

W. L. DOUGLAS

"THE SHOE THAT HOLDS ITS SHAPE"
\$3 \$3.50 \$4 \$4.50 \$5 \$6 \$7 & \$8 FOR MEN AND WOMEN
 Save Money by Wearing W. L. Douglas shoes. For sale by over 9000 shoe dealers. The Best Known Shoes in the World.
 W. L. Douglas name and the retail price is stamped on the bottom of all shoes at the factory. The value is guaranteed and the wearer protected against high prices for inferior shoes. The retail prices are the same everywhere. They cost no more in San Francisco than they do in New York. They are always worth the price paid for them.
 The quality of W. L. Douglas product is guaranteed by more than 40 years experience in making fine shoes. The smart styles are the leaders in the Fashion Centres of America. They are made in a well-equipped factory at Brockton, Mass., by the highest paid, skilled shoemakers, under the direction and supervision of experienced men, all working with an honest determination to make the best shoes for the price that money can buy.
 Ask your shoe dealer for W. L. Douglas shoes. If he cannot supply you with the kind you want, take no other make. Write for interesting booklet explaining how to get shoes of the highest standard of quality for the price, by return mail, postage free.
LOOK FOR W. L. Douglas name and the retail price stamped on the bottom.
 Boys' Shoes Best in the World \$3.00 \$2.50 & \$2.00
 President W. L. Douglas Shoe Co., 180 Spark St., Brockton, Mass.



They're All Alike.
 "To elevate the stage," said Augustus Thomas, at the Players' club in New York, "to elevate the stage would be an easy enough job if there weren't so many people like the new Shakespeare club."
 "I said to the treasurer of this organization:
 "I understand your new Shakespeare club is a great success."
 "Great success? You bet your sweet life it's a great success," he answered warmly. "Why, we accumulated enough in fines for nonattendance during the first month to take us all to a box party at the musical comedy of 'Back Up, Bettina.'"

Green's August Flower
 Few persons can be sick who use Green's August Flower. It has been used for all ailments that are caused by a disordered stomach and inactive liver, such as sick headache, constipation, sour stomach, nervous indigestion, fermentation of food, palpitation of the heart from gases created in the stomach, pains in the stomach, and many other organic disturbances. August Flower is a gentle laxative, regulates digestion, both in the stomach and intestines, cleans and sweetens the stomach and whole alimentary canal, and stimulates the liver to secrete the bile and impurities from the blood. Try it. Two doses will relieve you. Used for fifty years in every town and hamlet in the United States and in all civilized countries.—Adv.

Nineteen Sons in Ten Years.
 Frank Scott and his wife of Kenosha, Ark., have been married ten years. Nineteen sons have been born to them. He died at birth. Of the 13 living there are three sets of triplets and two sets of twins. The parents have been partial to the letter "A" in the naming of them. Ashbell, Archer and Austin are four and one-half years old, Arthur and Arnold three and one-half, Alfred, Albion and Adolph, eighteen months, and Abel and Abner six months.

Life's mysteries: Amateur golfers.

Canada Offers 160 Acres Free to Farm Hands

Bonus of Western Canada Land to Men Assisting in Maintaining Needed Grain Production

The demand for farm labor in Canada is great. As an inducement to secure the necessary help at once, Canada will give

ONE HUNDRED AND SIXTY ACRES OF LAND FREE AS A HOMESTEAD

and allow the time of the farm laborer, who has filed on the land, to apply as residence duties, the same as if he actually had lived on it. Another special concession is the reduction of one year in the time to complete duties. Two years instead of three as heretofore, but only to men working on the farms for at least six months in 1917. This appeal for farm help is in no way connected with enlistment for military service but solely to increase agricultural output. A wonderful opportunity to secure a farm and draw good wages at the same time. Canadian Government will pay all fare over one cent per mile from St. Paul or Duluth to Canadian destination. Information as to low railway rates may be had on application to

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 Canadian Government Agent

7 1/2% NET

Guaranteed Quarterly Return on Preferred Stock
 SHARES \$100.00 EACH
Alfalfa Butter Company
 Eleventh and Capitol Ave., Omaha, Neb.



The Alfalfa Butter Company is engaged exclusively in the Manufacture of CREAMERY AND PROCESS BUTTER. The butter industry is the third largest industry in Omaha and Omaha leads the world in the Manufacture of butter. Creamery Stock is in the front rank of industrial securities because the product manufactured is one that is in daily use three times a day, 365 days of the year. The food value of butter makes it one of the three chief necessities of life.

There is always a market for all the butter manufactured regardless of its quality, because the demand is far greater than the supply. The history of all the well known creameries and the increased value of their stock, is conclusive evidence of their safety and exceptional earning power.

The Preferred stock of the Alfalfa Company is even more attractive from the investor's standpoint than the majority of creamery stocks, from the fact that a GUARANTEED dividend of 7 1/2 per cent is assured, but the dividend is not limited to that rate, as this stock is cumulative and participating (sharing with the common stock in the increased dividends that this company is certain to pay) and in addition this stock is non-assessable and non-taxable (tax being paid by the company).

Alfalfa Butter Company
 Eleventh and Capitol Ave., Omaha, Neb.

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 The Alfalfa Butter Co., Omaha, Neb.
 Gentlemen:—
 Without any obligation to me, send full particulars regarding the issue of Preferred Stock, guaranteed to yield 7 1/2 per cent.

FAIRY TALE For the Lady Readers

A short story that will be of interest to all readers of the Northwestern, and especially the little folks. It appears in this section weekly. What's your opinion of it?

Miss Julia Bottomley, an expert on fashions, is the author of this department. She offers practical suggestions on every day dress that aid materially both country and city folks. Her fashions for women are essentially modest, tasteful, simple, economical and becoming to the wearer.

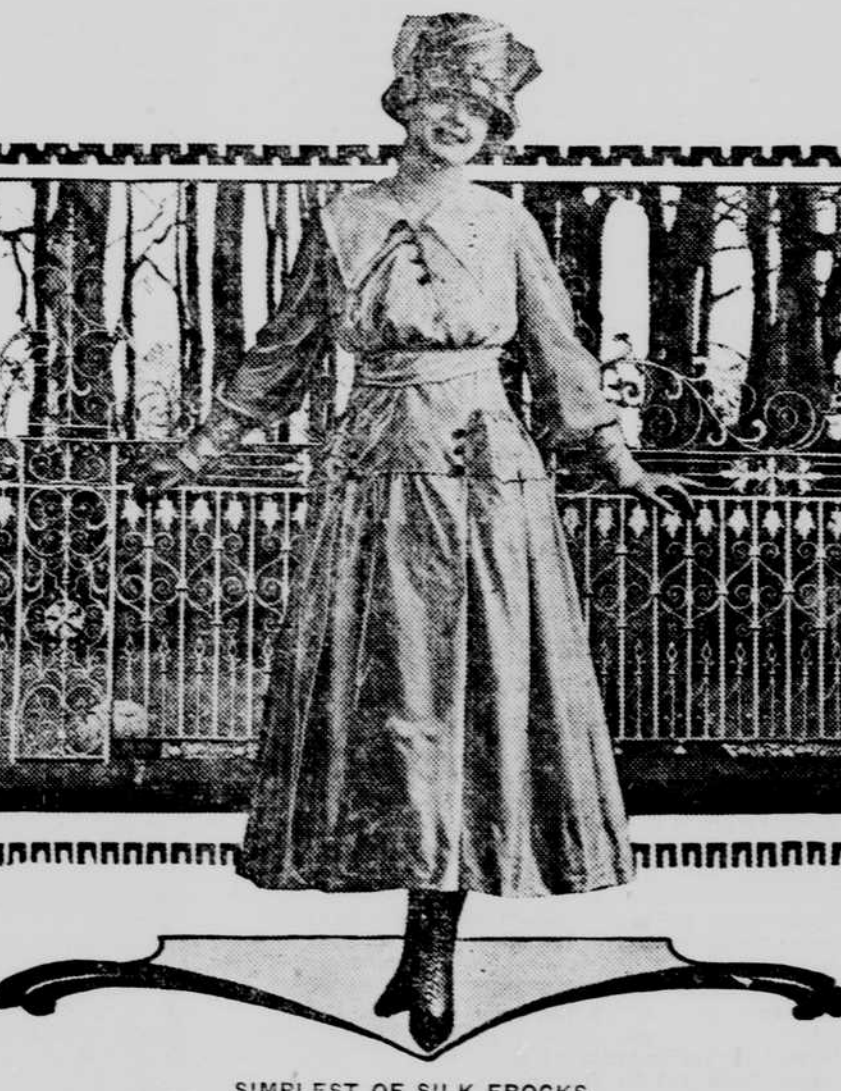
DADDY'S EVENING FAIRY TALE BY MARY GRAHAM BONNER.

BROWNIES' SLEIGHRIDE.

"We must have a sleighride party," said the Brownies.
 "Oh, yes," agreed the Gnomes. "We haven't had one this winter, and it will be such fun."
 "Let's have it tonight," said the Brownies. "It will be nicer to have it in the evening when Mr. Moon can follow us along."
 "That's right," said the Gnomes. "And the little Stars can look down at us and smile. Their smiles are the loveliest in the world, we think."
 "Yes," said the Brownies. "Their smiles are wonderful. They are so bright."
 "If you get up the sleighride," said the Gnomes, "why can't we arrange the supper?"
 "All right," said the Brownies, "that will be splendid, and it's awfully good of you to think of it. To be sure, after a sleighride we will be ever so hungry and we'll enjoy a good supper."
 "How do you know it will be good?" asked the Gnomes. "We said we'd get a supper ready. We didn't say a good supper, you know." And the Gnomes laughed.
 "But," said the Brownies, "if you get it up it's sure to be good."
 "You're very kind," said the Gnomes. "Well, we hope it will be good!"
 And so as soon as the Moon was up the Brownies, dressed in warm winter woolen clothes, and the Gnomes in little fur suits, started off.
 As they went along the smooth road, and the bells on their horses jingled and merrily sang, the Brownies and Gnomes told stories and laughed and joked.
 They rode ever and ever so far, and all along the trip Mr. Moon went with them.
 Until late they rode, and the horses seemed to go faster and faster all the time.
 "It's almost time for supper," said the Gnomes.
 "Where shall we drive for supper?" asked the Brownies.
 "Ah," said the Gnomes, "we can have supper anywhere."
 "What?" asked the Brownies in surprise.
 "Certainly," said the Gnomes. "Hidden under these seats are baskets, and they are filled with all the goodies we could think of. There are hot soups, and hot chocolate to drink in bottles which always keep warm, and there are sandwiches and everything you can think of. We tried to bring a

Fads and Fancies of Fashion

Among the wonderfully varied showings of pretty frocks for afternoon wear, there is to be discovered this spring, a line of plain silk dresses of very simple design. They are of tulle or tulle and crepe, as unpretentious as to trimming as a cotton house dress. Mostly neat effects appear in such adornment as is allowed them, as tucks or folds in the goods and plain, hemstitched collars of organdie or crepe georgette. They are made in gray, sand color, Joffre and other



SIMPLEST OF SILK FROCKS.

embroidered and beaded with silk in Joffre blue. The same model, shown in sand color, is brightened with embroidery in coral pink. The tiny buttons used are usually satin covered and of the same color as the embroidery.
 Sleeves continue long; collars open at the throat and have more or less of a cape at the back. Some of them are convertible and there are models specially designed for thin women with satin vest fronts extended into a narrow panel at the front of a standing collar. Seams are hemstitched.



GEORGETTE UNRIVALED IN SPRING BLOUSES.

front, and the girde is merely a bias length of the silk, hemmed at the edges and draped about the waist. It fastens at one side.
 The skirt is an excellent pattern for a slender figure, and all the elaboration that the design boasts is to be found in it. It has a plaited front panel set on to a yoke. The panel overlaps the full side pieces that are tucked near the top and shirred to the yoke. There is a plaited panel at the back also and the skirt fastens at the left side of the front panel with snap fasteners set under the group of three buttons.
 Nothing quite rivals georgette crepe for blouses of all kinds. The texture of the material is so exquisite and refined that it tones down the boldest of the new colors to the point of making

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I make SKINNER'S Macaroni in the largest macaroni factory in America and I am very particular how I make it. All good Grocers sell it.
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Cut down the high cost of living and Preserve the health of your family by serving SKINNER'S Macaroni and Spaghetti two or three times a week. Children love it and thrive on it. It is the best Possible food for adults.



Tommy—Pa, what comes after a million?
 Mr. Gotrox—The fortune hunter, my son.
 Warm friends are more plentiful in summer than winter.
 Argentine is spending \$60,000,000 on an irrigation system.
 Alfalfa seed, \$6; Sweet Clover, \$8. J. W. Mulhall, Sioux City, Ia.—A.J.V.
 Balsam wood is the lightest of all lumber.

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Universal Service. Certain-teed stands for universal service. In every part of the world you will find Certain-teed products "doing their duty," in all kinds of weather and under all conditions—rendering Universal service of the best kind.

Certain-teed Roofing

gives Universal Service to all who use it. For factories, office buildings, farm buildings, garages, etc., CERTAIN-TEED is the efficient roof. It costs less to buy, less to lay and less per year of life. It is light-weight, clean, sanitary, weather-proof and fire retardant. For residences CERTAIN-TEED Slate Surfaced Shingles have all the advantages of CERTAIN-TEED Roll Roofing, plus artistic beauty. CERTAIN-TEED is guaranteed for 5, 10 or 15 years, according to thickness (1, 2 or 3 ply), but lasts longer than the period of guarantee.

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give Universal Service because they are good, dependable products, honestly made from high grade materials, by expert paint men, and guaranteed to give satisfaction. Mixed by modern machinery which eliminates the uncertainties of hand mixing and insures absolute conformity to the expert's formula on the label. The extensive organization for selling and distributing all CERTAIN-TEED products reduces costs to a minimum and makes it possible to sell CERTAIN-TEED Paints and Varnishes at very reasonable prices.

If you are building or need a new roof, it will pay you to investigate CERTAIN-TEED before deciding upon any type of roof. Sold by leading dealers all over the world at reasonable prices.
 Whether you do your own painting or employ a painter it will pay you to insist on getting CERTAIN-TEED. Any good dealer can supply you. If he doesn't carry CERTAIN-TEED he can get it—for you.

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Farm Hands Wanted

Western Canada Farmers require 50,000 American farm labourers at once. Urgent demand sent out for farm help by the Government of Canada.

Good Wages Steady Employment
 Low Railway Fares
 Pleasant Surroundings Comfortable Homes
 No Compulsory Military Service

Farm hands from the United States are absolutely guaranteed against conscription. This advertisement is to secure farm help to replace Canadian farmers who have enlisted for the war.

A splendid opportunity for the young man to investigate Western Canada's agricultural offerings, and to do so at but little expense.

Only Those Accustomed to Farming Need Apply
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