

WHERE TRADE IS HUMMING

If "conditions" were ever so favorable, business would never come to some people for the simple reason that they do not court it. Advertising or publicity through the ordinary channels of the press and bill-boards can bring lots of horses to the water but unless you've got a good thing you cannot coax one of them to drink unless he has lost his sense of "Smell."

One of the very best instances in sight of a good thing advertising itself is that of the products of the Northland Knitting Company of Winnipeg, whose specialities have been referred to in these pages from time to time. The "Northland" mitts and gloves and the "Northland" knitted sweaters and sweater jackets have found their way against the keenest possible competition into every corner of the Western market.

Up to the end of January the "Northland" Salesmen have sent in more business for Spring and Fall delivery than they had booked in the year of 1915 up to the end of May. They have found that the Western Merchants and Consumers realize after trying out Western made goods that they can get as good value as can be procured on the market, and by buying in Winnipeg they get better service and have less freight to pay. At the same time the Westerners are getting enthusiastic over their own country to a degree unknown a few years ago and see the wisdom and therefore the duty of keeping money in the West and helping Western Producers.

The mitt and glove department has been running full blast since the first of June last without a let up, and the company is advertising for extra help in order to overtake the large volume of orders it has ahead at the present date. More than sufficient work is on order to keep a twelve hour shift busy for several months to come.

The now famous "Casey Jones—the Dollar Glove" which this company put on the market some six months ago was the thin edge of the wedge that opened up a big inroad into many mitt and glove accounts which had been extremely conservative and difficult to move. It opened the eyes once for all of these cautious buyers to the intrinsic worth of other special lines which are being manufactured in Winnipeg under the Northland Brand.

The Sweater department has also es-

tablished an extraordinary record, and although the twelve months of 1915 was the largest producing year the company ever experienced in this particular department, it feels confident that 1916 sales will be nearly if not more than doubled. The only difficulty at the present moment is that of obtaining raw material in sufficient quantity to meet the demand for the finished product. Confidence is expressed, however, that this will speedily be remedied as the Northland Company has been fortunate in contracting for a large shipment of woollen yarns which is now in transit from Great Britain.

THE NEWSIE'S PRAYER

By Marjorie M. Carroll

You're nothin' much to look at, but I like you jus' the same;
Say Bill, I often wonder how I lived before you came
To cheer me up 'n comfort me when I wuz feelin' blue—
Why Bill, I couldn't get along without a friend like you!

When times wuz hard, 'n all the lads gave me the icy mitt,
'N when I'd lost my hold on things, old pal, you didn't quit.
You plugged along, you good old chum, till only skin 'n bones
Wuz left on you—'n then, 'twas me gave all the groans!

You never even whimpered when that big truck run you down
You jus' lay there 'n looked at me, from them big eyes o' brown
'N looked at me—'n looked—until I thought my brain 'd give,
'N now I'm on my knees, Bill, prayin' God'll let you live!

I don't know much religion, Bill—I only know you're hurt,
'N if by prayin' you'll git well, I'll kneel here in the dirt
'N say, O Lord, he can not ask for himself, cuz he's dumb,
He's jus' a poor old crippled dog—but he's my precious chum!

WHY IS A PUNISHMENT

By Lynn Davis

WHY DO we punish children, really and truly?
It depends, no doubt, on when and how we do it.

I once heard a mother say, "If I didn't punish them on the impulse, when I'm angry, I wouldn't do it at all. I couldn't hurt my child or his feelings if I sat down and thought about it. In a way, this sounded very loving, but was it not mere sentiment rather than true parental love? And by denying her children punishments when she can control her temper, isn't she planning for them hurts a great deal more serious?"

It is interesting, in living with children—strange little promises or threats—to get right down to rock bottom level of their minds, not ours, and to seek to discover whether or not they really understand that a thing is wrong, and why! There is nothing that is wrong for a child that is not wrong for an adult and that, in some form, is not forbidden in the commandments of God or in the civil laws of his country. Surely there are few children so stupid that they cannot, in imagination, see the results of wholesale infractions of these laws and therefore the reasons for them, if someone will only take the time to explain!

I have heard persons say, "It is all foolishness to explain to a child why he must obey. He just must learn to obey, that's all—to do a thing because he is told to!" Of course, obedience! But why not let the child enforce it on himself as he will do if his reason is appealed to, and he understands that conformity to certain laws is a necessity of life, imposed by unavoidable existing conditions, for the best good of himself and of everyone else. There is nothing that encourages defiance or that results in a broken spirit so much as the imposition of enforced, blind obedience—often to dogmas and whims behind which there is no reason!

THE WEST IS OUR FIELD

SEED

CORN—Early Malcolm
482. We have never offered such a choice and early variety. Every user of sweet table corn should try it. The Experimental Station, Ottawa, report it "The earliest they have ever grown."
Packet 10c; 1/2 lb. 35c
Postpaid

PEA—
Quite Content
A valuable acquisition of recent introduction.
It is a main crop variety growing giant pods containing proportionately large luscious peas. Our stock is high grade.
Packet 5c; 1/2 lb. 25c
1 lb. 40c; postpaid

PEA—
Richard Seddon
An early variety destined to take the place of older sorts. Produces pods of deep green containing 7 to 9 handsome peas of exquisite flavor. A strikingly distinct meritorious pea which every garden lover should grow.
Packet 5c; 1/2 lb. 30c;
1 lb. 45c;
Postpaid



The Place to Buy Your Seeds.

SEED QUALITY

Only one recognized, viz., **THE BEST** the season produces—no other will do. We have generous stocks of this quality in **Vegetable Seeds, Flower Seeds, Field Roots, Potatoes, Rape, Field Grains, Corn, Millet, Grasses, Clovers, Alfalfa, also Incubators, Poultry Supplies, Planet Jr. Tools.**

Get in on our Choice Stocks of **WHEAT, Gold Standard, Marquis, Red Fife, Registered RYE, Spring and Winter.** The coming crops of the West—do not miss these.

The best of everything for the Farmer and Gardener.
A. E. MCKENZIE CO. Ltd. BRANDON, MAN. CALGARY, ALTA.

WESTERN CANADA'S GREATEST SEED HOUSE



Mason & Risch Pianos

"FROM FACTORY TO HOME"

TWENTY BRANCH STORES
HEAD OFFICE & FACTORIES, TORONTO

The Mason & Risch Piano of to-day is the artistic and progressive result of half-a-century's experience in piano making. It amply satisfies the demands of the most exacting and is the recognized leader for style, construction, quality, durability and attractiveness, an instrument so distinctive that colleges, conservatories and musicians accord it the highest possible praise as Canada's first and foremost Piano, "The Best Piano Built."



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MASON & RISCH LIMITED
302 PORTAGE AVENUE, WINNIPEG

RIDER AGENTS WANTED

In every locality to ride and exhibit 1916 Hyslop Brothers' 10 DAYS' FREE TRIAL. Every Hyslop Brother is sold with the understanding that I will be sold and returned after using Hyslop 10 days it can be returned and money will be promptly refunded.

DO NOT BUY a Bicycle, Sundries, Tires or Sporting Goods until you realize our latest literature and special money saving plan.
We will mail Free, Postpaid, a 100-page ART FOLDER showing our complete line of bicycles in large and small sizes, also literature of Hyslop, Tires and Sporting Goods. Do not wait. Write today.
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Modest fitting a specialty. Phoenix Home
Pictorial Review Patterns. Mail orders solicited

Perfectly Pure,
Very Palatable and
Absolutely Non-Intoxicating

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Dry
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Pints and "Splits"
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