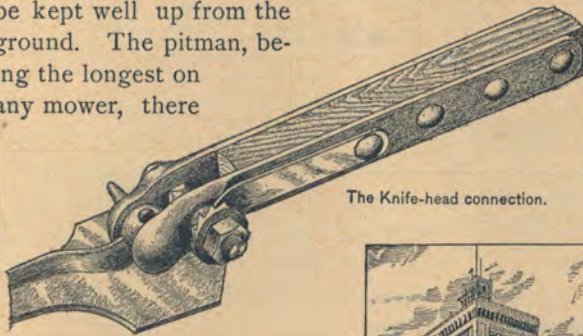
**THE
SHORT
STROKE.**

**IT
WON'T
DO.**



The plan of others.

is less pounding and jerking, and tearing of knife-heads and knives. The construction of the No. 4 on these particular points challenges comparison.



The Knife-head connection.

WHAT ABOUT THE

PITMAN?—Just here we want to call your attention to its connection to the knife-head. We have tried many ways of making this connection, and this is the best. 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.



THE AUDITORIUM—Congress Street, from Wabash to Michigan Avenue. An office building, grand opera house, and hotel. No pile on earth can compare with it for its purpose. Size of tower, 70 x 41 feet; height, 270 feet. Iron work alone cost \$600,000.

The McCormick offices are just across Wabash Avenue from this building.



A BUSY CHICAGO CORNER—STATE AND MADISON STS., AT 4 P. M.

WHAT PART of your old mower first gave you trouble? Was it not the connecting-rod? If not, we are quite sure the trouble grew out of a faulty connecting-rod. For several years we have used a second-growth hickory pitman, with hand-riveted spring straps, and Swede's iron bolts. Each year we have watched this connecting-rod very carefully, until now, we have such faith in it that

WE GUARANTEE OUR HICKORY PITMAN



The Crank End of our Guaranteed Hickory Pitman.

the spring pitman straps are fastened. A Swede's iron bolt draws the cones on the inner faces of the straps into the depressions in the box, and the joint is always kept tight. On page 35 the knife-head joint is shown. 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.

In Arabia, there is an old but very true saying: "Poor feet, no horse." In America, when writing of mowers, this saying is translated:

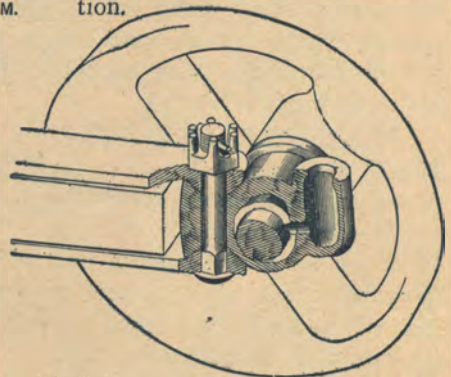
**"WITHOUT THE BEST
CUTTER-BAR, NO MOWER."**

WE PRIDE ourselves on the Cutter-bars on the No. 4 Mowers. They are built on scientific plans, in mechanical ways, by the most skilled workmen we can employ. We took correct draft tests of a mower, the energy of whose agents makes it something of a competitor of the No. 4, and then had our bar-makers rebuild its bar. Again draft-tests were made, and a saving in draft of ten pounds was shown. The scissors will not cut when the joints are loose, nor will the knife, if it is not properly built to hug the guard.

THE No. 4

Is Strong where Others are Weak.

THERE is a well-known adage among engineers: "Nothing is stronger than its weakest part." Now, the great problem in building machines of any kind is to make each part so that it is as strong, capable, and lasting as any other. It is because we have come nearer to making all the weak parts strong, that McCormick machines have their great sale and reputation.



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

A WORD as to the details. The pitman box has a strong malleable outside, which is fitted with a brass bushing. In the upper picture notice how one side carries the large oil-cup, and the other the projection to which



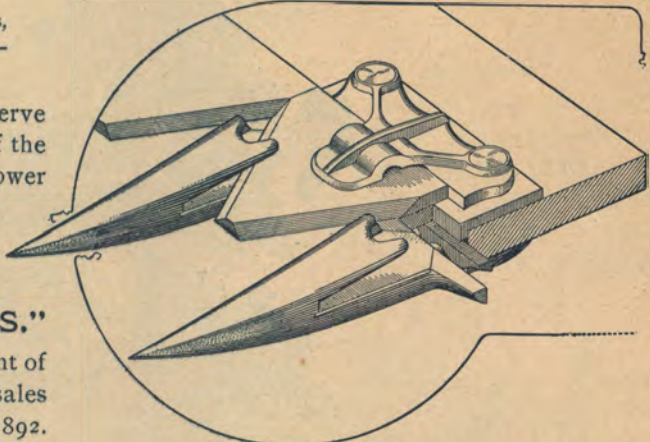
This is a picture in Cross Section of our celebrated Cutter-bar, Knife, Guard, and Steel Wearing-Plate.

'TIS not in mortals to command success,
But we'll do more with our No. 4—
We'll deserve it.—*Shakespeare.*

We are building the No. 4 to deserve success, and it is getting it. Each of the 40,000 farmers who bought this Mower in 1891 has hung out a sign reading like this:

"MY McCORMICK MOWER IS A
BIG SUCCESS."

From the unsolicited advertisement of its users, we confidently expect the sales of the No. 4 to almost double in 1892.



No finger-bar made can approach those on the No. 4 Mowers.

THE FINGER-BARS of the No. 4 are cold rolled, and are the toughest and strongest bars that the rolling-mills can produce. They cost more money than the hot rolled steel bar, but we do not spare money in critical places like this.

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



THE GUARDS are malleable, and fitted with oil-hardened steel plates, which project so that when they become worn the guard can be put on the stone and the plate sharpened. We built last year several bars with serrated plates in the guards, but careful tests showed us that they would not do. The nuts on the guard bolts are below the bar and the heads are countersunk, leaving the top of the bar without obstructions to catch the grass. The knife does not touch the finger-bar, and thus, at a slight expense, all the parts on which it wears can be renewed. **Jot this statement in your book—HARD KNOCKS WON'T HURT THIS BAR.**

At a trial at Paoli, Ind., May 2, 1891, the cutter-bar of the No. 4 Mower stood the test of cutting hoop-poles far better than the steel bar and wrought-riveted guard cutter-bar that competed against it. The wrought guard can't be tempered properly without getting it too hard and brittle, and if poorly tempered it easily wears and refuses to cut. Again we urge that there are no cutter-bars made that can equal those we are turning out.

THE No. 4 for 1892 will be, by far, the best Mower we have ever built, and we fully believe it will be the best Mower ever built by anybody. We have spared neither time nor money to logically build it—that is, to make each part as strong and durable as any other. We guarantee the buyer of a No. 4 will get *full value*.



You can depend on doing a Full Day's Work when you start out with a McCormick No. 4.



Our Little 4. A Small Mower with Wonderful Cutting Capacity.

THE LITTLE FOUR

THEY say the smallest parcels contain the choicest goods,
 So we'll just let that clever statement stand ;
 For of one thing we are certain, and this much may say to you,
 We build a little Mower that is grand.
 It is just as good as any, though it isn't quite as big,
 But for small work it is something to adore—
 Just hitch the pony to it and give Baby Dick the reins,
 They'll prove to you the worth of "Little Four."

FOR the lawn, orchard,
 roadside, on the small
 place where but one
 horse is kept, the **LITTLE 4**
 will be found a very useful
 machine. It is only a small
 edition of the No. 4 Mower,

and has all the essential
 devices of that valuable
 type of machines. Be-
 cause it is small and
 fitted with shafts, do not
 get a notion that it is a
 toy.

IT IS A LITTLE GIANT

And we guarantee it to do
 work where any other
 Mower can go. It will
 do more than this: it will
 cut where others will fail.



A SMALL PARCEL BUT CHOICE GOODS.

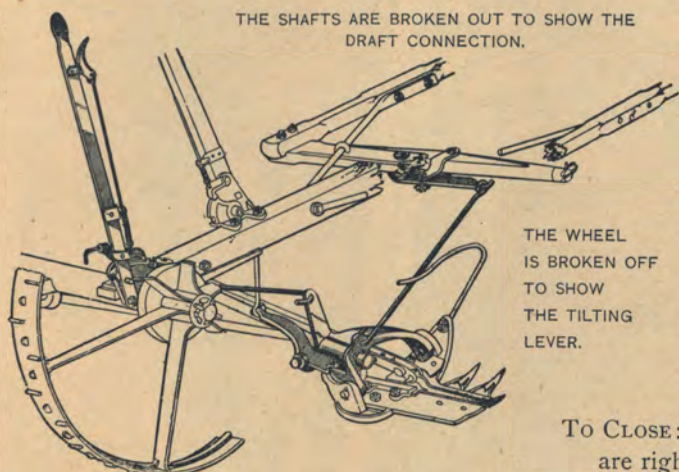
Here is an Instance:

THE Archbishop of Chicago, Most Reverend Patrick A. Feehan, D. D., has connected with his magnificent residence, bordering Lincoln Park, in this city, quite a large tract of land, part of which is in lawn, and on the remainder a luxuriant growth of mixed grasses are raised. Several makes of Mowers have failed to give him satisfaction,

and a one-horse Mower he tried completely failed. Last season he bought a **LITTLE 4**, and it not only slickly trimmed the lawn, but with as great facility cut the hay crop that averaged three tons to the acre.

AS A SIDE REMARK, probably no Mower ever cut grass grown for hay on such valuable ground, the Lake Shore Drive frontage of the Archbishop's property being worth at least \$60,000 per acre.

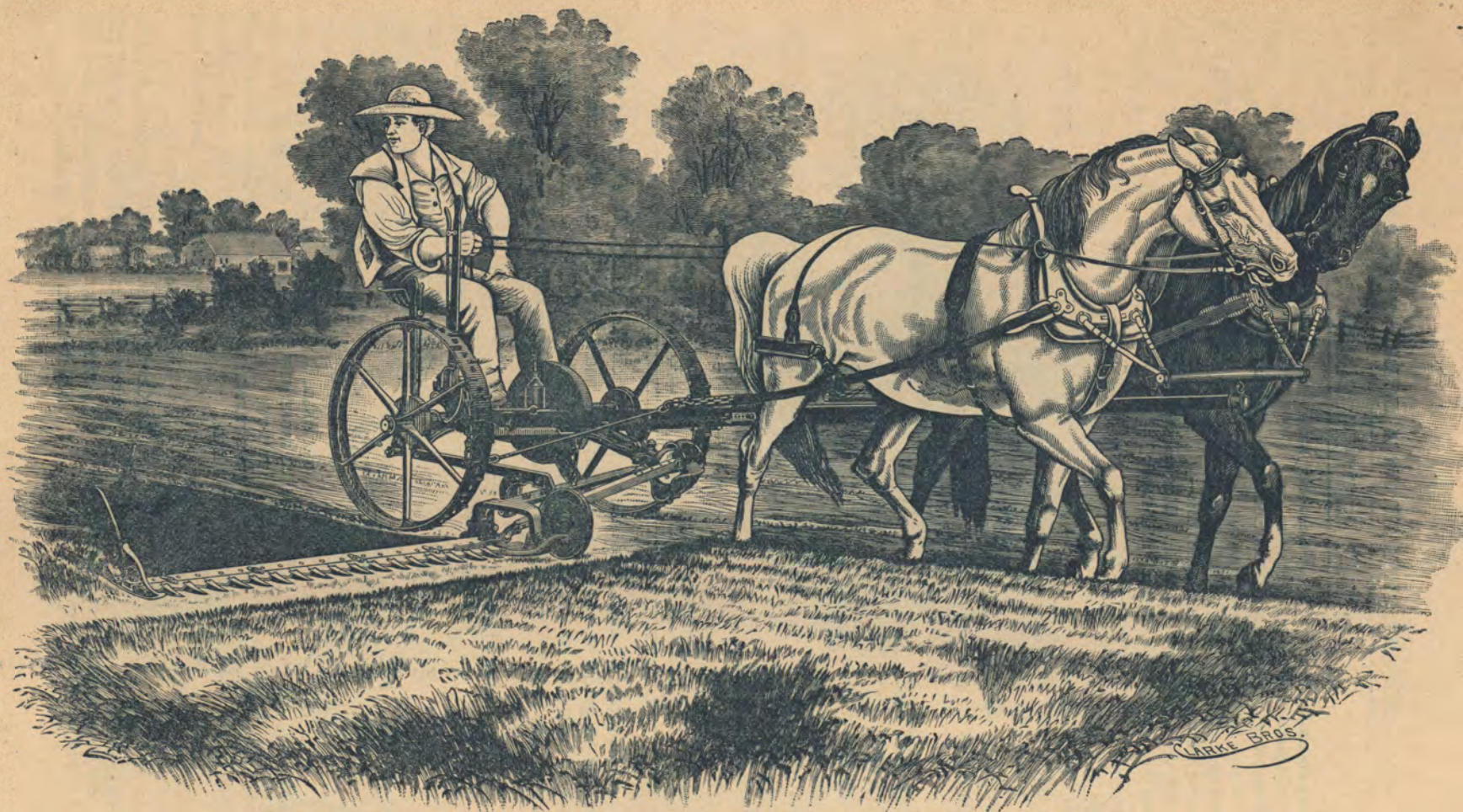
TO CLOSE: Mechanically the No. 4 Mowers are right ; in the field they have and can clearly show their superiority, and we believe them **RIGHT IN ALL WAYS.**



THE SHAFTS ARE BROKEN OUT TO SHOW THE
DRAFT CONNECTION.

THE WHEEL
IS BROKEN OFF
TO SHOW
THE TILTING
LEVER.

THIS PICTURE SHOWS SPECIAL FEATURES FOUND
ONLY ON THE LITTLE 4.



Our No. 3. A Model of Durability and Working Qualities.



THE McCORMICK No. 3 STEEL MOWER

There is luck in odd numbers,
To that you'll agree;—
Your attention then, please,
To superb Number Three.

It is built for a purpose,
Is popular quite,
And thousands of farmers
Pronounce it just right.

YOU CAN'T GIVE ONE REASON why the McCormick Mowers should not be the best made, and there are a hundred reasons why they are.

Why do we build two Mowers if our statement is the truth, viz.: That the No. 4 Steel Mower is the best one made? We answer that we have certain agents who have sold the No. 3 Steel Mower for years, and they are content with it, and we build it to supply their orders. These agents are not "old fogies" by a long ways. They have had the No. 3

into all kinds of grass, and all conditions of ground, and it has not been found wanting. It has pulled them through toughly-contested field trials and they

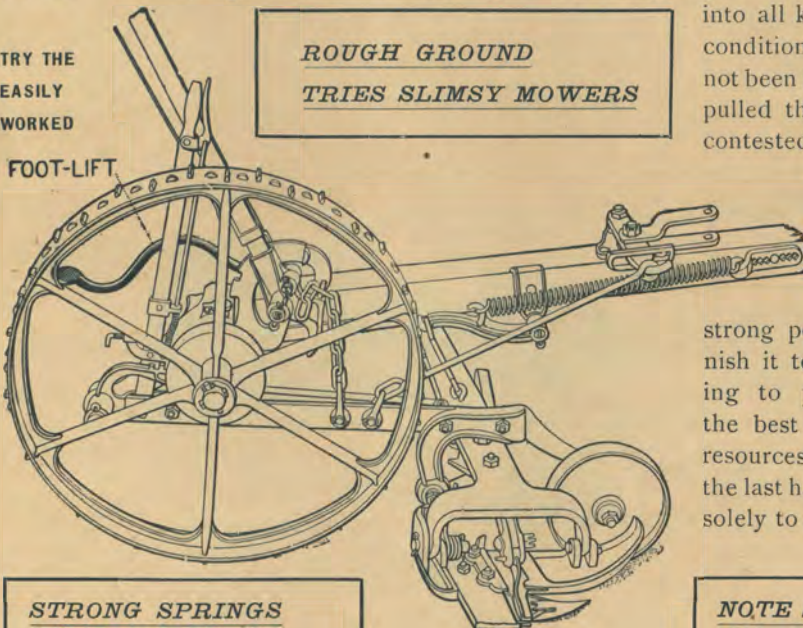
have built up a trade with it. You can not wonder that they still demand it, nor that we, knowing its many

strong points, continue to furnish it to them. We are trying to please by producing the best machines, and great resources accumulated during the last half century are directed solely to that end.

TRY THE
EASILY
WORKED

FOOT-LIFT

ROUGH GROUND
TRIES SLIMSY MOWERS



STRONG SPRINGS

On the Tongue and in the
Shoe lightly float the Bar.

NOTE STRENGTH

In the Coupling-Arm
And Push-Brace.

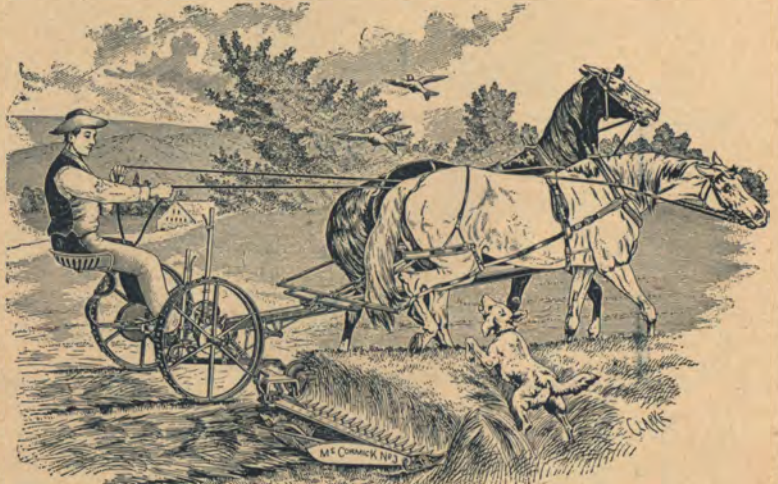
THERE are Many Special Devices on this Mower

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.

WHERE THE WORK IS DONE.

Look carefully at the construction of the parts. The connecting-rod, cold-rolled cutter-bar, knives, and guards are the same as on our unrivaled No. 4 Steel Mowers. These parts are as near perfection as long experience, great skill, and an unlimited expenditure of money can make them. Hang

these parts onto the frame of the machine, so that the cutter-bar will float and slide over the hummocks, instead of plowing into them, and you have a mower hard to beat.



YOU CAN "TIE TO" THE No. 3 McCORMICK.

NOW, THE FLOATING-BAR, IN ITS PERFECTION, IS FOUND ONLY ON 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.

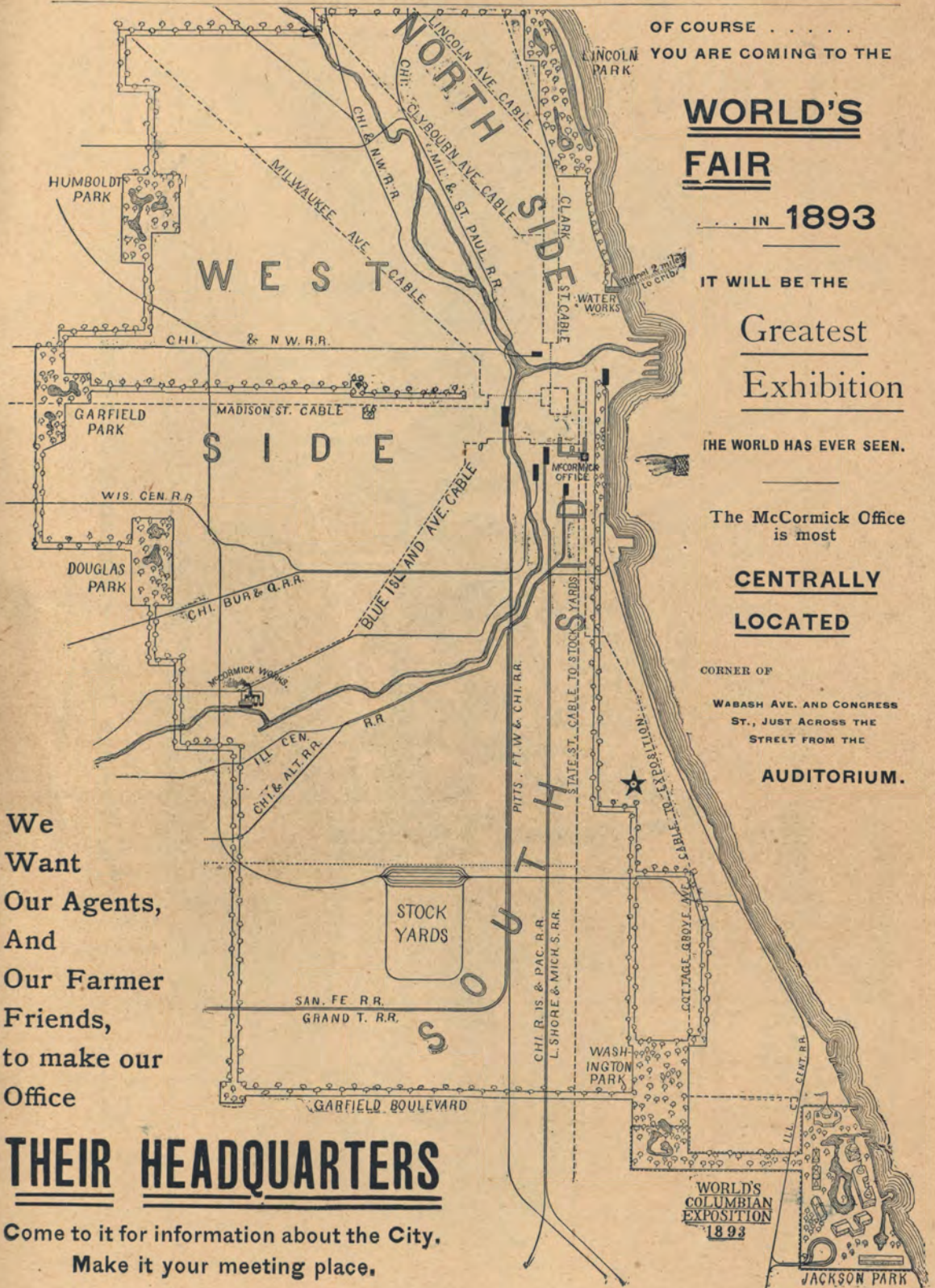
A CHICAGO VIEW



Looking South down Grand Boulevard from the Star on the Map.

There are 48 miles of such Boulevard Drives in the City. . . .

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.





The Folding Daisy—"Queen of Reapers."



THE FIRST SUCCESSFUL REAPER EVER BUILT WAS A McCORMICK.

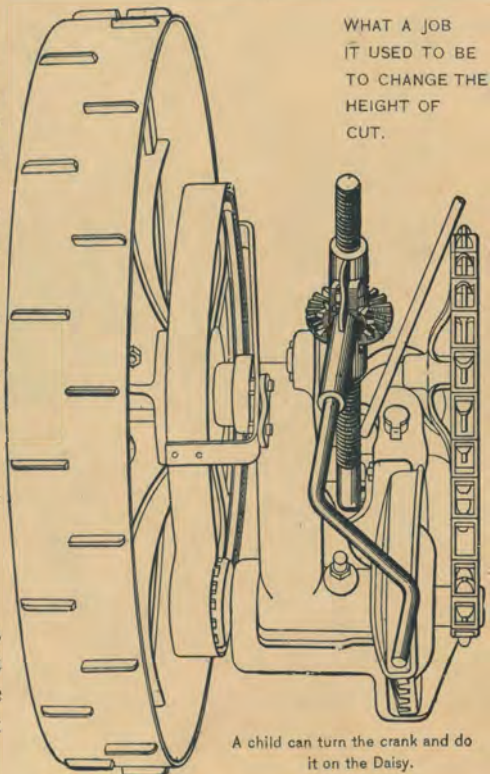
The elemental devices of that first reaper are found in all the harvesting machines of to-day.

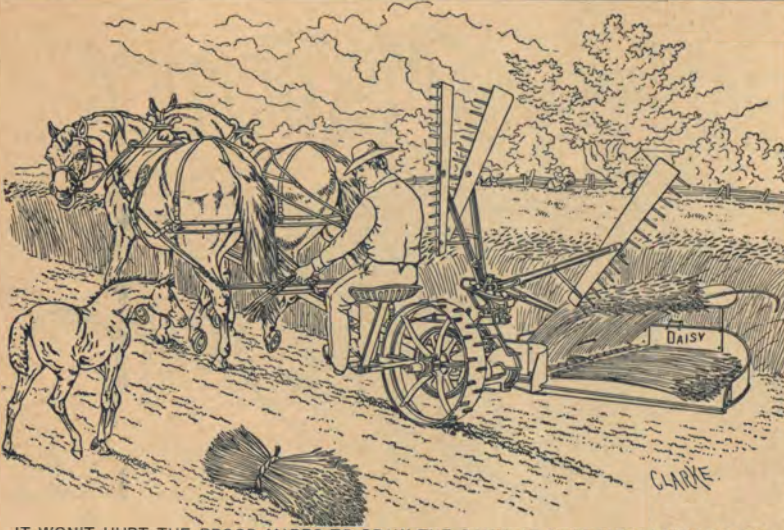
AT Steel's Tavern, Va., in 1831, the late honored president of this company, Cyrus H. McCormick, successfully cut grain with his first reaper. From that day to this the most successful grain harvesters have been built on the plan of that first reaper. It was, as is our Daisy, a two-wheel machine. The main, or drive, wheel gave motion to the reel and knife and the outer end of the platform was supported on a small wheel. Our Daisy is the same, but one of those old machines placed beside it would show better than words can describe the improvements and progress that we have made in the manufacture of grain-cutting machines.

Years ago it was known that the reaper should be raised

IN CUTTING TALL GRAIN

And lowered close to the ground for short grain, but how to do it was the question. A rail from the fence and all the help in the field were needed. A ten-year-old boy can turn the crank and place the Daisy at any height.

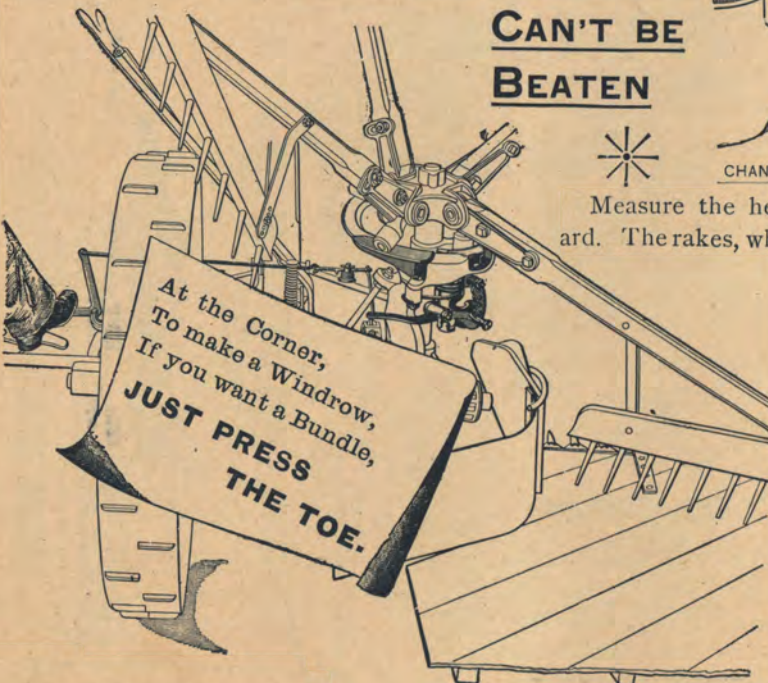




IT WON'T HURT THE BROOD MARES TO DRAW THE DAISY, IT IS OF SUCH LIGHT DRAFT.

You Couldn't Stop the old reapers from making bundles whenever the rake came around. Each eight or ten feet off went a bundle, whether big or small. You not only can easily put the Daisy so it will cut grain of any height and weight, but you can regulate the reel so that it will not rake until you are ready for a bundle.

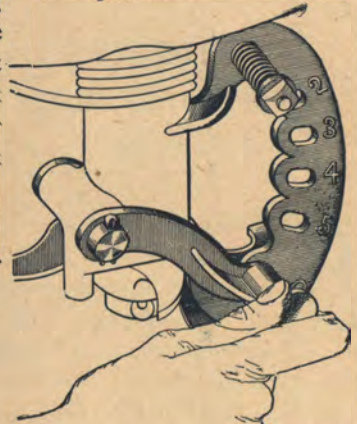
THEN THE DAISY'S BUNDLE **CAN'T BE** **BEATEN**



SEE **WHAT THE** **TILTING-LEVER** **WILL DO.**

In the picture of the Daisy, on page 44, you will see the driver with his hand on the tilting-lever. He has rocked the cutter-bar to the ground to pick up the lodged and tangled grain.

Seed Clover that has Fallen Down can also be picked up, cut, and dropped in piles.



CHANGE THE SIZE OF THE BUNDLE.

Measure the height of the rake standard. The rakes, when acting as reels, do not tumble and jerk the grain, and when a rake sweeps the platform the best bundle made by any reaper is the result. 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 that time, press the toe, and off one goes.

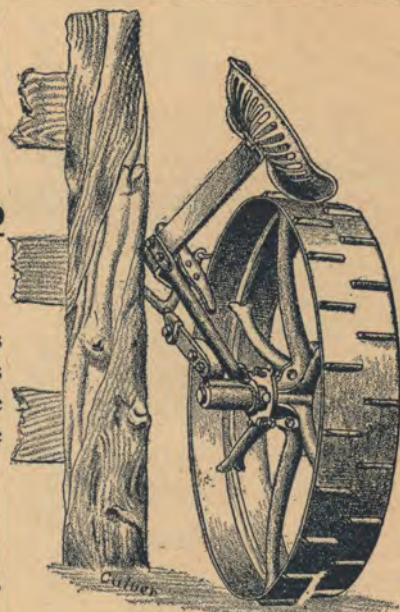
The highest

AND BROADEST FACED MAIN WHEEL

Found on any reaper carries the Daisy, and furnishes power to the knife and rake. You will notice that this wheel has no cogged rim to fill with dirt and clog the machine. A newer and better construction is on the Daisy, and this is one reason of its light draft.

ARE YOU A MECHANIC?

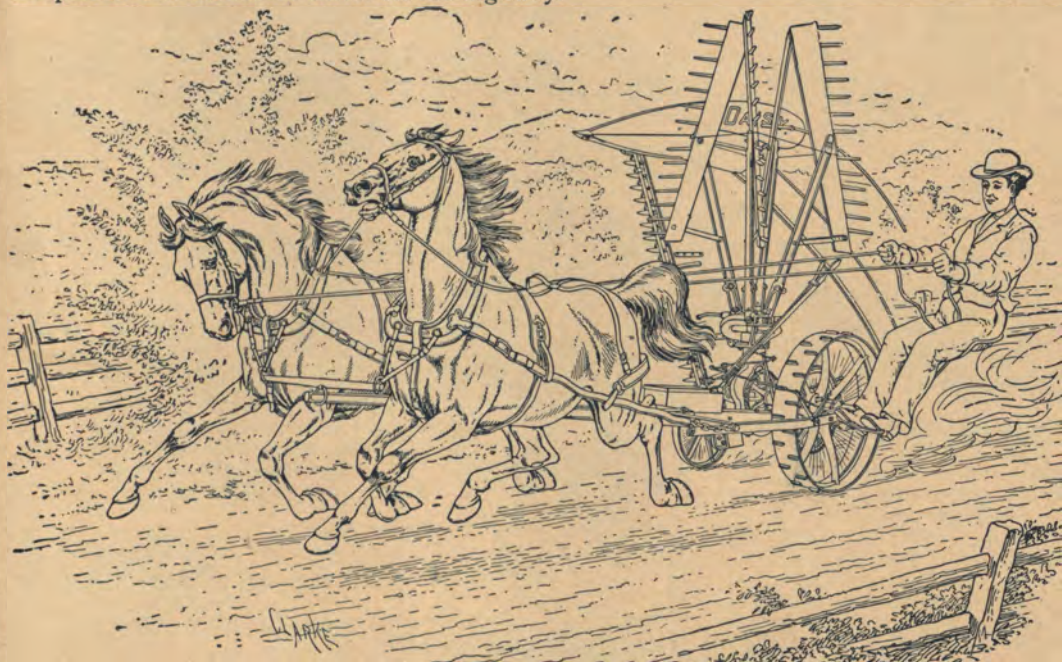
Do you know a mechanically-built machine? If so, the Daisy will please you.



The Seat is turned up to pass through a narrow gate.

TURN UP THE SEAT OR TAKE IT OUT,

And the Daisy will pass through an eight-foot gate. Notice how narrow it becomes when the platform is folded for travel on the highway.



THE DAISY WITH PLATFORM FOLDED CONVENIENT FOR NARROW HIGHWAYS AND GATES.

In speaking of the good points of the Daisy we have failed to mention many of the most important. For instance, look at the high rake standard, the simple gearing, the bushed boxing, the seat hung on the outer end of the axle, etc.

BUY THE DAISY, AND IT WILL PLEASE YOU.

THE BROWNIES AND OUR BINDING TWINE



(I.)

HAVE ever heard the stories told
Of Brownies, who by night are
bold—
Bright elfins of a far-off land,
A great, contented, happy
band?

I'll tell you one I think is fine—
Of Brownies and our binding-twine.
To church one night the
Brownies went—
It may have been by accident—
And from without they looked
within,
The while the preacher talked
of sin.
"Th' affairs of earth," they
heard him say,
"For us will be wound up
some day."
A cue in this our listeners
found,
And quick they scrambled for
the ground;
One moment only did they
think,



(II.)

Until he reached the North-
ern pole,

Which he removed, and in
the hole
These many ends were
quickly lain,
And then the pole put back
again.
The other Brownies then
began;
With streaming twine they
ran and ran,
And ran and ran, the world
around,

When each gave each a knowing
wink.
In Brownie ranks there's not a
dunce,
McCormick twine they sought at
once;
A billion balls were soon unraveled,
While with the ends a Brownie
traveled



(IV.)

It made the stars more brightly shine
To find them winding binding-twine.
As fast as balls were all unwound
Another lot was promptly found,
And so the work went on and on
Until the glimmer of the dawn.
Now, Brownies never did delight
In revels save those of the night;
So when the moon began to pale
They quick prepared for foreign sail.
A moment more and all the band
Had scampered home to Brownie Land.

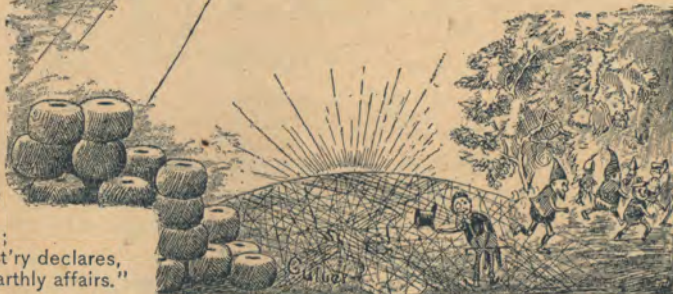
L'ENVOI.

Had the day never dawned, nor the
Brownies grown old,
'Tis easy to see how this story'd be told;
For McCormick's famed twine, so all hist'ry declares,
Would at last have "wound up all our earthly affairs."



(III.)

And wound, and wound, and wound, and
wound.
Some went their way from east to west
In happy rivalry and zest,
And girt the world, as well they could,
With lines which we call latitude;
Some ran due south in merry mood,
And made the lines of longitude.
They glanced and pranced and lightly
danced,
Each merry hour their joys enhanced,
And 't was a scene to well inspire
The soul that has a spark of fire,
To see the brainy Brownies play
In such a genial, jolly way.



FINALLY OUR LITTLE BOOK IS FINISHED

ITS COMPILATION HAS BEEN A
PLEASANT WORK FOR US.

THIS MAN HAS
FINISHED HAYING.

SAVING THE CROP HAS
BEEN A PLEASANT WORK FOR
HIM, AS IT IS FOR ALL WHO USE THE

**McCORMICK No 4
STEEL MOWER.**



In conclusion

WE WANT YOU TO APPRECIATE THIS MOWER.

We say it is the **BEST MOWER** made, and our claim was corroborated by the testimony of **FORTY THOUSAND PURCHASING FARMERS** last harvest. Here is a specimen of the letters we receive:

*McCormick Harvesting Machine Co.
Chicago.*

Guthrie, Chl. Aug 13th 1894.

Gentlemen:

The Mower you shipped me came all right and gives entire satisfaction. The man that claims there is nothing perfect on earth never used a McCormick Mower.

Yours Truly, W. Branscomb.

THE SALES OF THIS MOWER ARE DOUBLING EVERY YEAR.

This means that the machine is all we claim for it—that it is the **BEST**; Best because it is the simplest; Best because it is the most durable; Best because it is the lightest draft; Best because it is the easiest to handle—a child can operate it; Best because it is so simple, yet so perfect that it cannot get out of order. Examine it; compare it with others; buy it; use it, and prove the truth of our assertion that it is unqualifiedly

THE BEST MOWER ON EARTH.

