

LUMBER! LUMBER!

DIRECT FROM MILLS TO THE

FARMER—CONSUMER

WHY pay a middle man's profit when you can buy from us at **WHOLESALE PRICES?** ¶ If you can alone, or in conjunction with a neighbor, order a car lot, we will send you a delivery of lumber—**DIRECT FROM THE MILLS** that will fill every requirement in your building scheme, and save you **THIRTY PER CENT** on retail prices. ¶ **Now** is the time to build or to get **CHEAP** lumber for future operations. **IT WILL NOT REACH A LOWER POINT.** ¶ **GET** our prices—delivered at your station. You pay when you have received and are satisfied with our delivery.

The Lake Lumber Company

WINNIPEG

MANITOBA

ROYCROFT PHILOSOPHY

It is a wise guy who does not monkey with his destiny.

Help yourself and everybody will help you.

Do unto others as if you were the others.

Never explain—your friends do not require it and your enemies will not believe you anyway.

To maintain order, excellence and harmony in the territory immediately under one's own hat, will keep one fairly well employed.

Keep an even temper no matter what happens.

There may be some substitute for good nature, but so far it has not been discovered.

Why not leave them to Nemesis.

They will talk anyway.

We need someone to believe in us. If we do well, we want our work commended, our faith corroborated. The individual who thinks well of you, who keeps his mind on your good qualities, and does not look for flaws, is your friend. Who is my brother? I'll tell you; he is the one who recognizes the good in me.

Oh, God, help me to win, but if in Thy inscrutable wisdom Thou wilt me not to win, then, O God, make me a cheerful loser.

Life without industry is guilt; industry without art is brutality.

Every employe pays for superintendence and inspection. Some pay more and some less. That is to say, a dollar-a-day man would receive two dollars a day were it not for the fact that some one has to think for him, look after him and supply the will that holds him to his task. The result is that he contributes to the support of those who superintend him. Make no mistake about this; incompetence and disinclination require supervision, and they pay for it and no one else does. The less you

require looking after—the more you are able to stand alone and complete your tasks, the greater your reward. Then, if you can not only do your work, but direct intelligently and effectively the efforts of others, your reward is in exact ratio, and the more people you can direct, and the higher the intelligence you can right'y lend, the more valuable is your life. The law of wages is as sure and as exact in its workings as the law of the standard of life. You can go to the very top and take Edison for instance, who sets a vast army at work and wins not only deathless fame, but a fortune, great beyond the dreams of avarice. And going down the scale, you can find men who will not work for themselves and no one can make them work, and so their lives are worth nothing, and they are a tax and a burden on the community. Do your work so well that it will require no supervision, and by doing your own thinking you will save the expense of hiring someone to think for you.

MONEY LOANED—ON FARMS

SEND NAME, ADDRESS AND
FULL PARTICULARS TO

**THE MONARCH LIFE
ASSURANCE CO.
WINNIPEG**

Mention This Paper

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