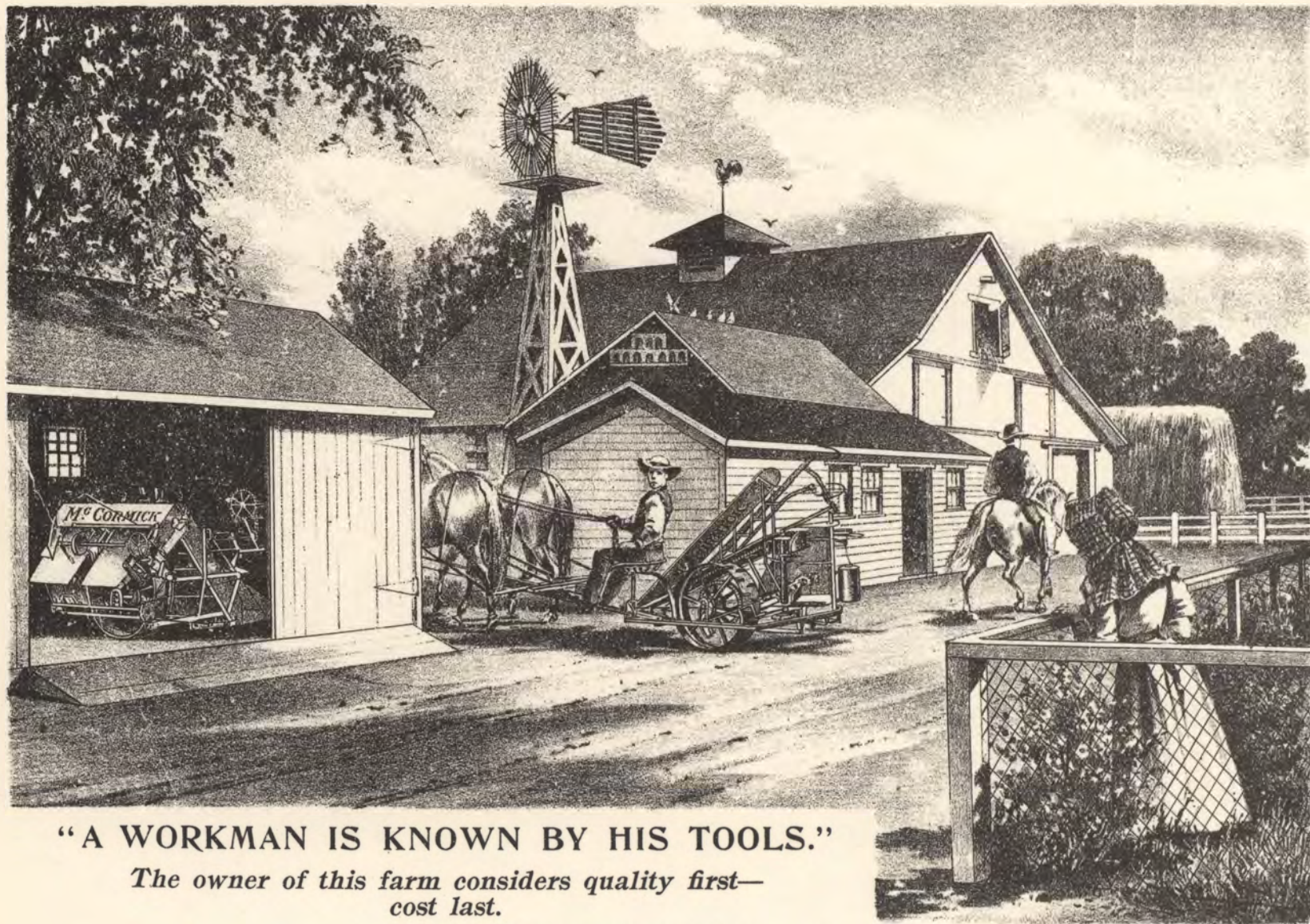




McCORMICK GRAIN HARVESTER.

TRIUMPHANT
THROUGHOUT ALL NATIONS
THE STANDARD OF THE WORLD.



"A WORKMAN IS KNOWN BY HIS TOOLS."

*The owner of this farm considers quality first—
cost last.*

SEE INSIDE LAST COVER PAGE.

McGORMICK-HARVESTING-MACHINES

McCORMICK



TRIUMPHANT

1831

1896



M^cGORMICK · HARVESTING · MACHINES.

YOU'VE PROBABLY SEEN THAT SIGN BEFORE. IT IS "UP" IN MORE THAN TEN THOUSAND CITIES AND TOWNS OF THE UNITED STATES. IT IS A SIGN OF GOOD MACHINERY. IT IS THE SIGN OF A COMPANY THAT HAS BEEN INVENTING, BUILDING, AND IMPROVING GRAIN AND GRASS CUTTERS FOR SIXTY-FIVE YEARS. IT IS THE SIGN OF A COMPANY THAT HAS BROUGHT THIS CLASS OF MACHINERY ALL THE WAY UP FROM ORIGINAL INVENTION TO THE HIGHEST DEGREE OF EXCELLENCE KNOWN TO-DAY.

THE SEASON OF 1893 BROUGHT TO THE McCORMICK THE BEST ENDORSEMENT ANY MANUFACTURER EVER HAD. WITH COMPETITION STRONGER THAN EVER BEFORE, AND "SCOOP THE McCORMICK AT ANY COST!" AS A COMMON WATCHWORD, OUR BOOKS SHOW THE BIGGEST YEAR'S BUSINESS IN ALL OUR LONG HISTORY. EVERYTHING WE COULD MANUFACTURE AT OUR IMMENSE WORKS—"EVERYTHING IN SIGHT" AT OUR BRANCH WAREHOUSES—WAS PUT INTO THE GRAIN AND GRASS FIELDS TO SUPPLY THE ALMOST UNIVERSAL DEMAND FOR QUALITY, MERIT, WORTH. STRIVING ALWAYS, BELIEVING ALWAYS, PROMISING ALWAYS TO KEEP McCORMICK MACHINES A LONG WAYS AHEAD OF ANY AND EVERY SO-CALLED RIVAL, UNTIL THE MAD RACE GROWS Madder still—with GRATITUDE TO THE HUNDREDS OF THOUSANDS WHO HAVE SHOWN THEIR APPRECIATION OF OUR ENDEAVORS, WE START THE NEW YEAR WITH A CLEAN PAGE.

McCORMICK HARVESTING MACHINE CO.

Chicago, January 1, 1896.



EVERY YEAR brings to the grain growers of the world improved methods and mechanisms for the performance of that most important feature of each season's toil—the garnering of the ripened crop.

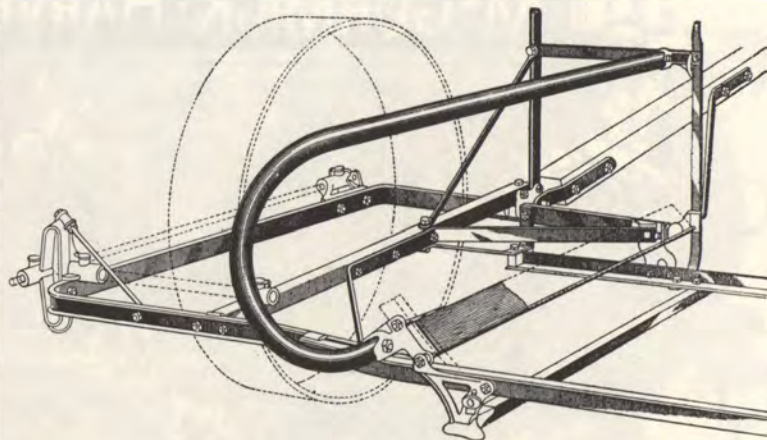
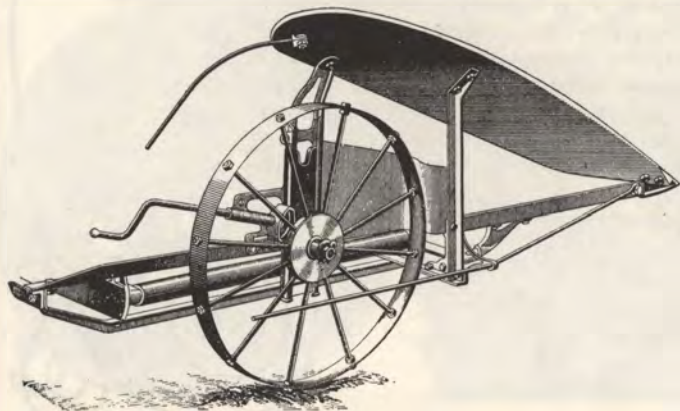
In this march of improvement, the name McCormick is everywhere recognized as being synonymous with the highest ideals and realizations, as shown in the scientific planning and the mechanical construction of grain and grass cutting machinery.

The earliest successful invention in this class was the old "Virginia Reaper," invented, built, and operated by Cyrus Hall McCormick, in 1831.

To say that the inventor of that machine in his lifetime—and his successors since his death—have made marked improvements upon it each year, would almost seem to border on extravagant assertion, and that, as a result of repeated improvements, annually, over a period of sixty-five years—and upon what was a success in the first place—we should have well-nigh reached the limit of possibilities.

And while we shall never rest contented on the laurels of to-day, still, in contemplating our grand leader for 1896—

THE NEW McCORMICK LIGHT STEEL OPEN ELEVATOR HARVESTER AND BINDER—

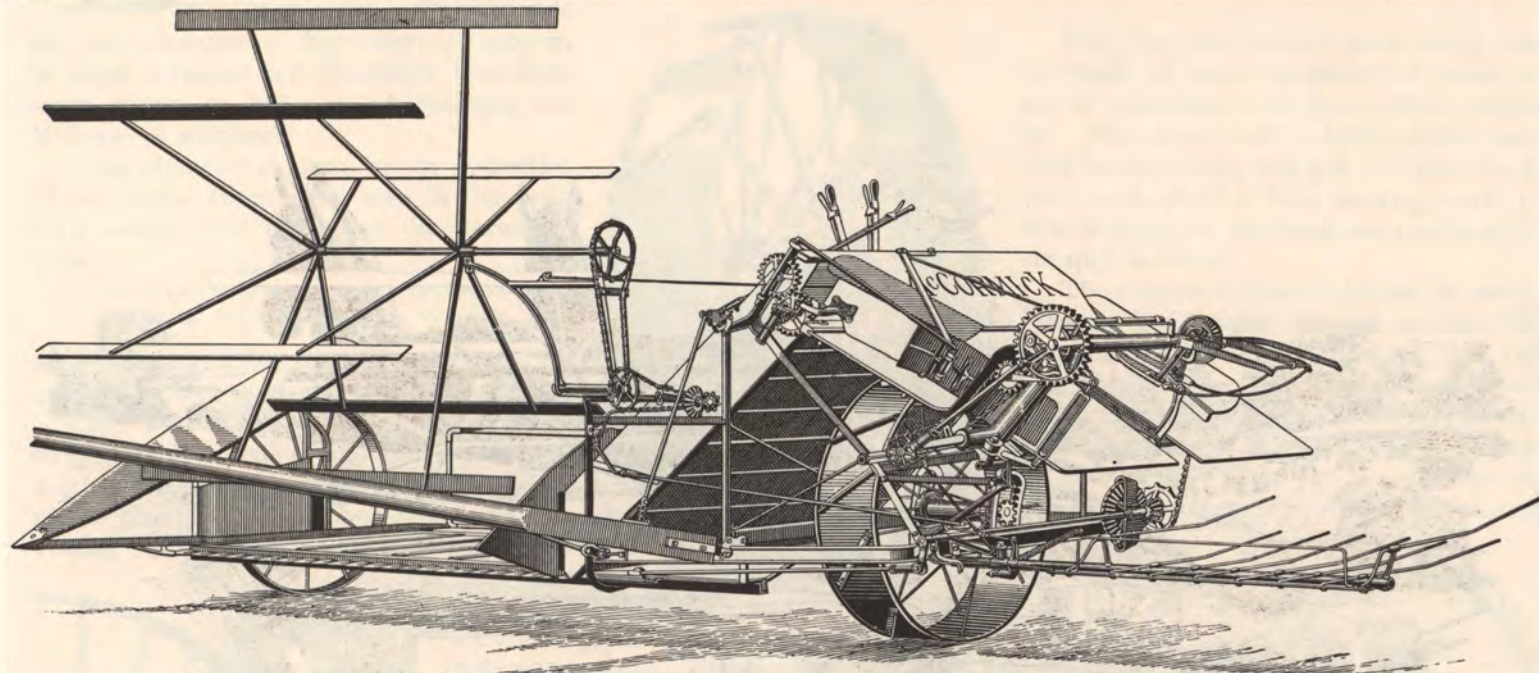


we feel almost warranted in saying that it will never be beaten.

In asking attention to the special merits of this machine—those important features which the typical harvester of to-day *should* have—and which none but the McCormick *can* have, as these features have been patented by us—let us first consider the machine's foundation—the main frame. It is made of one-piece channel steel, without joints, very rigid, and very strong, and yet as light as is compatible with the great strain to which it is likely to be put.

The backbone of the machine is seen in our celebrated strong square tube middle sill of this foundation frame. The tongue is attached to it, and the horses pull not only on the front part of the frame, but also on the back part, both through this middle sill and through the tongue brace connection.

YOU TAKE GRAVE CHANCES of a ruined crop if you buy any other machine, as the McCormick is now the only machine whose changes are thoroughly tested, at great expense, in all kinds and conditions of crops, before they are adopted for regular manufacture. No buyer of a McCormick ever lost a crop by failure of the machine to do its work. The McCormick is tested and followed day after day, at great expense, by skillful experts in grain-harvesting machines, before any change that is made upon it is adopted for final manufacture. The McCormick is so jealous of its reputation that, even though it knew a novelty in the way of a harvester would double its sales, that novelty would not



be adopted until it had shown in actual field work, day after day, week after week, and for more than one entire season's work, that it was superior in all places to the machine which we had previously been building.

This policy marks the career of no other manufacturer. Our competitors have put out harvesters with low main wheels—and with low elevators—because these things look well on paper, and the machine has a light appearance on the warehouse floor, but before such machines will work with the practical McCormick their manufacturers must change the size of the main wheels and raise the elevators, taking the McCormick as a model for both.



The New Light Draft Open Elevator Harvester and Binder.



ONE OF THE CLAIMS that we have always made regarding McCormick machines, and one that we shall always continue to make, has reference to their durability. In these pages it is not our purpose to make assertions that are not backable by abundant proof. It is our aim to avoid claiming for the McCormick characteristics irreconcilable or preposterous. We strive to adjust our utterances by the measure of proofs in our possession, and we ask for credence only so far as it is compatible with common sense. We challenge

any manufacturer of harvesters or mowers to show a record for durability that shall come within 50 per cent of reaching the McCormick standard.

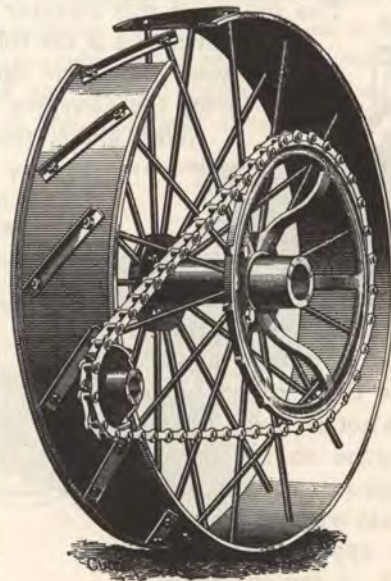
This element is seen by an inspection of our main frame, and also in the main drive-wheel—the engine of the harvester. This

DOUBLE SPOKE STEEL TENSION
BICYCLE STEEL-RIMMED WHEEL

weighs thirty-eight pounds less than the cast-iron wheel used on other harvesters.

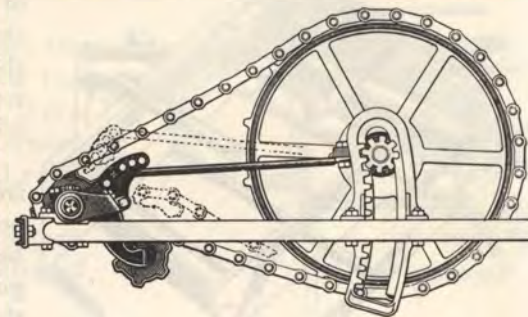
Cast iron is cheap. Special forms of steel threaded, drilled, and put together as is our main wheel, cost money. The makers of the cast-iron wheels, however, have harvesting machines that weigh as few pounds

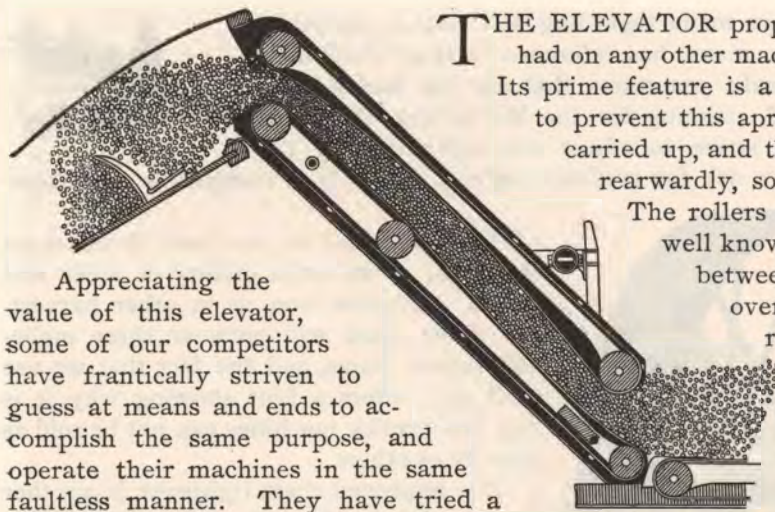
as does this new improved Open Elevator. And as their wheel weighs more, their framing, elevators, or binder must weigh less. This means cheap construction to them, as they have saved in steel and malleable iron, but it is a dear construction to the buyer, as strength has been thrown away where needed and cast iron put in to be drawn by tired horses. If McCormick machines were not better constructed than others, we would not ask you to buy them.



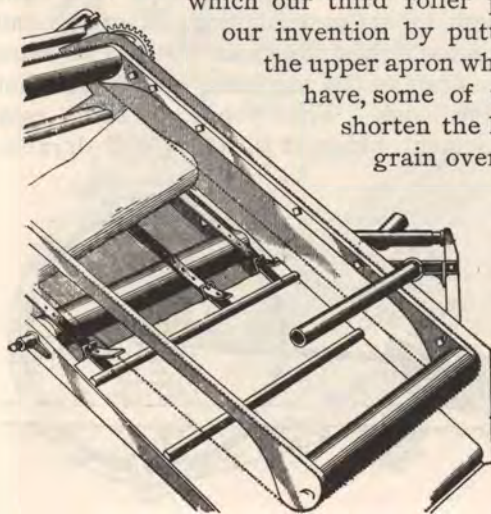
The pins used in our main drive chain are made of an extra quality of steel, and not of malleable iron as in other harvesters. This chain will outwear three malleable linked chains, and the fact that we use steel pins offers a hint showing why it is that McCormick machines can not be sold as cheaply as others.

The improved chain tightener is another reason. By changing the rod into the different holes the chain can be kept just tight enough for its easy running. Bear in mind that a too tight drive chain will add an extra horse draft to the machine; still it must not be too loose. What you want is an easy adjustment. Here it is, strong and durable.





Appreciating the value of this elevator, some of our competitors have frantically striven to guess at means and ends to accomplish the same purpose, and operate their machines in the same faultless manner. They have tried a shorter lower apron, hoping thereby to overcome the sagging



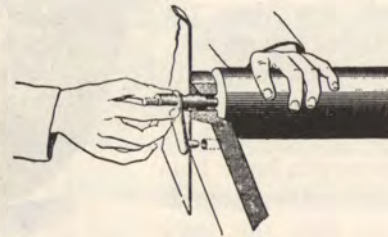
THE ELEVATOR proper of this harvester possesses qualities of excellence not to be had on any other machine.

Its prime feature is a third roller, located between the rollers of the lower apron to prevent this apron from sagging from the weight of the grain that is being carried up, and thus forming a hollow into which the grain will run and slide rearwardly, so as to be bound about the butts rather than in the middle.

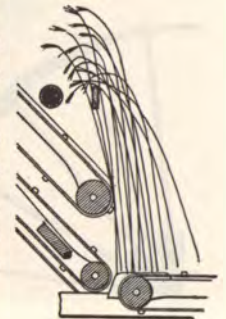
The rollers of this elevator are adjusted with the utmost nicety, for it is well known that if the rollers are in the least untrue and the grain gets between them and the canvases, clogging must result; and, moreover, the canvases will be made to "chuck" at every turn of the rollers and so tear off the cleats and break the straps.

WE SAY WITHOUT FEAR OF CONTRADICTION THAT THE ELEVATORS ON THIS HARVESTER ARE THE SIMPLEST, STRONGEST, MOST EASILY OPERATED,

and that they have the greatest capacity of any elevating device on any grain-cutting machine made.



The round steel seat pipe makes the strongest kind of a brace for the whole machine and a firm support for the upper elevator frame. It is out of the way of the grain.



which our third roller prevents, and they avoid our invention by putting the third roller into the upper apron where it is not needed. They have, some of them, gone so far as to shorten the lower apron and drag the grain over the main wheel by means of the upper apron, even though common sense should teach them that grain can be carried on the apron to the top of the elevator with far less power than it can be forced there while resting on a stationary surface.

We call especial attention to the removable boxes with oil-holes from the outside with which the elevator rollers are fitted. These boxes can be quickly removed, and the gudgeons of the rollers, being large and being placed in the roller by our patented gudgeon boring and driving machine, are always true and insure the greatest durability as well as the utmost ease in operation.



THE WIND-BOARD with which the Open Elevator Binder Deck is provided, is adjustable, being hinged in such a manner that it may be worked closed for short grain or open for extremely long grain, its adaptability being shown in the two illustrations herewith.

Such features as these seem insignificant in contemplating the harvester as a whole, yet they are valuable features and should not be overlooked by the intending purchaser. They contribute to the convenience of handling the crop, and, as is well known, McCormick machines have achieved a reputation for convenience such as no other line of agricultural implements can boast. We have always kept them in the lead, and always shall.

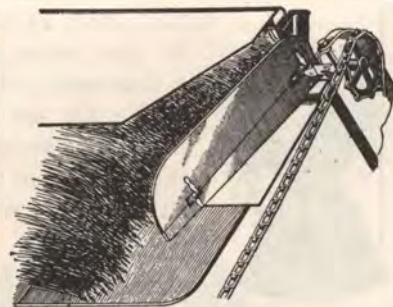
From whatever point of view the McCormick new light steel Open Elevator is examined, it will be found to contain

NEW METHODS OF CONSTRUCTION
AND PATENTED IMPROVEMENTS
WHICH KEEP IT FAR IN THE
LEAD OF THE IMITATORS.

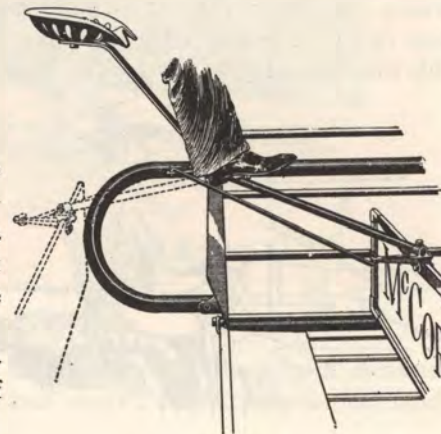
Just forty-five years ago the McCormick Reaper won the grand prize gold medal at the first World's Fair, which was held in London.

That Reaper announced to the world that grain could be successfully harvested by machinery, and, following in the pathway of its success, and built upon lines suggested by its inventor, countless varieties of harvesting machines have since been put upon the market. Many of these have demonstrated their utter worthlessness, and are now forgotten by the farming public, and of those still in use, of whatever name or make, it is a truth that can not be gainsaid that, were the primary features of the original McCormick machine of 1831 not embodied in their construction, they would be of no practical value whatever, as grain could not be harvested with them.

For sixty-five years we have devoted our entire time, thought, capital, and wide experience to building the best grain and grass harvesting machines—and of all this class of machinery in use to-day more than one-third bear the name "McCormick."



Another device looking to the convenience of operating the Open Elevator is shown in the flag, and the facility with which it may be adjusted by means of the driver's foot. The shift from long to short grain is quickly made, the stalks thus being carried to the binder in such a manner as to secure a centrally bound, neat, and symmetrical bundle.





LONG AGO YOU KNEW that any changes made on McCormick machines were improvements — changes for the better, not for the worse. Progress is the McCormick watchword, but a mere change that is not a demonstrated improvement, is not progress.

We did not adopt the vibrating board adjuster until we had clearly proven it to be better than the frequently-stopping, always-playing-out endless apron adjuster. The vibrating board had its faults, but the apron had very many more. We, therefore, took the board and began to study how to make it better. Year by year we have experimented, and worked, and profited, and we now offer, on our new Open Elevator Harvester,

THE NEAREST APPROACH TO A PERFECT ADJUSTER

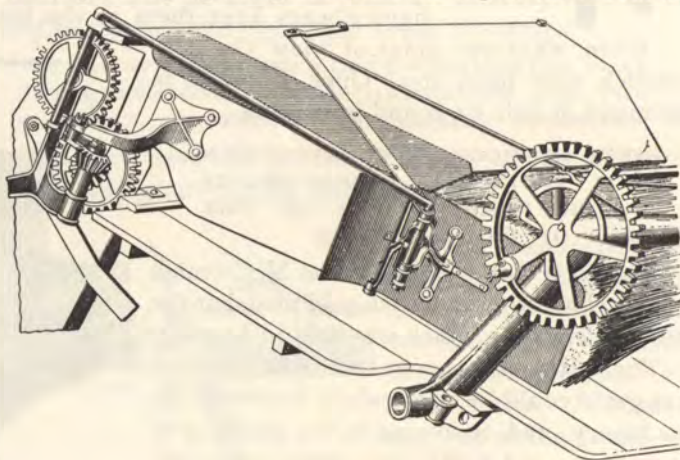
ever found on a harvester. The vibrating board never stops bringing the grain from the top of the elevator. It keeps going, and it pushes the butts along. The sheet-steel extension, our new improvement, holds the evened butts — square and true. If the grain is very short, this extension is of the greatest importance in holding it from slipping ahead. The packers will press the grain into the binder, and the jolting of the machine, which is usually tilted down in order to cut the short grain close to the ground, will, without this extension, cause the short stuff to slip ahead, and the band will be put about a slovenly made bundle, which will, when it is shocked, stacked, and pitched to the thrashing machine, keep continually slobbering straws, making dirty work, and causing much waste. No improvement on adjusters is so important as this extension to our vibrating adjuster. We invite your critical attention to this mechanical job. It is strong, but light and neat, and it in no

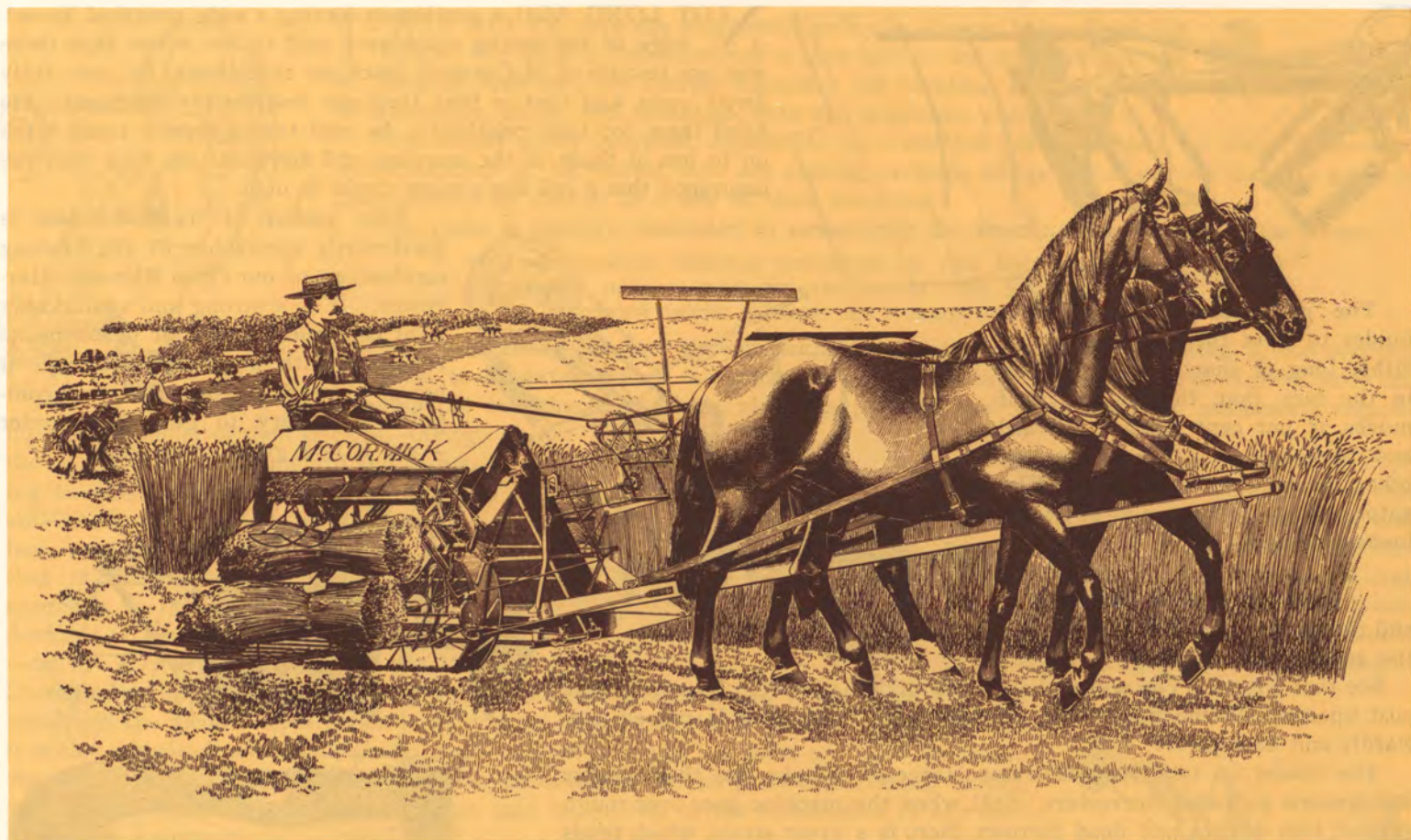


way changes the motion of the adjuster. The lower

end of the adjuster still works on its pivoted link, swinging as easily and freely as before, but the extension is at hand to take the grain from the end of the board and hold it evenly, thus making the squarest butted bundle in all kinds and conditions of grain that has ever been made by a harvester.

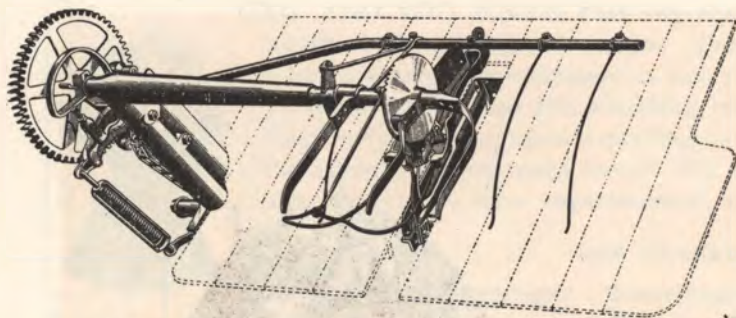
There is no lever for moving the adjuster on this machine, and still it moves. You know that when you push the binder ahead for short grain you then pull the adjuster back, and if you pull the binder back you push the adjuster ahead. This takes time. Now we have so connected the binder and adjuster that one movement adjusts both. Look at this adjuster. We are proud of it.





The McCormick "Machine of Steel."—Harvester and Binder.

This superb machine has for so many years been a favorite in the harvest field that there will continue to be a demand for it, and we shall therefore furnish it. It is a thoroughly reliable grain harvester, and has made a record in practical field work such as no other make of harvester ever equalled—or even approached.



The great adaptability of this binder to meet the requirements of either long or short grain is shown in the fact that the binder itself moves 25 per cent further forward and back than the binder on any other machine. On the Open Elevator the binder has a play of twelve inches, allowing

AN ADJUSTMENT TO MEET
ALL LENGTHS OF GRAIN,

and thus securing a bundle bound in the center.

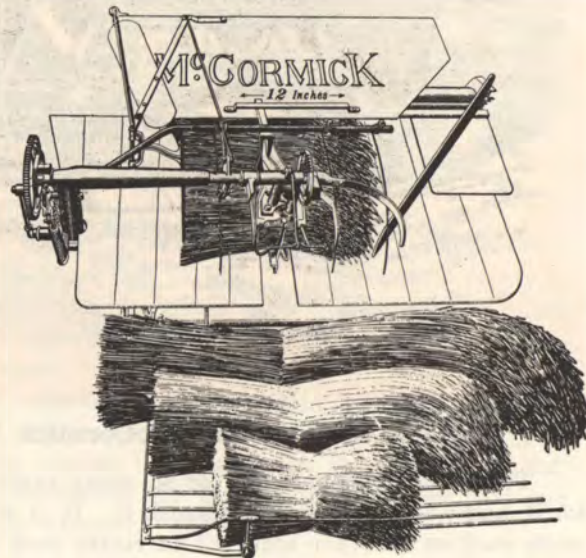
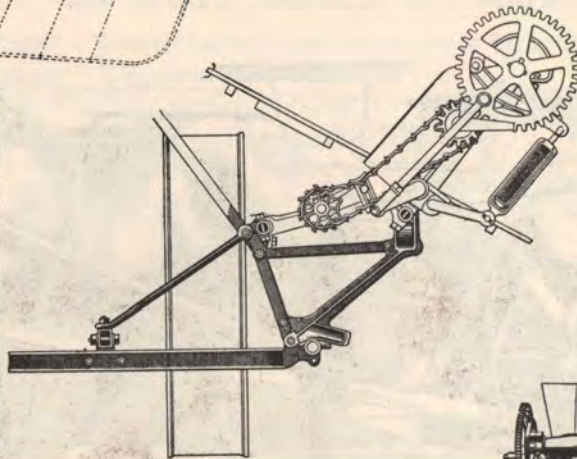
See that Truss? You will find it in the middle picture. It supports the post upon which the heavy end of the binder rolls, as it is moved forwardly and backwardly.

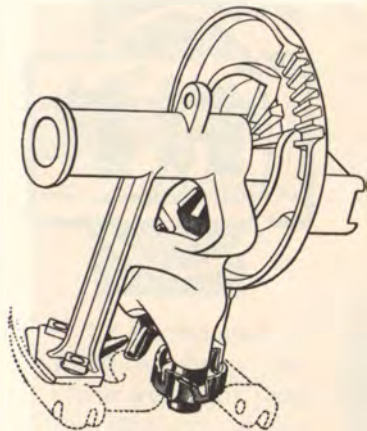
The binder on this Open Elevator Harvester weighs less than similar attachments on other harvesters. Still, when the machine goes over rough ground, into ditches and dead furrows, there is a great strain, which tends to throw the elevators out of line if the binder is hitched to them. But notice, by this strong truss we carry the weight to the main frame, a point strong enough to withstand any strain, however rough may be the ground. Engineers have designed the McCormick Open Elevator.



NOT LONG AGO a gentleman having a wide practical knowledge of harvesting machinery said to the writer that there was one feature of McCormick machines that should be more fully dwelt upon, and that is that they are *trustworthy* machines. He liked them for their reliability; he said that a farmer could hitch on to one of them in the morning and drive into his field with the assurance that a full day's work would be done.

This quality of trustworthiness is particularly applicable to the binding mechanism of our Open Elevator Harvester. It is a strong and remarkably light construction, and it performs its functions with unfailing certainty; it has no network of cog-wheels and complex machinery to get out of order—and it is a great twine saver.





IT HAS NEVER been the McCormick policy to attempt to hoodwink the farmer. We show up our machines as they are; we ask our agents to talk of them as they are; our sample machines are identical, in construction, workmanship, finish, and operation, with the machines which we sell.

This honest policy, however, appears to be somewhat out of fashion, for there are several manufacturers of harvesters who are stating, as facts, things which are *not* facts, so great is their anxiety to dispose of a few of their machines.

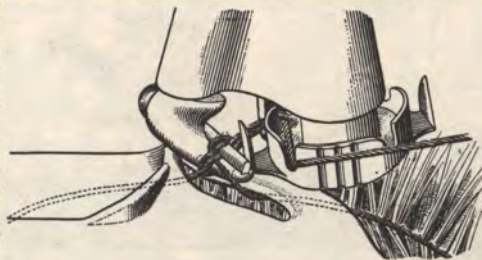
This point is forcibly illustrated in considering the knotting mechanism of the binder

THE McCORMICK SIMPLE KNOTTER IS THE ONLY ALWAYS CERTAIN KNOTTING DEVICE EXTANT, AND IT IS THE SIMPLEST, LEAST INTRICATE KNOTTER WITH WHICH ANY MACHINE IS EQUIPPED;

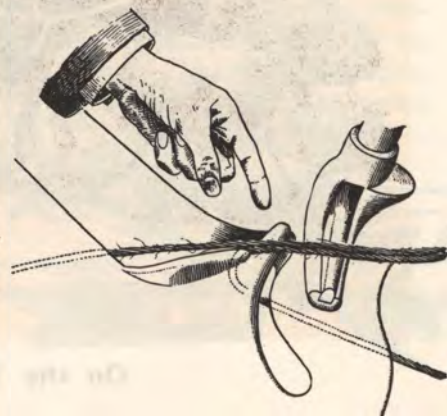
and notwithstanding the fact that unscrupulous manufacturers are imitating it, and stealing our ideas to an extent which the court will most certainly compel them to regret; notwithstanding the fact that they make plausible pictures, and print plausible statements regard-

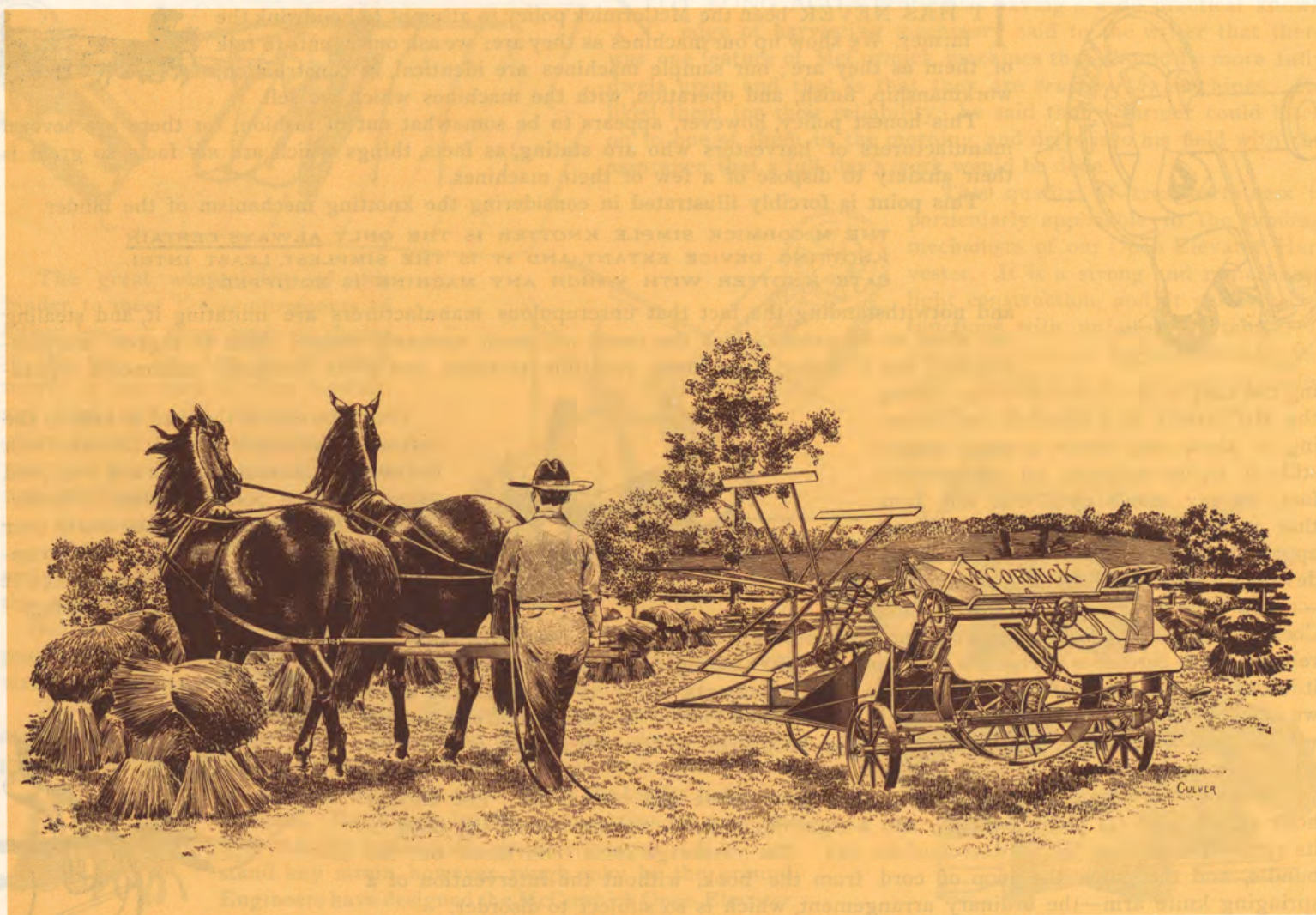
ing the simplicity of their devices—taking the McCormick as a standard and assuming to show that theirs is more simple still—it is, nevertheless, an indisputable fact, as any man's eyes will tell him, that in simplicity the nearest pirated approach to the McCormick knotting device is *50 per cent behind the McCormick*—or, in other words, that, while the McCormick knotter has but two moving parts, the others are compelled to use three, while for reliability the former is perfection itself, and the latter a bungle. It is easy to make pictures; it is easy for some manufacturers to make loose statements, but facts are facts, and when we say the McCormick Simple Knotter is the simplest knotter to be found on any binder, we say that which facts will warrant, as may be proven to the satisfaction of any man who cares to investigate.

Each operation of the McCormick knotter is complete and yet simple. The knotter hook stands with its point outward, and a rigid finger holds the cord until the hook in its revolution carries the cord around its end. The discharge arms then throw out the bundle, and this slips the loop of cord from the hook, without the intervention of a springing knife arm—the ordinary arrangement, which is so subject to disorder.



Only one end of the cord is held in the disk when the loop is formed; the other is in the needle, thus saving strain and wear, and using the least possible twine. The McCormick Knotter is known the world over for its simplicity, certainty, and twine-saving features—and the farmers like it because it never requires any tinkering.





On the Truck, for Transportation—No Strain on the Harvester.



UR TRANSPORT—or the truck, as it is more commonly called—has at least half a dozen points of superiority over similar attachments for other harvesters. In the first place, the machine can be more easily loaded upon it.

IT TAKES ONE MAN JUST FIVE MINUTES TO ADJUST THE HARVESTER TO THE TRUCK AND GET IT READY FOR TRANSPORTATION.

In the second place, this truck completely supports the harvester, and there is no strain upon

If we wanted to build a cheap machine we might joint the platform of our harvester, folding the binder and swiveling the harvester on the main wheel; but while by so doing we could make a big saving, we greatly weaken our harvester by joints, and it would cause far more trouble for the purchaser to unjoint his platform, break the

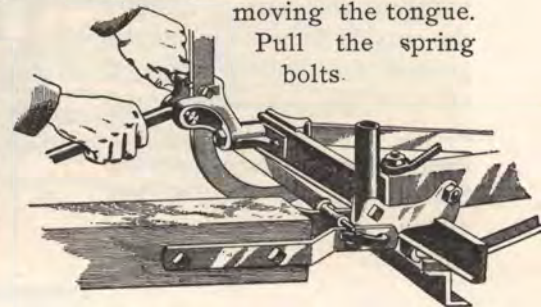
cutter-bar, take out the sickle, remove the reel, slip in the platform and bolt it in place, load the reel on top of the machine, etc.; then after the journey, when putting the parts into place, it is very exasperating to find that bolts and nuts are lost.

Again, you must not forget that after you have worked half an hour setting in the grain wheel you still will draw the machine on its wheels, pulling, straining, and warping it, because the draft is not natural for the changed machine, while with our patented truck you have your machine loaded, and are saving it, not wasting it.



any part of it. The machine is nicely balanced upon this truck; it is conveniently adjusted, and we are protected in the right to manufacture and furnish it with our machines. Other makers of harvesters would be glad of the opportunity to use this device, but as we will not permit its use, they, of course, seek to foist their ill-constructed contraptions upon the unsuspecting buyer, who does not learn until it is too late that he has been the victim of misplaced confidence. This policy will not answer for the McCormick. Our patrons are entitled to the best. No wrenches or punches needed for removing the tongue.

Pull the spring bolts.





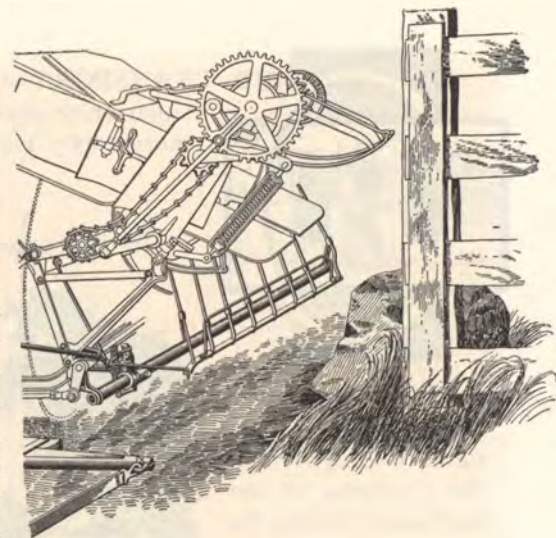
- 1st. The strongest main frame on any harvester.
- 2d. The third roller holding the grain against the upper canvas.
- 3d. The stanchest reel.
- 4th. The simplest and most certain knotter.
- 5th. The only successful bundle carrier.
- 6th. Cold-rolled finger bars.

Special attention is called to the fact that we are fitting the Open Elevator Harvester with cold-rolled finger bars. It costs us considerably more to furnish this cold-rolled bar than it would were we to use the hot-rolled bars adopted by our competitors, but by our method we secure a bar of at least thirty per cent greater strength and thereby maintain our reputation for making the most durable machines known. We are the only manufacturers using cold-rolled finger bars on all our grain and grass cutting machinery. We are not building machines to see how cheaply we can sell them, but we are building with an idea to their real intrinsic value.

The McCormick Swinging Bundle Carrier, which is not an extra attachment, but is made a part of this harvester, is the

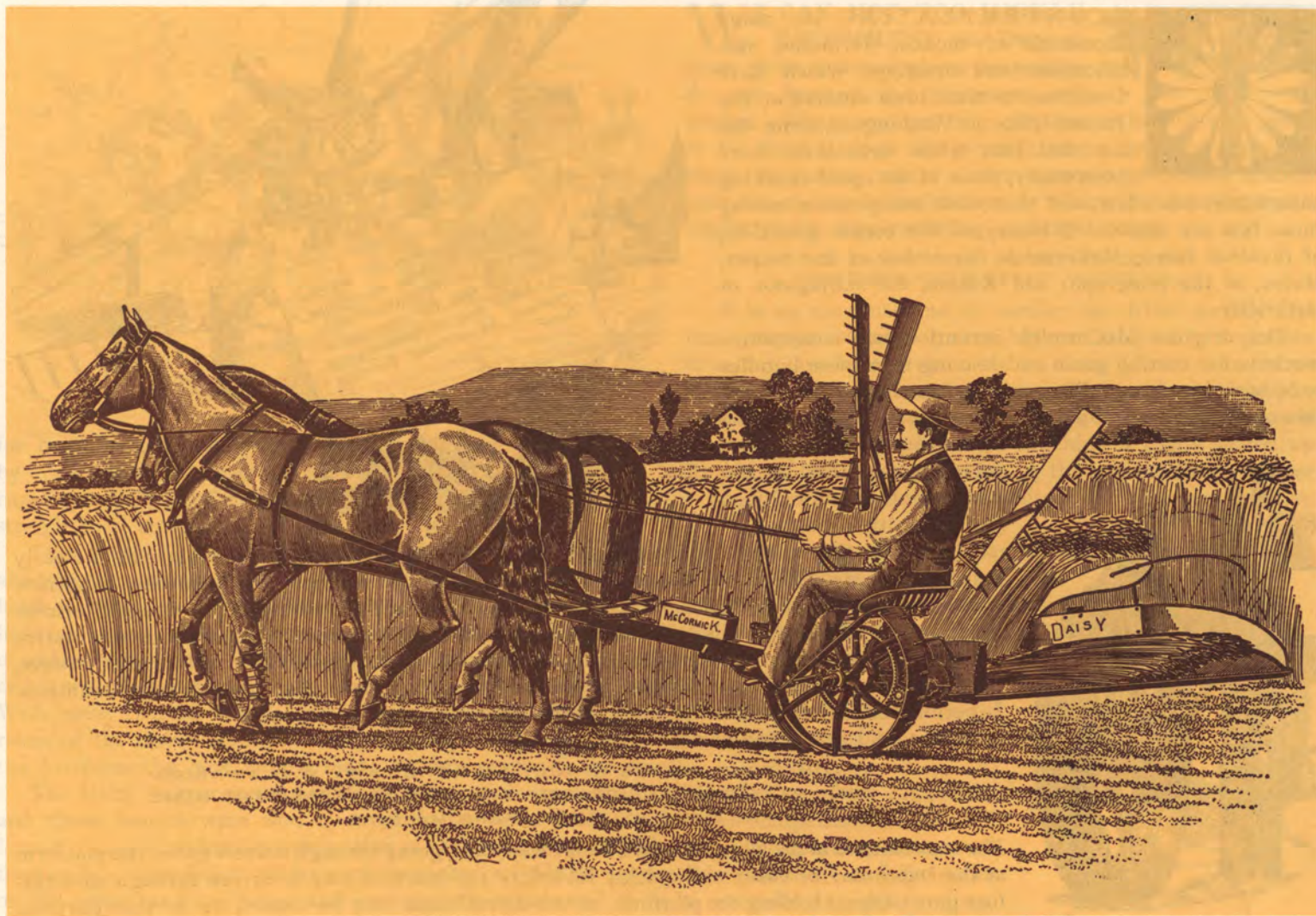
MOST COMPLETE, SIMPLE, LIGHT, DURABLE, EFFICIENT, AND HANDY

piece of automatic machinery ever devised for the purpose. We could save thousands of dollars every year were we content with the finger bundle carriers put out by our competitors, but, were we to do so, we would detract at least \$10.00 from the value of our harvester. The McCormick Bundle Carrier can come in contact with a stone, tree, or other obstruction, and will, without attention from the driver, swing back out of the way and return again to its place. The bundles slide from it in the natural way — all at once, quickly, and easily, without dragging. You know with our competitors' carriers the outside bundle strikes the ground first and is dragged off, then the next bundle, and so on, until it is frequently twelve feet or more from the first to the last bundle, thus making a very straggling windrow.



If one of these cheap carriers would only work as well as this high-priced patented one of ours, how we would like to use it and save our money!

Our flax-dump is a valuable attachment for harvesting flax, clover, buckwheat, or similar crop, to be left in loose piles. It is a great convenience, and can be had on special order.

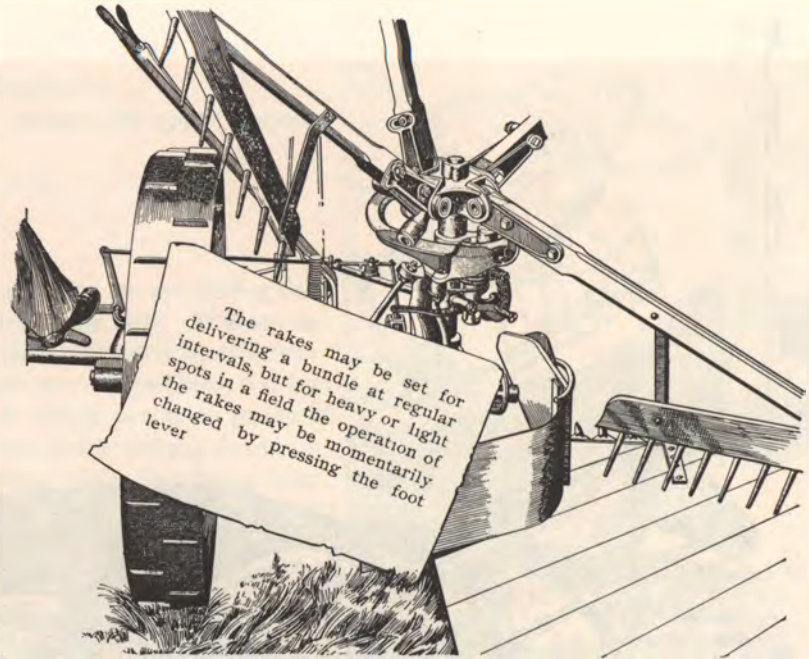


The McCormick Folding Daisy—a Perfect Reaper.



IN CONTEMPLATING the many thousands of models, formulas, specifications and drawings which have from time to time been entered at the Patent Office at Washington, some one has said that while inventions have been many, those of an epoch-marking nature have been few, and that most conspicuous among these few are those of Whitney, of the cotton gin; Colt, of revolver fame; McCormick, the father of the reaper; Morse, of the telegraph; and Edison, the subjugator of electricity.

The original McCormick invention was a reaper, a machine for cutting grain and leaving it in loose bundles to be bound by hand. This was the function of that invention of 1831 which wrought so great a revolution in the agricultural world, and which has resulted in the addition of untold millions to the wealth of nations.



Although the modern harvester and binder has largely usurped the place of the early reaper there are still some farms of few acres, more particularly in European countries, where the reaper is desirable. Recognizing this demand, we manufacture the McCormick Folding Daisy Reaper. It is scientifically constructed, and is in every respect a representative machine, and is highly endorsed by thousands of users in the United States, England, France, Norway, Sweden, Germany, Russia, South America, Roumania and other foreign countries. It performs its work faultlessly, and with the utmost convenience.

In the field trial it is a medal winner over all competition.

AT COMPIEGNE, FRANCE, IN JULY LAST, THE DAISY WAS AWARDED FIRST PRIZE OVER ALL REAPERS, AND ALSO AT GUINES THE SAME RECORD WAS MADE BY THIS SUPERB MACHINE.

For convenience in traveling on narrow highways, and going through narrow gates, the platform of the Daisy may be easily and quickly folded; or the machine may be driven through an eight-foot gate without folding the platform, as the driver's seat may be turned up for that purpose.



WE CAN NOT TOO HIGHLY RECOMMEND the Daisy to those grain growers whose necessities do not demand the harvester and binder. Where any growing crop has to be cut and cured in the bundle upon the ground; where grain is grown in small quantities; where clover becomes so closely matted that the mower is ineffective; or where the harvester and binder needs supplementing on large farms,



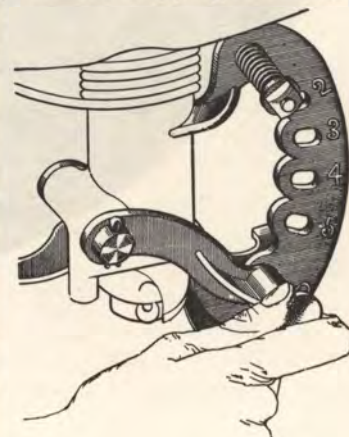
THE DAISY WILL BE FOUND TO FILL
THE DEMAND IN EVERY PARTICULAR.

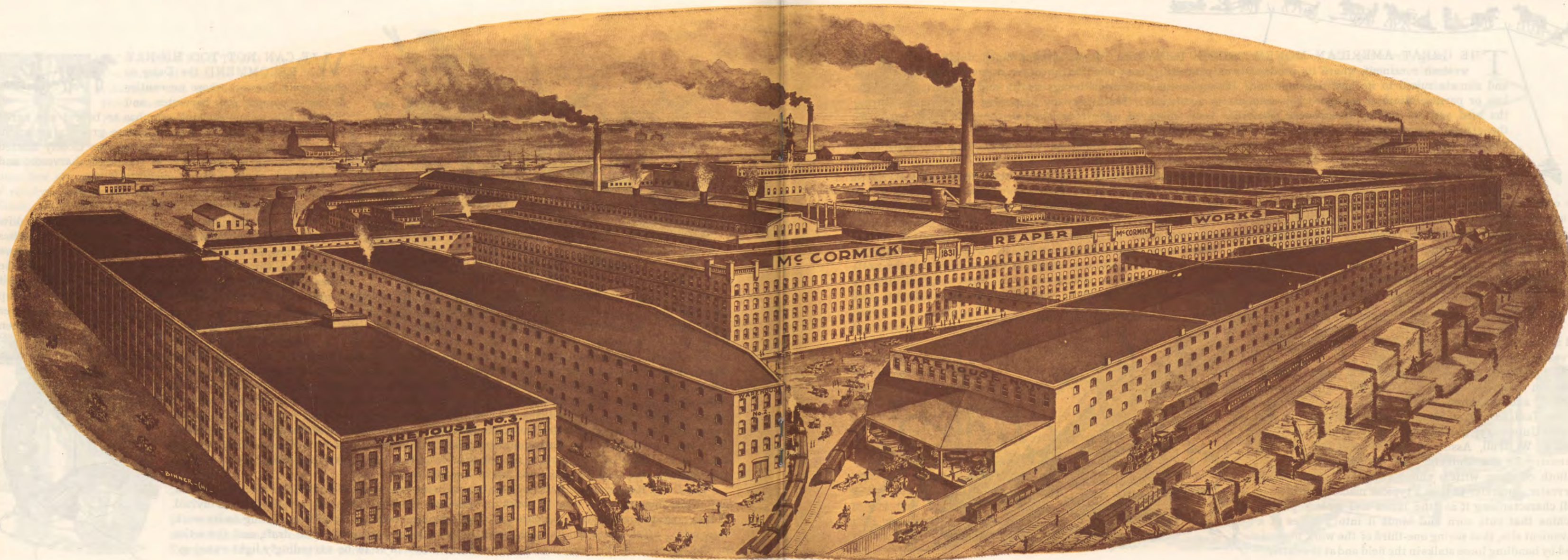
It is an easy machine to handle; the driver swiftly lifts the entire mechanism to cut high or as quickly depresses it to cut low, by a lever close at hand. Both sides move at once, so that, without stoppage and without delay, he raises the cutting mechanism for high grain and drops it

for badly lodged and tangled grain, instantaneously. The lodged grain which leans from the machine is easily picked up by using the tilting lever. The clover which has become so badly lodged and closely matted to the ground that a mower runs over it, is gathered by dropping and tilting forward the whole mechanism of the Daisy; the reel arm is then straightened and holds the stalks for the knife.

The Daisy is a thoroughly reliable reaper, and the horses can walk right along all day, without stopping for those annoyances common to the ordinary reaper. It is also a convenient machine to operate. A latch is provided for regulating the size of the bundle, according as the crop to be cut is light or heavy. 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 your toe on the foot lever, and it will be delivered. In this connection mention should be made of the high rake standard. With many reapers it is an untidy and unsightly bundle that falls from the platform, but the rakes of the Daisy, 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.

The Daisy Reaper secured the highest honors in its class at the World's Columbian Exposition, and these honors were won by work in the open field to which all competition was invited. It was operated under the supervision of the Committee of Judges and, in reporting on its work, they said: "The Daisy did its work beautifully, with no perceptible side draft, and the action of the horses and the loose and swinging traces showed it to be exceedingly light running."





ONE-THIRD OF ALL THE HARVESTING MACHINERY IN USE THROUGHOUT THE WORLD IS MADE HERE.



THE GREAT AMERICAN MONEY CROP is Indian corn. It is, without much doubt, native to the western continent, where its production is practically controlled, as no other country possesses the soil and climate suited to its best development. Its successful cultivation brings wealth and prosperity, while the loss or partial failure of a single crop amounts to a calamity. Machinery for preparing the ground, planting the seed, and cultivating the growing plant has been improved upon from time to time, but in recent years the greater appreciation of corn fodder, as feed for all kinds of farm animals, has created a demand for the corn harvester—a machine to cut the stalks of standing corn and bind them in bundles in a manner similar to that employed in the harvesting of small grain.

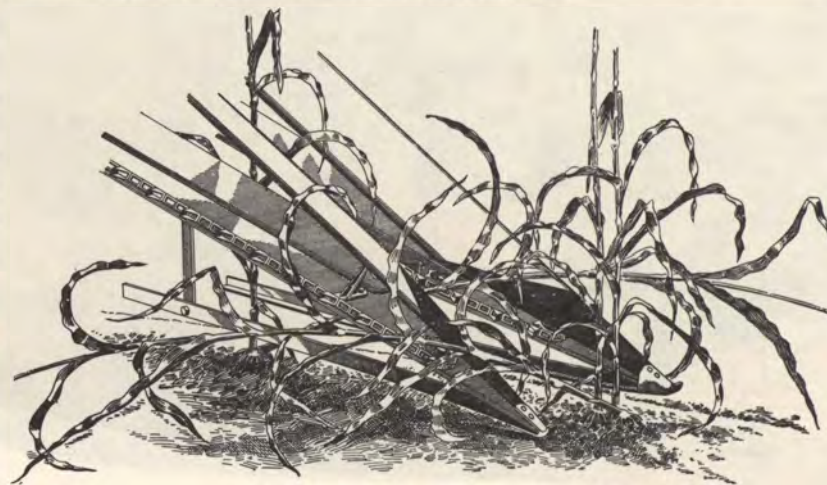
For years there has been an enormous annual waste of corn fodder—a waste, the greater part of which can be accounted for upon no other ground than that of the hard labor generally required to cut and shock the corn. Unquestionably, cutting corn by hand is one of the hardest jobs on the farm, and in many of the principal corn regions there is usually a scarcity of labor available for this purpose. For many years we have believed that corn harvesting should proceed as rapidly as wheat harvesting, and during these years we have been experimenting with a machine designed to accomplish this result. In 1891 we had several corn binders at work in the hands of practical farmers. Being conservative, we made haste slowly, gradually improving the machine and increasing the output a very little, until last season, when the practical workings of this corn harvester had become so well known and were so gratifying to ourselves that 8,000 of them were built and sold. The machine has been eminently satisfactory in its operation, and

IT IS RECOGNIZED AS THE MOST SUCCESSFUL MACHINE OF ITS CLASS TO-DAY,

and as the only model upon which a practical corn harvester can be built.

The year 1895 marked the publication of two notable books on this subject. One is entitled "Indian Corn Culture," and its author is Prof. Chas. S. Plumb, Director of the Indiana Agricultural Experiment Station for Purdue University; the other is "A Book on Silage," by Prof. F. W. Woll, Assistant Professor of Agricultural Chemistry for the University of Wisconsin.

Both of these writers endorse the McCormick Corn Harvester, and refer to it as a typical machine, Professor Woll characterizing it as "the latest and most improved machine that cuts corn and binds it into bundles of a convenient size, thus saving one-third of the work necessitated by handling loose stalks in the field and at the cutter."

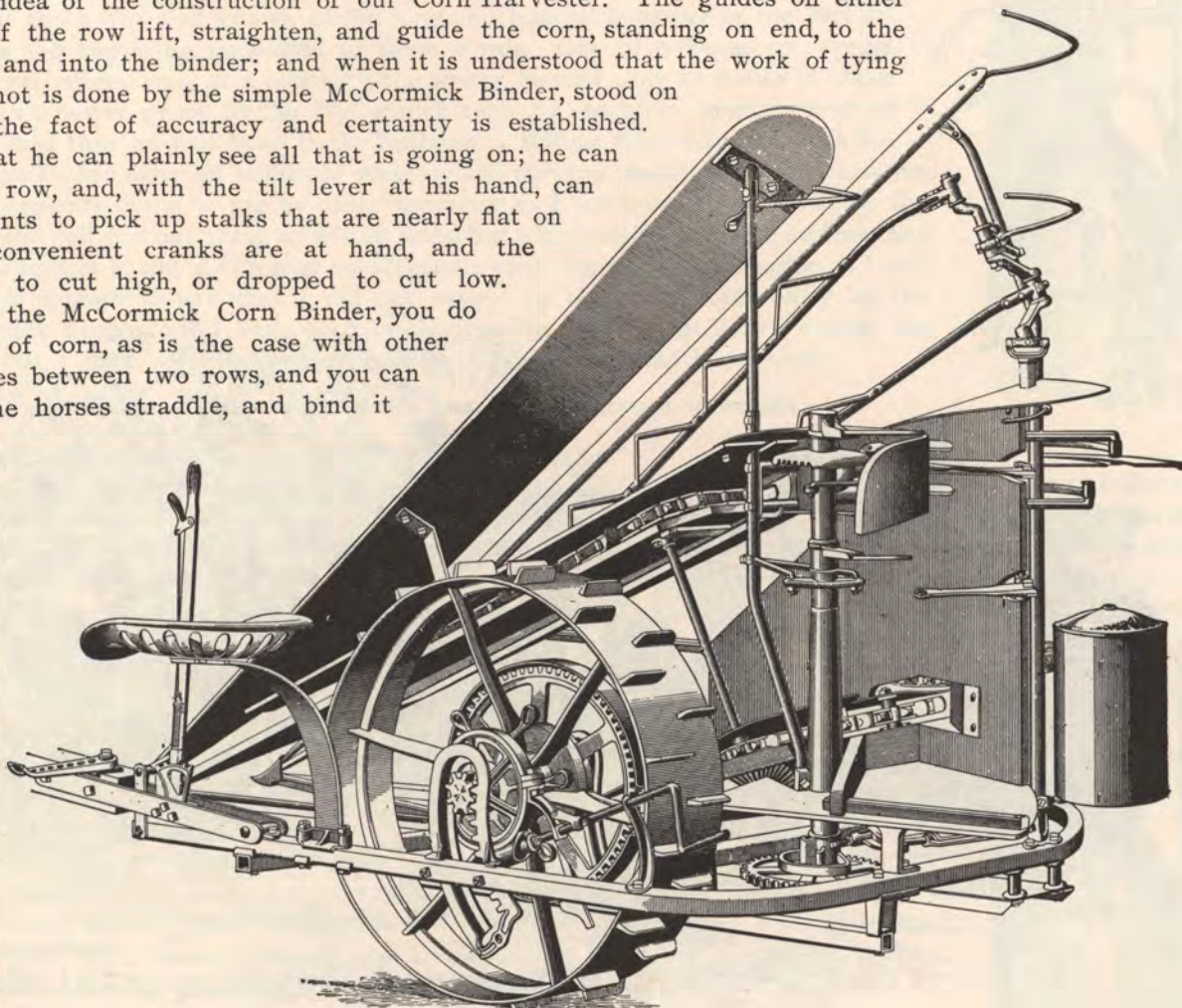




BY LOOKING AT THE PICTURE on this page you will get a very good idea of the construction of our Corn Harvester. The guides on either side of the row lift, straighten, and guide the corn, standing on end, to the knife and into the binder; and when it is understood that the work of tying the knot is done by the simple McCormick Binder, stood on end, the fact of accuracy and certainty is established.

The driver is located so that he can plainly see all that is going on; he can keep his machine on the row, and, with the tilt lever at his hand, can quickly tilt the divider points to pick up stalks that are nearly flat on the ground. Easy and convenient cranks are at hand, and the machine is readily raised to cut high, or dropped to cut low.

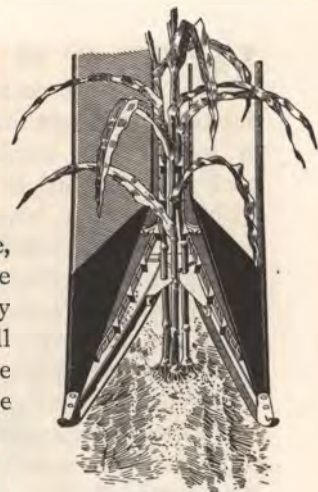
In opening a field with the McCormick Corn Binder, you do not knock down two rows of corn, as is the case with other machines. This binder goes between two rows, and you can pick up the row which the horses straddle, and bind it without trouble. The McCormick plan of operation disturbs the corn so little that when such corn stands upright the draft of the machine is very light. When the corn gets down, lodged, and tangled, it takes power and tries the machine. This corn binder, however, is thoroughly trustworthy, and it may be relied upon to successfully meet the severest conditions, and it is a fact that it will pick up, and form into bundles, corn that it would seem impossible to do anything with.





McCormick's—the Model Corn Harvester of the Age.

LAST SEASON, after our general introduction of the advertising catch-phrase, "What we say we do we do do," many of those who had known of the long and honorable career of the McCormick, congratulated us upon the happy hit embodied in these words. One of our western agents chanced to call at our general offices, and, in a talk with the writer, he said that he believed those words could be employed with better grace by the McCormick than by any other manufacturer of harvesting machinery. He said that he had been in the business of selling this class of goods for many years, and in his time had sold nearly all makes of reaping and mowing machines, "but," said he, "I never could rely upon statements made to me by other concerns, as I can upon those made by the McCormick. Most of them will tell you one thing at selling time, but when settlement time arrives they will have forgotten it, or will squirm to put a different construction upon their original meaning. I will be frank enough to say that I did not expect to be treated differently by the McCormick people, but I have been most agreeably disappointed; and during the years that I have sold McCormick machines I have come to know that



PROMISES MADE REGARDING THEM ARE SACRED PLEDGES,

and that they will always be redeemed at their face value."

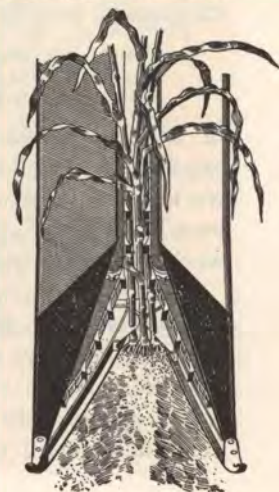
This gentleman certainly expressed the McCormick idea of business integrity, and we do not believe an instance can be cited where we have fallen short of the standard herein outlined. Advertising, as a rule, is brightly if not highly colored, and statements made to the contemplating buyer of a machine not infrequently glow by reason of their very absurdity; but in whatever we have said, or whatever we may say, regarding our machines, we aim to keep within the bounds of truth and reason. The fact that we do this is attested by thousands of users of our machines, who have uniformly told us, in substance, that the given machine



did better work than we had told them it would.

Inasmuch as the Corn Harvester is comparatively a new invention, we want to assure the intending buyer that it is a machine that may be relied upon. We positively know that it will do better work than any similar machine on the market. It greatly facilitates the work of harvesting the corn crop, being convenient, speedy, efficient, and economical. Jonathan Pike & Son of Livermore Falls, Me., say: "The McCormick Corn Harvester is a wonderful success. Can handle our ensilage corn (200 tons per year) easier with three men now than with nine where the cutting was done by hand."

The knives that do the cutting are ingeniously arranged—still they are very simple. The stationary knife cuts most of the standing corn, while any weeds and trash not cut by it are clipped off by the reciprocating knife in the rear. Notice that the height of cut may be easily changed by means of convenient cranks.

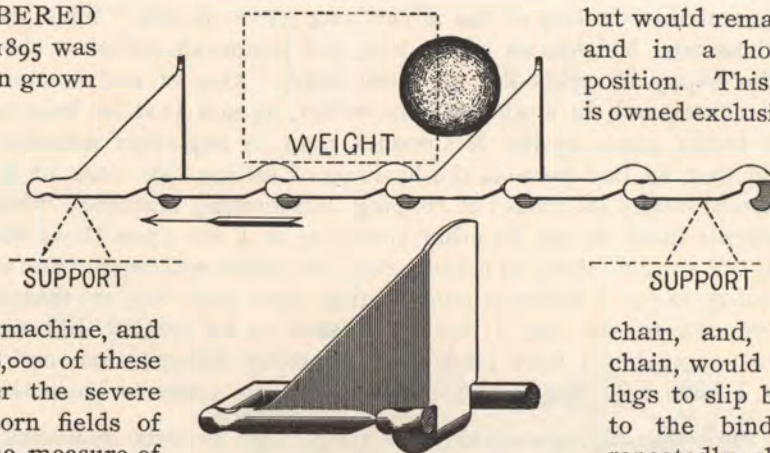


WHEN IT IS REMEMBERED that the corn crop of 1895 was one of the biggest that has been grown in years, and would have been very difficult to handle with machinery which had been experimented with through many trying seasons, and when it is remembered that the McCormick Corn Binder is comparatively a new machine, and when it is remembered that 8,000 of these machines were operated under the severe conditions presented by the corn fields of 1895, we can only marvel at the measure of success with which their work was accomplished. Although we had put this machine out in small numbers for three or four seasons prior to the last, still, last year really marked its general introduction, and

WE DO NOT BELIEVE THAT
ANY FARM IMPLEMENT EVER
RECORDED SO GREAT SUCCESS

in its first season's performance. In our experience of building harvesting machinery, we are free to confess that we have never been so highly gratified with the work of a new machine.

On this page we show a view of our patented conveyor chain, the links of which are so made that were a section of the chain placed upon two supports, with the lugs upward, the chain would not be depressed,



but would remain rigid and in a horizontal position. This patent is owned exclusively by

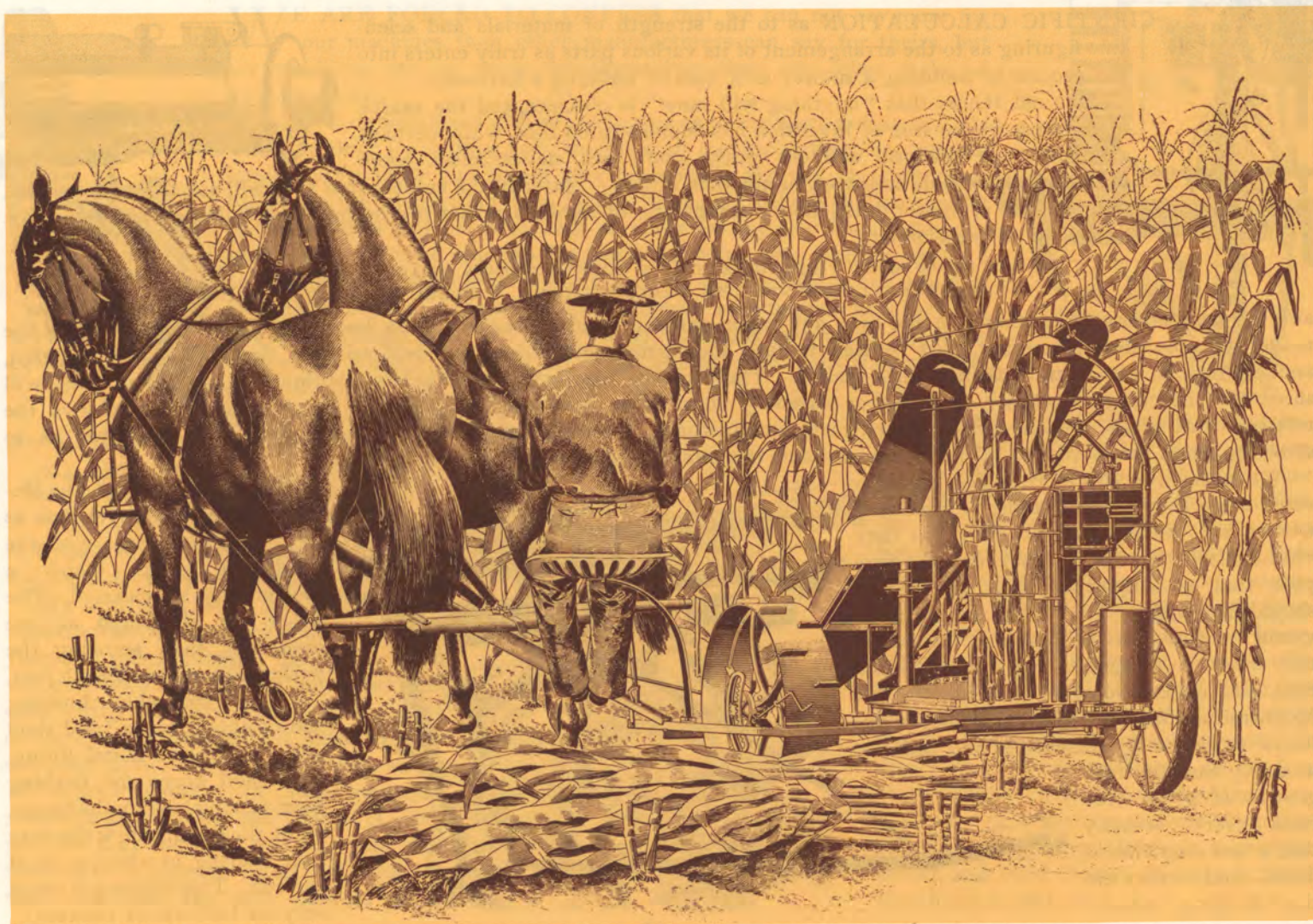


us, and it is a very valuable feature of our corn harvester. The illustration shows a sectional view of a stalk of corn, which, on its way to the binder, presses against this chain, and, but for the rigidity of the chain, would depress it, and thus allow the lugs to slip by and not carry all the stalks to the binder, and the machine would repeatedly clog, and its draft be greatly increased.

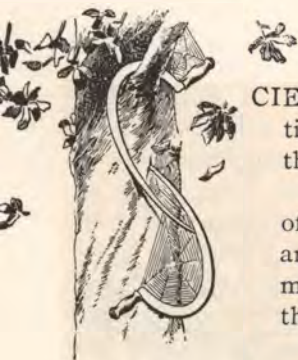
Which would you prefer to handle—a firmly bound bundle of corn, square at the butts, and which will stand on end, or a loosely bound, ragged-butted bundle, which at best can be made to stand only by much coaxing? The illustration here shows both; the upper one is the sort of a bundle turned out by the McCormick Corn Binder; the lower one is made from a photograph of a bundle bound by another machine. The one was made by a binder which binds the corn standing—the McCormick patented plan—while the other was bound with the stalks horizontal.

If you must handle such scraggy bundles as the one below, not much labor will be saved by using a corn binder.





The McCormick Corn Binder Delivers a Square-butt Bundle.



SCIENTIFIC CALCULATION as to the strength of materials and scientific figuring as to the arrangement of its various parts as truly enters into the process of building a mower as it does of building a harvester.

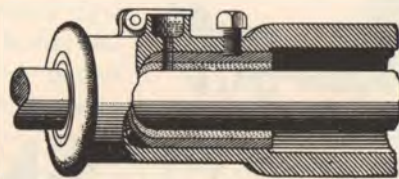
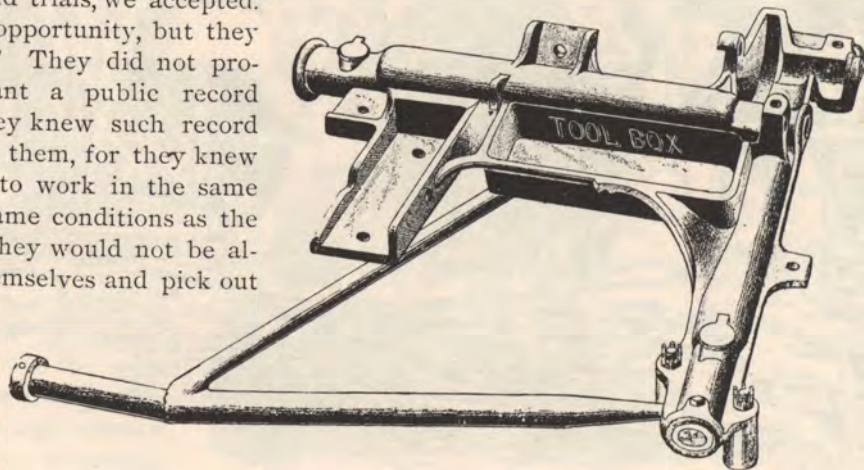
The old theory that "anything will mow" is obsolete, and the march of progress in the line of invention has demonstrated that, while perhaps any sort of a machine will cut grass, there are, nevertheless, some machines that will do this work better than others—better in the respect that they will stand longer service, that they are of lighter draft, more conveniently operated, and that they require less tinkering and repairing.

On all of these points

WE HAVE MOST THOROUGHLY AND CONVINCINGLY PROVEN THE
SUPER-EXCELLENCE OF THE McCORMICK No. 4 STEEL MOWER,

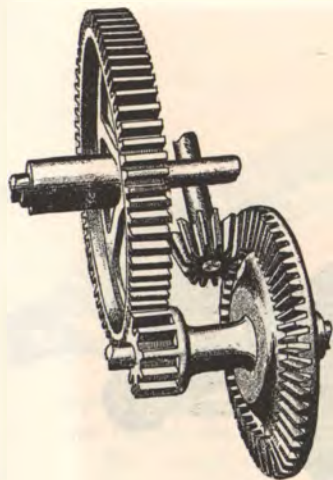
and our competitors know that it holds over any other mowing machine made. They know this fact so well that, as the reader will doubtless remember, they refused to take their grass cutters into the field trials of the World's Fair of 1893, and attempt to demonstrate their absurd claims. These claims they will, nevertheless, continue to make, and they will show the intending purchaser of a mower shrewdly constructed drawings and tables of figures purporting to give the relative draft of the various grass cutters, each manufacturer, of course, preparing his own figures in such a way as to show the great inferiority of all other mowers and the equally great superiority of his own.

When asked by the World's Fair management to go into its field trials, we accepted. Others had the same opportunity, but they "hid behind the barn." They did not propose that so important a public record should be made. They knew such record would be disastrous to them, for they knew they would be obliged to work in the same field and under the same conditions as the McCormick, and that they would not be allowed to get off by themselves and pick out an easily handled, light growth of grass, free from every severity that a test crop should have—and so they did the "dodging" act.



The main frame of the McCormick is strong, yet it is as light as is consistent with the conditions under which a mower must be operated. The holes are all bored at one operation, thus securing the perfect alignment of each part.

The removable bushing shown above, has a hard shell with a Babbitt metal lining. The 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 found only on McCormick mowers.



WE ARE FORCED TO CONFESS that we can not say more for our machines than other manufacturers can say for theirs, but our machines can say more for themselves than any other make of machines can.

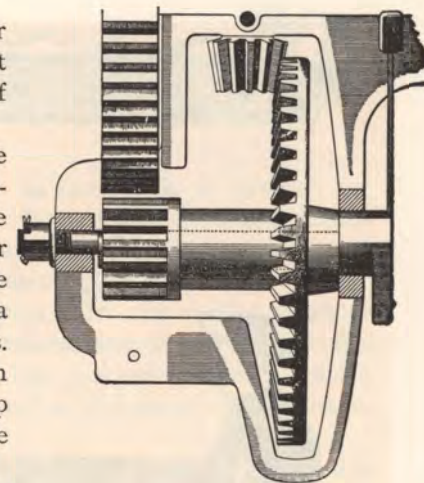
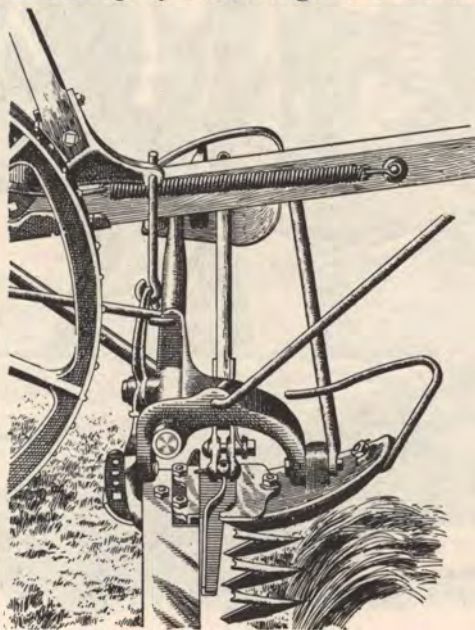
Loose statements and absurd assertions as to the merits of any article will, doubtless, for a time, have weight with the unthinking, but preposterous claims are bound to act as a boomerang, and will certainly come back upon the one putting them forth. We do not believe that any reader of these pages will disagree with us when we say that the world-wide reputation which we enjoy to-day could not have been builded up on a policy ignoring truthfulness in our assertions and honesty in our dealings. Manufacturers and agents of other machines may tell you how they can put the McCormick "in the fence corner," but talk is a ruinously cheap commodity when not backed up by something more satisfactory in the way of proof, and when we tell you that

the McCormick No. 4 Steel Mower is

THE MOST SERVICEABLE, THE MOST
TRUSTWORTHY, AND THE LIGHTEST
DRAFT GRASS CUTTING MACHINE

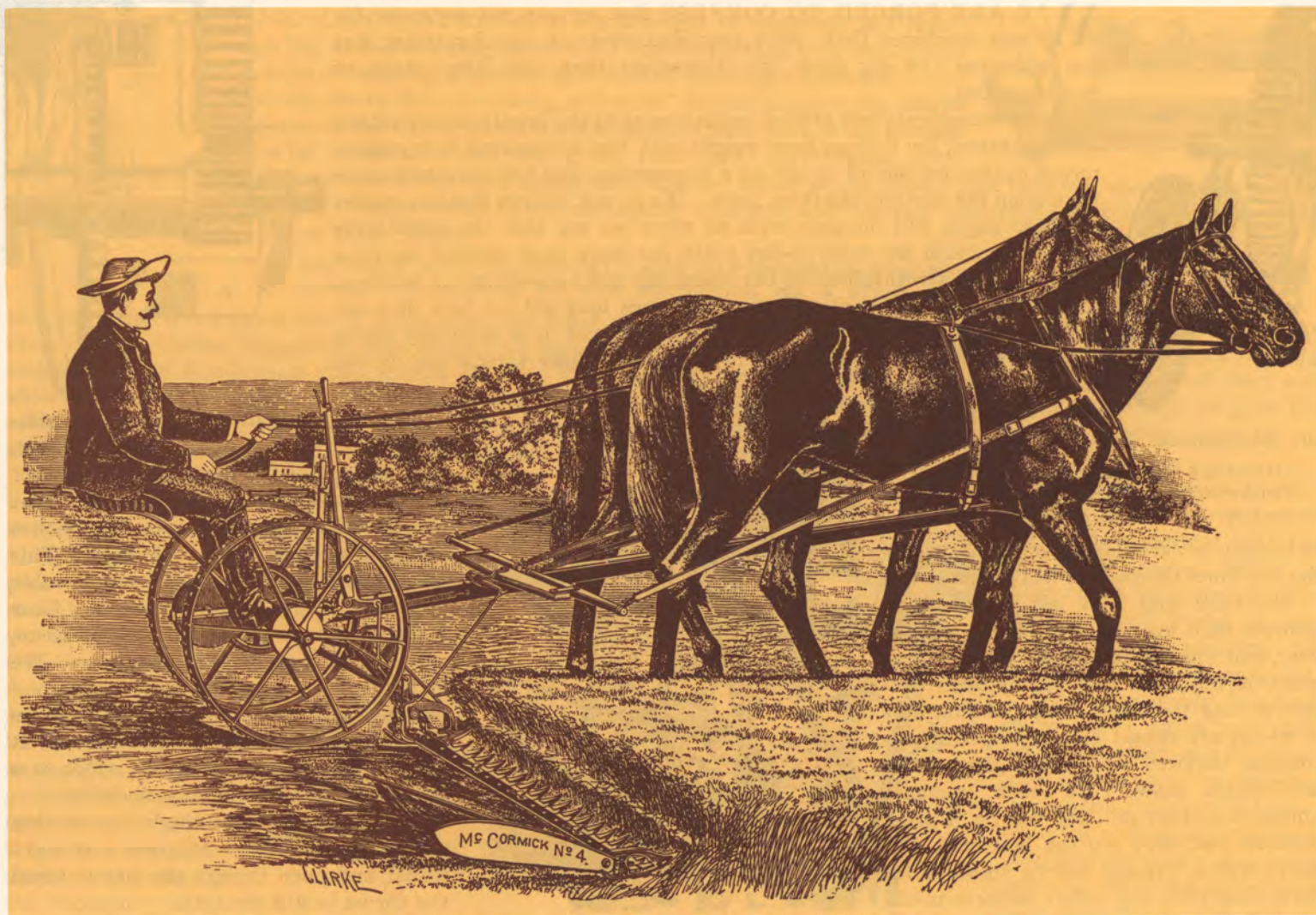
to be had, we are saying only that which the machines themselves will demonstrate.

We built and sold last season more mowers than ever before during any one year, and this number is far greater than was ever built and sold by any other concern during the same time. The farmers of to-day are almost expert judges of mechanical devices, and when they select McCormick mowers in such immense numbers as they did last year, it is proof positive that they are the best, and that they offer a greater return in work for their cost than any other mowers made.

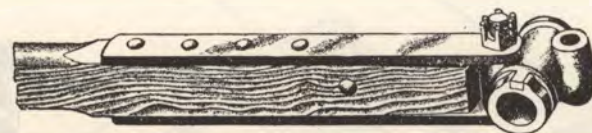
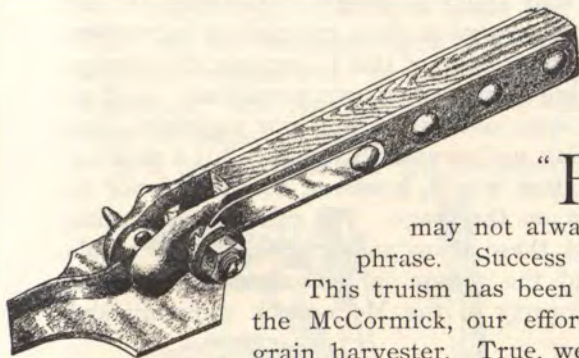


We wish to call attention to the simplicity of the gear of the No. 4 Mower, and ask that it be compared with other mowers, whose gears are so complex that the machine can be drawn five inches before the knife begins to move. This means breakage, clogging, and trouble generally. The McCormick Simple Gear will transmit power with the least waste, and is good for a lifetime of service. We do not call it a "warble gear," for the reason that you can not hear it *sing* above every other din in the neighborhood. It runs comparatively noiselessly, which is a commendable virtue in any machine.

Run your eye along the line of motion of this long pitman. It gives a straight thrust, and even though the bar is tilted the thrust is still straight.



The King of Them All—McCormick No. 4 Steel Mower.



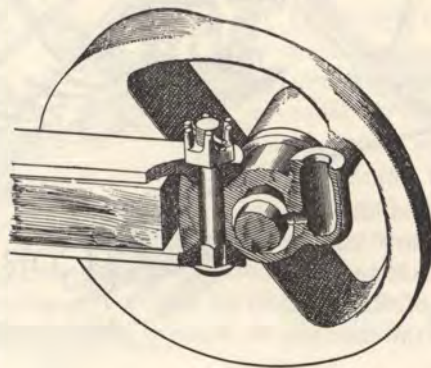
"FAME COMES only when deserved, and then it is as inevitable as destiny, for it is destiny." So wrote the poet Longfellow. Poetry and practical affairs may not always harmonize, but there is a deal of practical common sense in the above-quoted phrase. Success is its own reward, and fame will come to those deserving of it.

This truism has been strikingly illustrated in the case of McCormick mowers. In the earlier years of the McCormick, our efforts were directed more particularly to the development and perfection of the grain harvester. True, we were building machines for cutting grass as well, but we gave them no more serious thought than do most manufacturers give to the same class of machines to this day; and, as a natural consequence, we found the force of the old truism, "Whatever is worth doing at all is worth doing well."

We found that the great success of the grain harvester, and the high esteem in which the McCormick name was everywhere held, was not of itself sufficient backing for our mowers, and that if fame ever came to them it would be when they themselves deserved it, and not till then. We, therefore, began working upon the same lines which had governed us in the construction of the grain harvester. We took the various makes of mowers into the grass fields, and made a practical study of their shortcomings. This schooling was of the utmost benefit to our inventors, and they set to work upon a scientific basis, and the result was the construction of a mower deserving fame, and fame came to it—for it is an indisputable fact that

IN THE ANNUAL SALE OF MOWERS,
THE McCORMICK HEADS THE LIST IN
NUMBERS BY A LARGE MAJORITY.

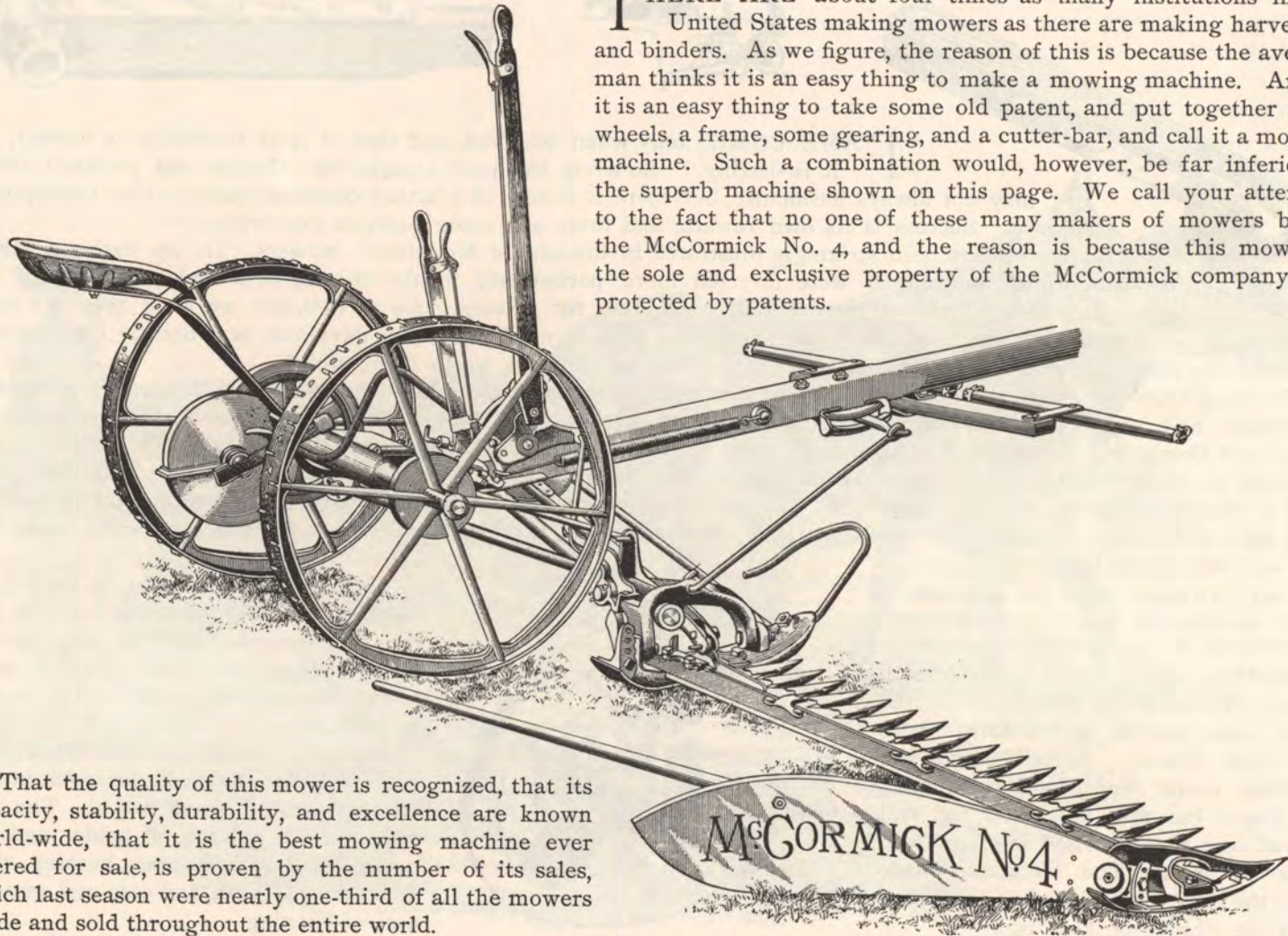
The McCormick selected second-growth hickory pitman fitted with hand-riveted straps, costs, and is worth, three times any other pitman. It will stand the roughest usage and hardest knocks. The finger bar may jump and roll, still the rod does not bind, and is guaranteed never to break. The bolts are made from the best Swedish iron, and the joints can always be kept tight



No part of the mower is subject to such strains, and in most machines the pitman is a source of much trouble. In the long stroke of this pitman, there is none of the usual jerking and tearing of the knife heads.

Another reason why the No. 4 runs with so little noise will be seen in our counterbalanced crank wheel. The pitman box has a large oil holder, and the box is fitted with a brass bushing, thus increasing strength, and ease, and smoothness of running.

THERE ARE about four times as many institutions in the United States making mowers as there are making harvesters and binders. As we figure, the reason of this is because the average man thinks it is an easy thing to make a mowing machine. And so it is an easy thing to take some old patent, and put together some wheels, a frame, some gearing, and a cutter-bar, and call it a mowing machine. Such a combination would, however, be far inferior to the superb machine shown on this page. We call your attention to the fact that no one of these many makers of mowers builds the McCormick No. 4, and the reason is because this mower is the sole and exclusive property of the McCormick company, and protected by patents.



That the quality of this mower is recognized, that its capacity, stability, durability, and excellence are known world-wide, that it is the best mowing machine ever offered for sale, is proven by the number of its sales, which last season were nearly one-third of all the mowers made and sold throughout the entire world.

A MANUFACTURER of grain and grass cutting machinery sent out the announcement last season that his department for supplying repairs was "probably unequalled for system, capacity, and expedition," and that "many cars of extra parts for many railroads could be loaded at once."

It is the boast of the McCormick that our machines are so well

built in the first instance that few repairs are ever required to keep them in perfect working condition. True, there are

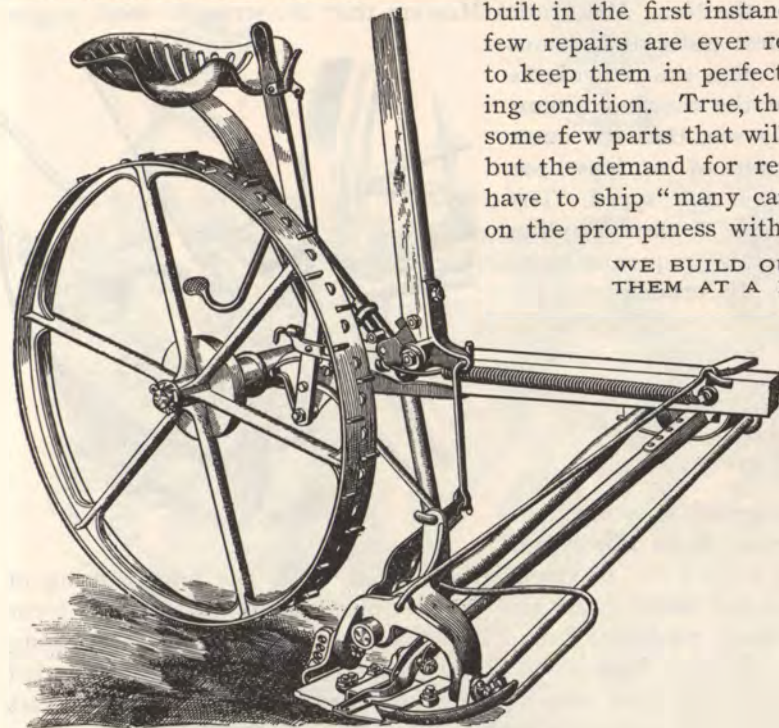
some few parts that will show wear after the machine has been run several seasons, but the demand for repairs for McCormick machines is so small that we do not have to ship "many cars of extra parts" "at once." We pride ourselves, however, on the promptness with which we furnish the few parts that are needed.

WE BUILD OUR MACHINES RIGHT TO BEGIN WITH, AND SELL THEM AT A PRICE WHICH REPRESENTS THEIR TRUE VALUE,

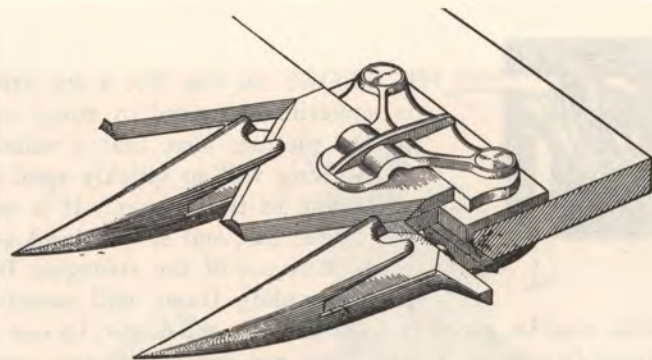
and when the farmer buys one of them he is insured against subsequent extortion for the repeated and altogether useless replacing of broken parts. We know of an instance where a man saved \$5.00 by buying a cheap mower instead of the McCormick. During the first two years he paid out \$17.25 for repairs.

On rough meadows, in boggy places, at the corner, with a fractious team, in fact at all times, a foot lever is a great convenience for raising the bar with the foot instead of reaching for the hand lever—and the only successful foot lever on any mower is the one on the McCormick No. 4.

The finger bars on our mower are cold rolled, and have a hardened steel plate on which the knife moves. The bar is perfectly smooth on top, all the nuts being on the



under side and the heads of the bolts countersunk. The malleable guards with steel wearing plates are fitted with mechanical nicety, as one ill-fitting guard lifting a knife will make a difference of ten pounds in the draft of the mower.





THE SHOES on the No. 4 are fitted with adjustable slides by which the cutter-bar can be raised, as is sometimes desired in rough or stony ground, among bogs, or in mowing grain or weeds. Notice by the picture, also, that a wheel may be used in place of the outside shoe, when desirable.

Nothing will so quickly spoil a mower as to have the outer end of the finger bar sag back from a right line to the mower. If it sags, the knife will bind in the guards and in the clips that hold it on the finger bar, and it will bind, and wear, and cause great friction upon each stroke of the connecting rod. It is one of the strongest features of the No. 4 McCormick Mowers that the wrought steel, single-piece coupling frame will stand the hardest pulls and strains that can be given it. On this No. 4 Mower, by our patented plan the pull of the team is carried by the draft rod directly to the outer end of the coupling frame.

It may not have occurred to you, but you will readily see, that the outer end of a 6-foot cutter-bar has frequently to stand a strain of at least 700 pounds when it strikes against an obstruction with the team at full speed. The draft arrangement on all other mowers and the leverage principle of their coupling frames are such that this strain, when transferred to the mower, is frequently more than 2,000 pounds upon the coupling-frame braces. Under the McCormick patented arrangement this strain is divided between the draft rod and the coupling frame, in such a manner as to prevent any danger of the coupling frame being sprung.

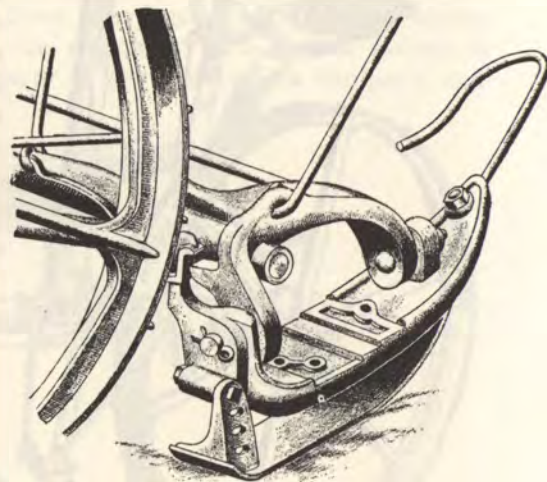
Before buying a mower, you should take hold of the outer end of the finger bar, and

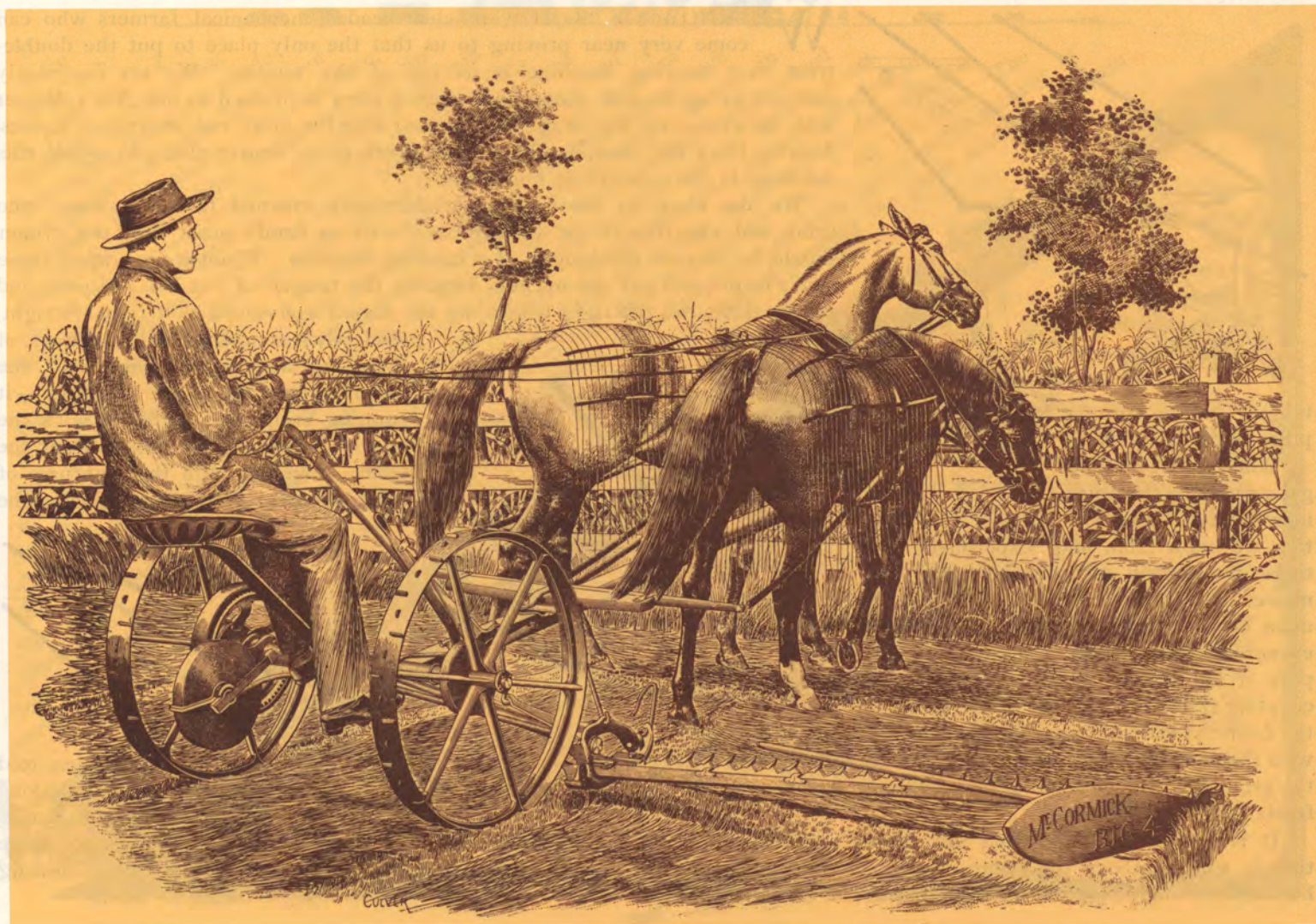
SEE HOW THE JOINTS BETWEEN THE FINGER BAR
AND THE FRAME OF THE MACHINE ARE FITTED.

The utmost pains is taken on McCormick mowers. The hinge piece is machine fitted, and the coupling frame is turned down to make an exact fit in this hinge

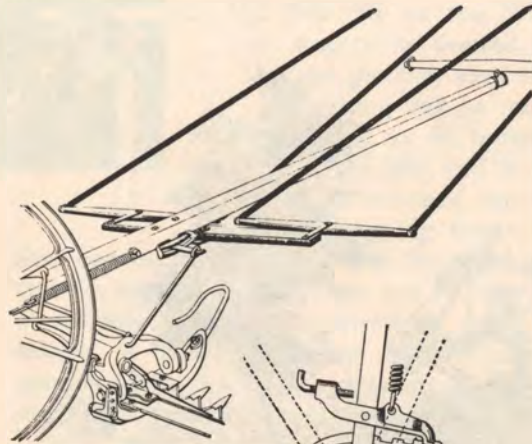


piece. The shoe pins are of steel, lathe turned, while the long bearing of the hinge piece and those of the shoe on the hinge piece will prevent wear and hold the parts perfectly true. These are strong points in a mowing machine. The World's Fair Field Trial Committee specially commended McCormick mowers for their easy working and their freedom from side draft and neck weight; the ingenuity and effectiveness of their details, as seen in their simple gearing, flexibility of motion of bar and machine in conforming to the surface of the ground, and the long, hand-made, hickory pitman, good construction of bearings, and peculiar tilt, the arrangement of levers and of draft and tilt rods.





Greatest Capacity Combined with Lightest Draft in the Big 4.



tongue is the proper place to put the eveners.

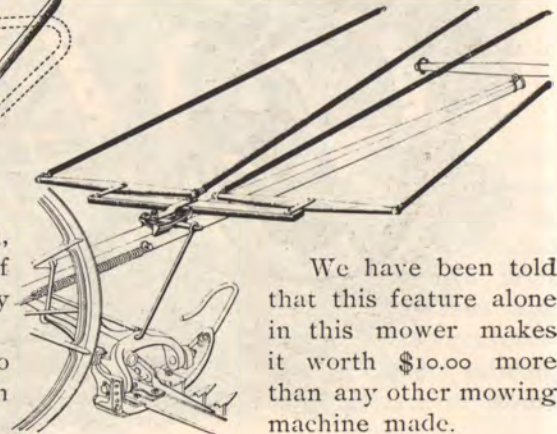
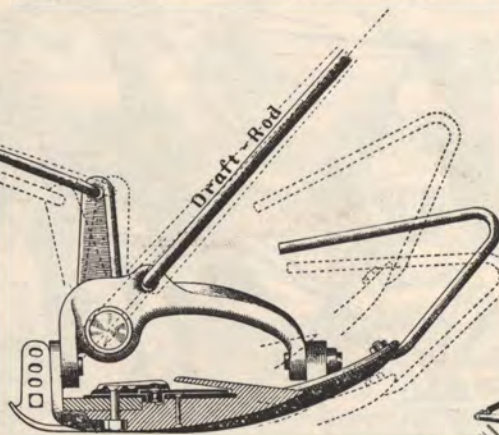
When, however, we get away from the opinions of those upon both sides of this question, we know from long experiment that there are certain conditions in which the mower will do better work, and do it easier upon both the team and the driver, if the eveners are on top of the tongue, carrying a part of the weight of the cutter-bar and coupling frame through the draft rod on to the frame of the machine. We also know that there are other conditions in which, with the eveners under the tongue, the bar will conform closely to the surface of the ground, the mower will draw very easily, and the end of the tongue will play freely in the neck-yoke.

It is a superior point that this evener can be changed in ten minutes so that it will be above the tongue for the rough and boggy ground, and then beneath the tongue for the smooth uplands and tame grasses.

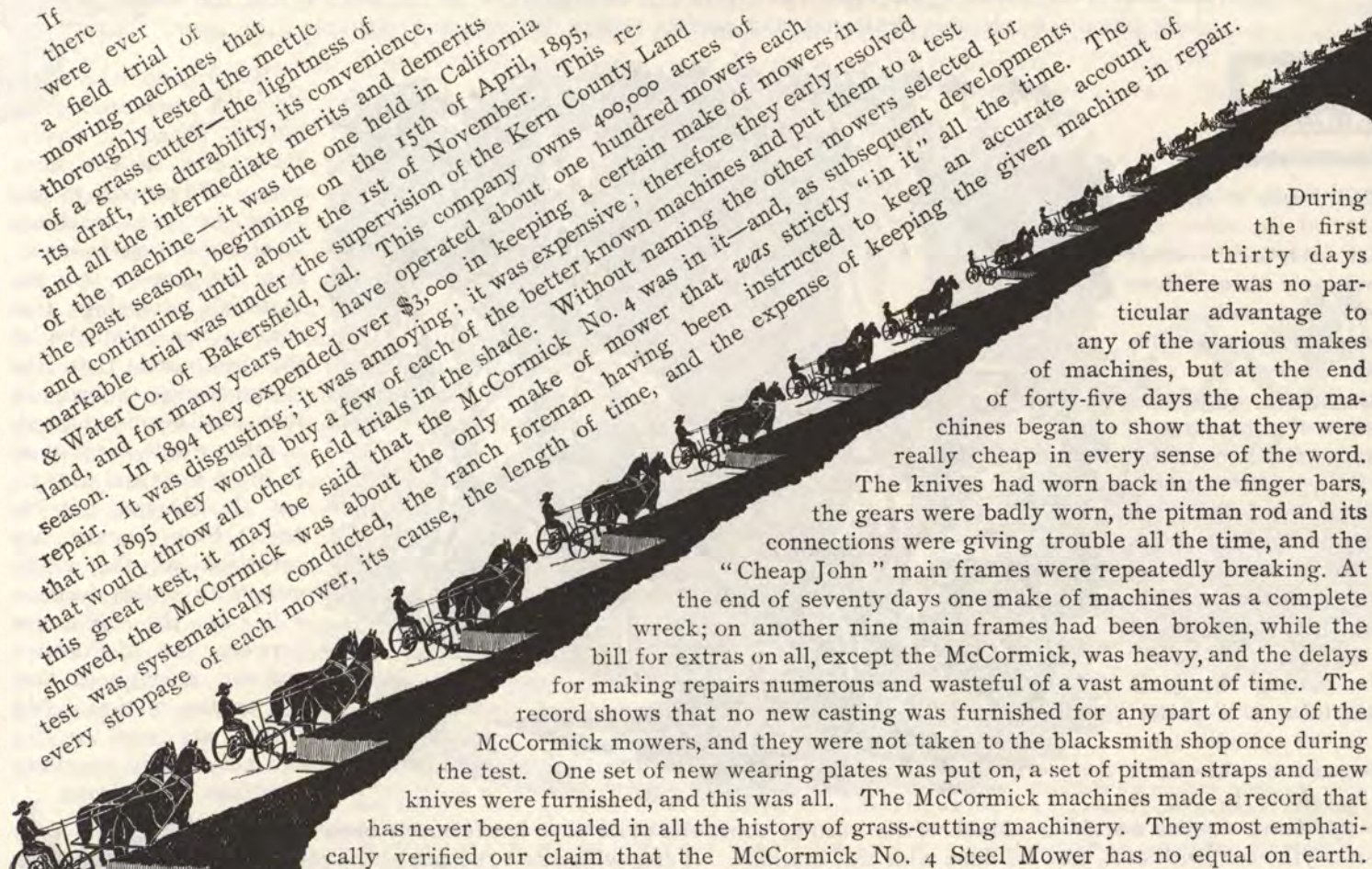
WE KNOW OF SOME very clear-headed, mechanical farmers who can come very near proving to us that the only place to put the double-trees on a mowing machine is on top of the tongue. We are frequently inclined to agree with them, and when a team is hitched to our No. 4 Mower with an evener on top of the tongue, and with the draft rod pulling, as it does, directly from the shoe, we know that there is no mower that can equal this machine in its capacity to cut grass.

We also know of some other mechanically inclined farmers—some who think and experiment for themselves—who as firmly insist that the eveners should be beneath the tongue of a mowing machine. When we get upon these men's farms, and put the eveners beneath the tongue of our No. 4 Mower, and get the draft rod the right length, we are almost convinced that they are right.

And, when compared with the work of other machines in the same field, the superior balance of the machine—it running easily and perfectly with the neck-yoke entirely removed from the team—together with the lightness of draft, almost convinces us that under the



We have been told that this feature alone in this mower makes it worth \$10.00 more than any other mowing machine made.



If there were ever a field trial of mowing machines that thoroughly tested the mettle of a grass cutter—the lightness of its draft, its durability, its convenience, and all the intermediate merits and demerits of the machine—it was the one held in California the past season, beginning on the 15th of April, 1895, and continuing until about the 1st of November. This remarkable trial was under the supervision of the Kern County Land & Water Co. of Bakersfield, Cal. This company owns 400,000 acres of land, and for many years they have operated about one hundred mowers each season. In 1894 they expended over \$3,000 in keeping a certain make of mowers in repair. It was disgusting; it was annoying; it was expensive; therefore they early resolved that in 1895 they would buy a few of each of the better known machines and put them to a test that would throw all other field trials in the shade. Without naming the other mowers selected for this great test, it may be said that the McCormick No. 4 was in it—and, as subsequent developments showed, the McCormick was about the only make of mower that *was* strictly “in it” all the time. The test was systematically conducted, the ranch foreman having been instructed to keep an accurate account of every stoppage of each mower, its cause, the length of time, and the expense of keeping the given machine in repair.

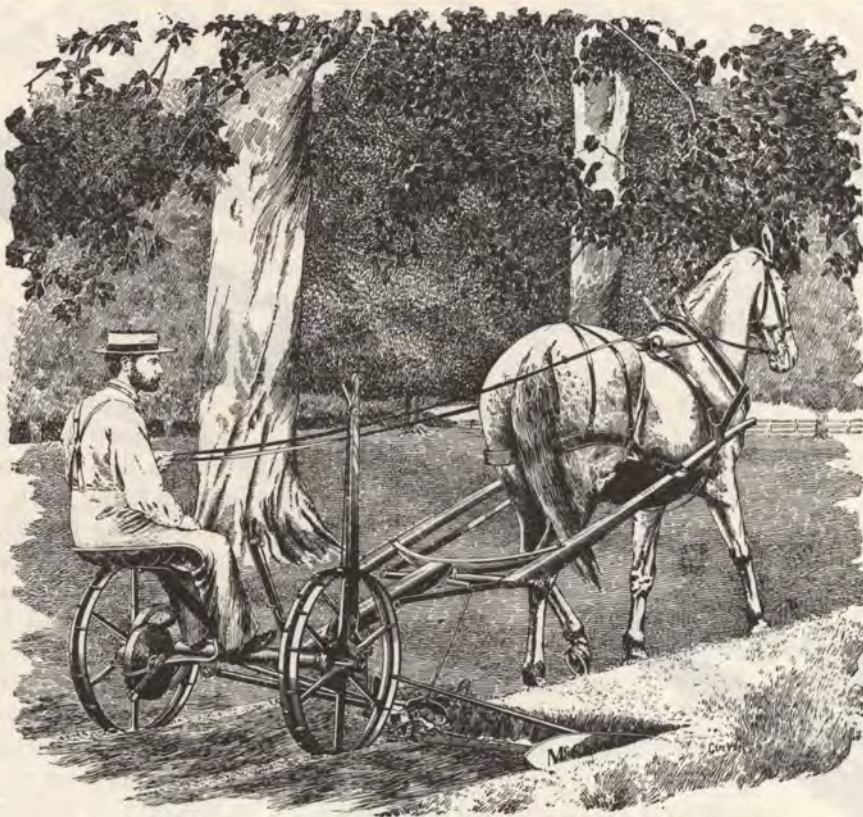
During the first thirty days there was no particular advantage to any of the various makes of machines, but at the end of forty-five days the cheap machines began to show that they were really cheap in every sense of the word. The knives had worn back in the finger bars, the gears were badly worn, the pitman rod and its connections were giving trouble all the time, and the “Cheap John” main frames were repeatedly breaking. At the end of seventy days one make of machines was a complete wreck; on another nine main frames had been broken, while the bill for extras on all, except the McCormick, was heavy, and the delays for making repairs numerous and wasteful of a vast amount of time. The record shows that no new casting was furnished for any part of any of the McCormick mowers, and they were not taken to the blacksmith shop once during the test. One set of new wearing plates was put on, a set of pitman straps and new knives were furnished, and this was all. The McCormick machines made a record that has never been equaled in all the history of grass-cutting machinery. They most emphatically verified our claim that the McCormick No. 4 Steel Mower has no equal on earth.

LIKE OUR CELEBRATED No. 4 Steel Mower—only smaller—is the Little 4. It is built on the same plan, though all the parts have been made lighter and more compact, in proportion to its size. It has the simple gearing, long pitman, serviceable draft rod, and perfect rolling tilt and is a veritable little giant.



The farms in quite a number of the older European countries average in area only about fifteen acres. The work is all done with the assistance of one horse. For such small places, with their few acres of grass, we have made this one-horse mower. It is, however, a very available tool on the thousands of small places that are so rapidly being improved on the outskirts of the cities and towns of this country.

For cutting the grass on the lawn it is preferable to the cylinder lawn mower, and by the tilt it can be made to cut as close and leave as nice a stubble. Much of the cutting about the place that has formerly been done with a scythe can, with care, also be done with this machine. It can, with safety, be put at the rough work, and it is of such light draft that the pony or donkey can draw it, should the horse happen to be busy. It will be found to be one of the best paying tools used about the suburban home.



We propose to keep McCormick grain and grass cutters ahead of everything else in the same class. We propose to embody in our machines whatever is best in invention; we propose that the materials entering into construction shall be of the best, and that the workmanship shown in them shall be unsurpassed; in other words, we propose to build now and always, *not the cheapest, but the best*. New agents are surprised at the readiness with which farmers will pay the difference between the McCormick and the other 'goods that are on the market. Old agents are used to it; and they enjoy handling machines that please.





FACTS—ONE LITTLE FACT—will outweigh a world of assertion, and in considering the subject of grass cutters let this much be understood: No matter what other manufacturers may say in their catalogues, circulars, or newspaper advertisements; no matter what their canvassers or local agents may say; no matter what special freaks of invention they may boast as exclusive benefits; no matter what attractions their sample machines may have for the eye; no matter with what degree of ease they may be rolled backward and forward over the warehouse floor,

THERE IS ONE BIG DAMAGING FACT THAT WILL ALWAYS STAND IN THE WAY,

and that is that the makers of these machines had a golden opportunity to prove their claims and demonstrate their superior merits over the McCormick during the World's Columbian Exposition of 1893.

They were urged to take their machines into the field that the impartial judges might gauge their excellences by practical test. No reasonable man can see any objections to such a proceeding, and no honest manufacturer, having faith in himself and his machine, and who believed that what he said of it was true, could have refrained from complying with the request of the World's Fair committee without bringing down upon his machine the blight of dishonor.

True, of the many McCormick competitors engaged in the manufacture of mowers, there was one, whose machine was probably the best of them all, and he did take it into these field trials and show its performance in comparison with the McCormick. It was, of course, defeated, but it was not dishonored.

When we tell you of the great capacity, strength, and durability of our mowers, we wonder if you really understand the very high degree of their merit in these particulars. Some idea of it may be had by reference to a letter from Mr. J. H. Wolfe of Stockton, Cal. November 3, 1895, he writes:

One of my neighbors wants a Big 4 McCormick Mower, like mine. What will be your lowest cash price now at close of season? He wants it to cut young willows, matted clover, burr clover, and trash on the river bottom, among sand, squirrel knolls, etc. He thinks my machine is the only mower that will do the work, and he is posted on all that are on the market. I do believe myself that it is the easiest running, easiest handling mower to be had, and that it costs less for breakage than any other. I ran my machine in alfalfa and clover that went three and one-half tons to the acre, and in my pasture I cut sand knolls and dead foxtail with heavy dew on it, and the machine did not stop, nor break, nor wear out a thing the whole season.



The reaping attachment for the No. 4 Mower is a great convenience. The boy with the rake has his foot on a lever, and whenever he has enough grain he lets the platform drop, and the grain slides off in a pile.





TAKE THE BEST—when you select your binding twine.

A poor twine means poor success in harvest time. Put it into the twine can of your binder, and before the machine is thoroughly under way with its work there will be a hitch in the binding.

And then you will blame the machine for it, and will begin to tinker the knotter.

But don't! Don't blame the binder; don't tinker the knotter, but ask yourself whether or not you are using good twine.

For there is a vast difference in it, and if McCormick Twine were not good twine we do not imagine we would have sold one-fourth of the 12,000 tons which we did sell last season.

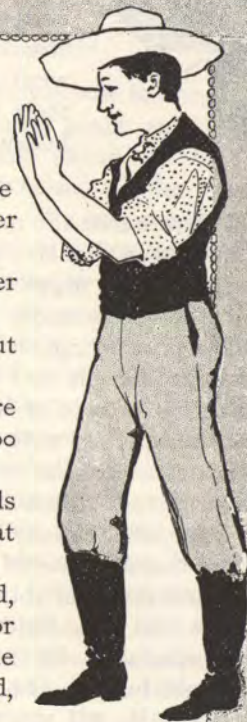
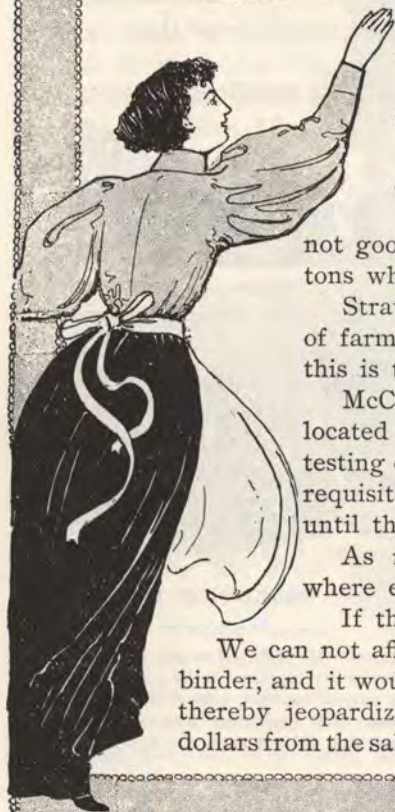
Straws tell the direction of the wind, and if the judgment of the thousands of farmers who are annually using McCormick Twine proves anything, it is that this is the most economical and least annoying twine that money can buy.

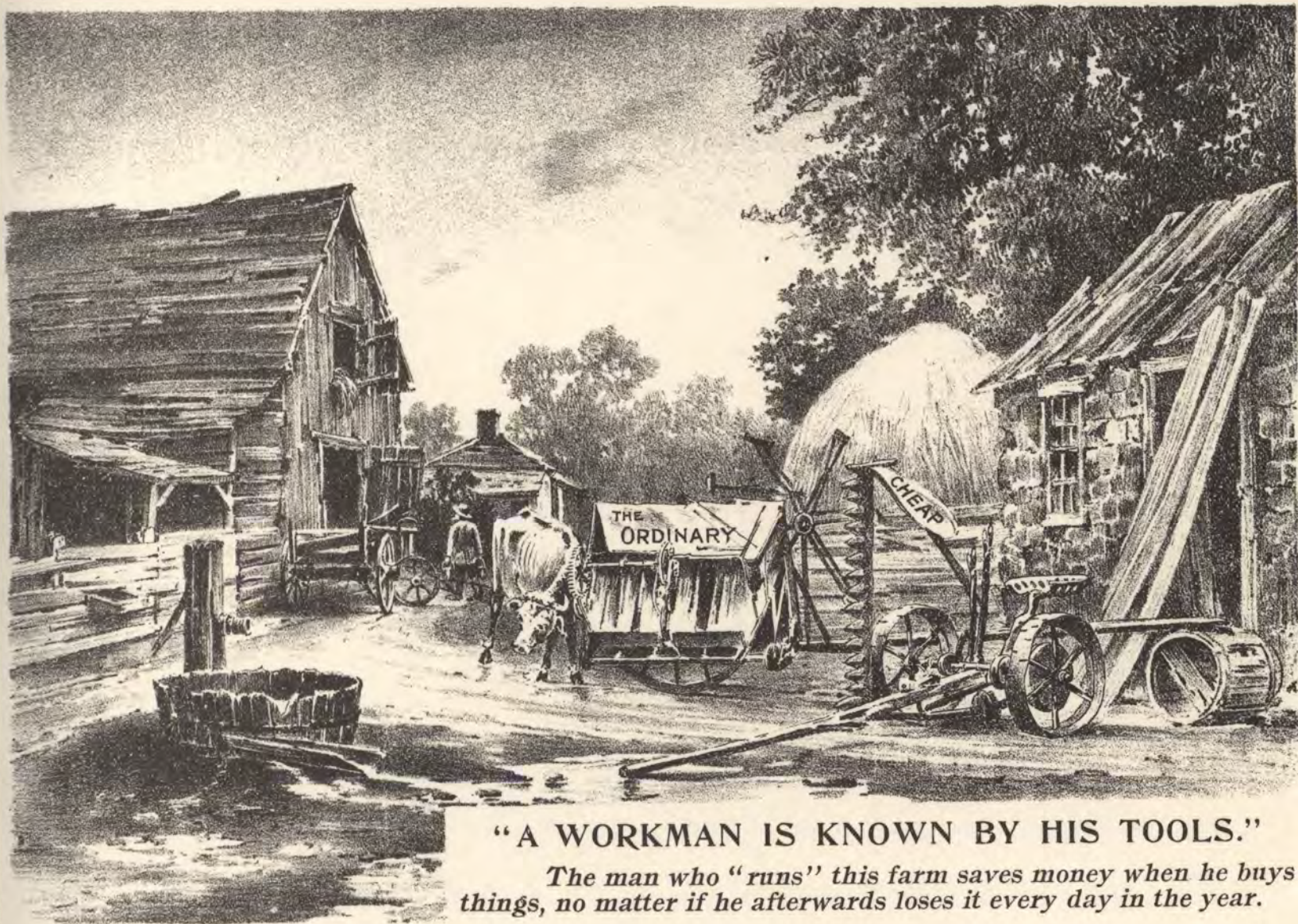
McCormick Twine is made in one of the largest cordage works in the world, located in Boston, Mass. Every day a bale of twine is shipped to us for testing on our binders at our works. If it is found to be wanting in any of the requisites of high-grade twine, the mill is notified and the twine rejected, until the cause of the difficulty is located and removed.

As manufacturers of binders and mowers, we have found the best satisfaction to result where each machine is given a thorough practical test before it is offered for sale.

If this is a good policy in regard to machinery, it is a good policy in regard to twine.

We can not afford to offer a cheap quality of binding twine. We guarantee the good work of our binder, and it would be so utterly against our own best interests to furnish a poor quality of twine, and thereby jeopardize this guaranteed good work of our machines, that the possible profit of thousands of dollars from the sale of twine would be no inducement to us to alter our policy and put out the cheaper stuff.





“A WORKMAN IS KNOWN BY HIS TOOLS.”

The man who “runs” this farm saves money when he buys things, no matter if he afterwards loses it every day in the year.

SEE INSIDE FIRST COVER PAGE.



Kottelbusch
Philadelphia, New York & Chicago

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