

both "extensively" and "intensively," increasing the yield of a crop of wheat, say six bushels per acre, it is easy to decide on the advantage of using such machinery. It must be remembered also that the tractor will do any work on the farm that any other tractor will do, such as plowing, threshing, shelling, etc., and that the expenditure is not solely for a seeding machine.

### The Story of a Great Home Industry.

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McKenzie, who was actually in at the birth of the West in Canada's development, and has lived and taken his own part in every movement of its growth.

Mr. McKenzie is a well-known much respected personality throughout the West, as the name of the great house he represents has been at least a quarter of a century a household word in every outwork of progress from Atlantic to Pacific.

The great law of heredity has decreed that the supremely able sons of the founder of this mighty industry should come under the mantle of their father's genius. Mr. R. S. McLaughlin is president of the McLaughlin Motor Car Company and his brother, Mr. George W. McLaughlin is vice-president of the McLaughlin Carriage Company Limited of which his father is the time-honored president. The public life of these men has long since demonstrated the fact that "The worth of a state in the long run" (as John Stuart Mill said) "is the worth of the individuals composing it." They have inaugurated a business which, in all its ramifications is but the reflex of the men who have made it. Whether as it affects the humblest farm buggy or the costly and luxuriantly equipped touring car, the outstanding feature of any "McLaughlin-Buick" production is the way in which their sense of beautification comes out in the artistic lines that are given to the commonest detail of the carriage or car under tribute.

In their own department of Arts and Crafts, they have proved themselves faithful disciples of the grand old masters, and of John Ruskin, than whom no living man has done so much to immortalize in that portion of their creed which holds that the most common-place of God's utilities was entitled to its own share of that beautification which is in evidence in every creature and thing that God has created.

The McLaughlins have made everything they have made with the consciousness that it is just as easy to make a good thing look beautiful as it is to give it a commonplace appearance; and, with the test of over forty years as to the high character and lasting qualities of their products, it is this linking of the beautiful to the strictly utilitarian that has sent and will continue to send their

wares to every centre and outpost of civilisation.

They have a strong claim on the West from the fact that besides having captured the highest awards in more than one international contest and the first place in the most important speed endurance trials, their cars are a home product and the incident of any mishap has none of the heart-breaking experiences in prospect such as so often dogs the car that is shipped through an agency from a foreign source. Duplicate parts and repairs are available without loss of time. The makers and their reputation are always with us, and men who have spent over forty years in building and maintaining the

character this house enjoys are not likely to expose it to any

risk that human skill and painstaking effort can safeguard.

### FOR SALE

Two 8. H. P. Gasoline Engines, made by the Imperial Gas Power Co. of Toronto. Latest improved combustion chamber and carburettor. Price \$300.00 each. F. O. B. Winnipeg. Write to Box 3079 Winnipeg.

### Pa Marries Again

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swallows as though it was hard work. Oh"—her eyes widening with sudden horror as a thought came like the thrust of a knife—"oh, do you s'pose it's—it's

diphtheria? They say it's down at 'The Corners,' the Rogers family has it."

Before night came it really seemed as though the dread scourge had made its way up from 'The Corners' to the pleasant farm-house, and the hearts of



# GREAT WEST CUT PLUG SMOKING TOBACCO