

Whose Pocket-Book?

'Whose pocket-book is that which you carry?' said a friend to a business-man, as he drew a well-filled wallet from his pocket.

'Why, my own, of course. Whose else could it be?' was the prompt answer.

'To whom the pocket-book belongs depends on another question. If you belong to the Lord, I guess the purse is his also.'

'Well,' said the man thoughtfully, 'I hope I do belong to the Lord, but your remark throws a new light upon this subject. It never impressed me before as it does just now that I am to carry and use this pocket-book, "my pocket-book," as my Lord directs. I must think this matter out, for I confess honestly I never have looked at it in the light in which you place it. — American Paper.'



Did you read the premium offers in last week's 'Messenger'?

Did you immediately interview the Sunday school officers within your reach?

Others may get in a head of you, and you will feel sorry that you did not start out at once in a business-like way to secure a premium.

Most people move slowly, you may yet be first.

The premiums offered are really very attractive and worth while securing.

Read the premium offer in last week's 'Messenger' again. Then cut it out and keep it for reference.

NORTHERN MESSENGER

(A Twelve Page Illustrated Weekly).

One yearly subscription, 30c.

Three or more to different addresses, 25c each.

Ten or more to one address, 20c each.

When addressed to Montreal City, Great Britain and Postal Union countries, 52c postage must be added for each copy; United States and Canada free of postage. Special arrangements will be made for delivering packages of 10 or more in Montreal. Subscribers residing in the United States can remit by Post Office Money Order on Rouses Point, N.Y. or Express Money Order payable in Montreal.

Sample package supplied free on application.

JOHN DOUGALL & SON,  
Publishers, Montreal.

ADVERTISEMENTS.

EPPS'S COCOA

GRATEFUL COMFORTING

Distinguished everywhere for Delicacy of Flavour, Superior Quality, and Nutritive Properties. Specially grateful and comforting to the nervous and Dyspeptic. Sold only in 1/2 lb. tins, labelled JAMES EPPS & Co., Ltd., Homoeopathic Chemists, London, England.

BREAKFAST SUPPER

EPPS'S COCOA



**HOME STUDY FOR BUSINESS**  
We teach Book-keeping, Business Forms, Penmanship, Com'l Law, Letter Writing, Arithmetic, Short-hand, English & Civil Service branches thoroughly by MAIL at your own HOME. Success guaranteed. We give a useful, money-making Education. Salaried Situations obtained by our students. National reputation, established 40 years. It will pay you. Try it. Catalog free. Trial lesson 10 cents.  
BRYANT & STRATTON  
272 College Bldg., Buffalo, N.Y.

THE 'NORTHERN MESSENGER' is printed and published every week at the 'Witness' Building, at the corner of Craig and St. Peter streets in the city of Montreal, by John Bodpath Dougall, of Montreal.

All business communications should be addressed 'John Dougall & Son,' and all letters to the editor should be addressed Editor of the 'Northern Messenger.'



OUR CATALOGUE, WEEK BY WEEK

—OR—

"YOUR WANTS SUPPLIED."

(A Serial Story by the Advertiser.)

Chapter IV.

It breaks the ice 'twixt strangers, one and t'other,  
To skate i' the moonlight and fall in—love.  
—Old Drama.

SKATES.

The mail order business that is done in Great Britain is simply enormous. Even Londoners themselves, to avoid the trouble of going to town and the fearful crush in the great stores, order their goods by mail as much as possible. The mail order business is growing on this side very rapidly and yet there are many people who have never availed themselves of its opportunities and advantages. When people all over Canada can get the best goods to be found in the Montreal Stores at the lowest cash prices and postage on goods prepaid, they surely do well. 'Witness' readers have an advantage over subscribers to other papers in that they know that the 'Witness' would not accept any advertising, no matter how much money was offered them, that the publishers thought was likely to injure their readers. That is one reason why as advertisers we appreciate the 'Witness.' Another reason is that we appreciate 'Witness' readers. We believe them to be intelligent above the average newspaper reader or they would not select such a paper as the 'Witness.' And it is to intelligent people we look for appreciation of really good articles. And really good articles are our stock in trade. They do not return such large profits as inferior goods but they do give genuine satisfaction to our customers and future orders from themselves and their friends come in due course. It simply would not pay us to advertise in this way if we only sold one article to a customer and so disgusted him that he would tell his friends not to order anything of The Mail Order Concern. But if we send good values those who receive them will be walking advertisements for us.

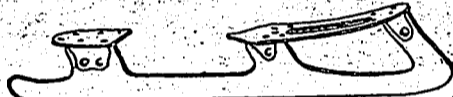
Hockey, the great Canadian game, has made skating more general than ever before and rinks either natural or artificial are within reach of almost every one. The old-time skates, so hard to put on, so apt to come off, so quick to lose their edge and so useless altogether, won't sell at any price. People won't be bothered with them. We have selected the following kinds of skates after consulting a friend who is well-known as a hockey player in Montreal and understands skates and skating of all kinds.

OUR BUSINESS AXIOMS.

1. We only handle a few lines of Goods.
2. We select those that we think will be most popular, judging from the sales in local stores.
3. We buy these at lowest cash prices direct from the manufacturers, whenever possible.
4. We sell to patrons all over the Dominion, at Montreal prices.
5. We are satisfied with small profits and rapid sales.
6. We believe a satisfied customer will get us others.
7. We will show the publishers the goods before we insert the advertising so that no one may have reason to discount descriptions.
8. We don't deal in catch-pennies or tricks to sell our goods. We don't need to. Our goods sell without such aid, and we reckon more upon satisfied customers than upon our advertising for future business.
9. We select such goods as will satisfy at sight. But are still more careful to select such goods as will stand the test.
10. We believe the best is the cheapest in the end and the most satisfactory all round.

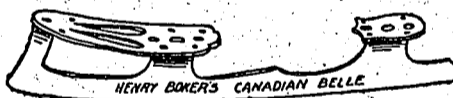
Skeleton Skates.

THE WINSLOW HOCKEY SKATE presents the combined judgment of the most celebrated Hockey players in Canada. These skates are beautiful in design and finish, and very strong, yet light without. The runners are concaved and hardened by a special and secret process, and are of the highest tempered stock in the market. Special attention is drawn to the extra quality and strength of steel used in the brackets on all Winslow Hockey Skates. The Brackets are WARRANTED by the manufacturers not to break.



The prices quoted below are taken from the wholesale Catalogue Price-List, issued by the largest wholesale dealers in the Dominion. However, 35 cents must be added to the price for packing and shipping charges, which we prepay.  
No. 270—The Runners are of Welded Iron and Steel, hardened and tempered toe and heel plates, are made of Cold Rolled Steel, Blue, and have Polished edges, 8 to 12 inches .....\$1.80  
No. 275—Same material and finish as No. 270, but Nickel Plated and Buffed throughout, 8 to 12 inch.\$2.20  
These are both Fine Skates, one as good as the other, but the latter being nickelled and buffed throughout are prettier, and will not rust. In this same series, we could supply skates that look exactly like 270 at 50c a pair, and others that look exactly like 275 at 85c a pair. Indeed, the inferior quality look so like the superior skates that only experts can tell the difference. We will not deal in the inferior grades, as they would only be a sore disappointment to our customers, and we would caution them not to buy skates from irresponsible dealers.

We will supply many hockey teams this year; may we not supply yours? No discounts can be allowed on quantities, as these are the wholesale prices.



No. 40—The 'Ladies' Gem, is just like the 'Canadian Belle' in appearance and quality, but the blade is concaved, thus allowing of a broader blade, and at the same time less weight. This is the nicest Ladies' Skate we have seen, 7 1/2 to 11 inch .....\$1.55

Club Skates.

THE HALIFAX PATTERN—This Skate, suitable for gentlemen or ladies who can only skate occasionally, is a veritable old stand-by. It has its faults, but as a skate that fits any stout boots that one may happen to have on, it is as satisfactory as can be made. Though we advise the Skeleton Skates as being much lighter and less trouble, and nicer and neater every way.



No. 10—Welded Iron and Steel Blades, hardened and tempered, and nickel-plated, 8 to 12 inch. ....\$1.10  
(These Skates come as low as 40c, but we do not believe in this cheap trash. They soon lose their edge, and it is impossible to skate on them. The better the skate, the better the skater.)

- In ordering Skates, please be sure to remember to
- 1—Give the Catalogue Number and name of Skate.
  - 2—Give the length of your boot in inches.
  - 3—Add 35 cents to the Catalogue price for packing and delivery charges, which we prepay.
  - 4—Write your name and address distinctly.
  - 5—Send money by postal note, or express order, when possible, and on no account to send currency in an unregistered letter, or to send loose silver, which is apt to work through the corner of the envelope.
  - 6—Observe these rules, and your orders will be promptly filed.

MAIL ORDER CONCERN,  
The 'Witness' Building, Montreal.

P.S.—A great many have ordered Knives with their initials on them, and some have ordered the full name. The Knives have been sent off promptly and have given great satisfaction to all those from whom we have heard. In many cases the recipients have shown the Knives to friends, resulting in orders from them. Some have failed to give the Catalogue Number. Please do not do that, as it puts us to the trouble and expense of writing for it, and causes delay in supplying the goods.

N.B.—As set forth in 'Our Business Axioms,' our particular business is to buy a few lines of goods in large quantities, and sell at lowest cash prices on small margins. However, should any one desire goods not catalogued, and that would be worth at least five dollars, we will be glad to hear from them, and will quote as low a price as possible. We have opportunities of buying even single articles at wholesale rates.

People writing us on any subject whatsoever that requires a written reply must enclose a stamp for the purpose.