

The Moral Standard of Business

The moral standard of business is determined by the attitude of the public toward the methods used in the conduct of business. Moral standards fluctuate as demands by the public for a square deal in business increase or diminish.

By insisting on getting what you ask for, you can not possibly work any hardship on any one; on the other hand, by allowing a dealer or his clerk to substitute an inferior, *just as good* article for the one you asked for you depreciate your judgment and ability in the eyes of the dealer and encourage him to substitute inferior products of less cost to him.

In other words, unwittingly, no doubt, you put a profit in the hands of the dealer who substitutes inferior goods and unfairly sells you something you have not asked for, you have lost the value between the inferior, *just as good* product which you were induced to accept, and have unconsciously lowered the moral standard of business by becoming a victim of an unfair and pernicious practice.

You can raise the moral standard of business by demanding what you ask for and avoiding substitutes, and secure for yourself in honest value the profits which inferior, less cost, *just as good* products offer the dealer who is unscrupulous.

Western Home Monthly
WINNIPEG

FASHIONS AND PATTERNS

The Western Home Monthly will send any pattern mentioned below on receipt of price specified. Order by number stating size wanted. Address Pattern Department, The Western Home Monthly, Winnipeg, Man.

4249—A Modish Coat Suit.

The young girl of to-day is a very fastidious person indeed in regard to her clothes, and the fond mother is, as a rule, only too glad to meet her views in the matter of becoming apparel. The stylish suit sketched will appeal to the tastes of both mother and daughter, being at once unobtrusive and up-to-date. The coat is of the short cutaway variety, semi-fitting and finished in tailored fashion with stitched seams. The skirt is cut in five



separated by wide single tucks. The back is seamless and quite plain, and the well-fitting sleeve is of the approved masculine shirt sleeve order. Any style of collar and belt may be worn with the waist, which is here made of a navy-blue taffeta, though it is suitable for development in foulard, cashmere or French flannel, or in linen if a tub fabric is preferred. For the medium size 3½ yards of 27-inch goods will be necessary.

6959—6 sizes, 32 to 42 inches bust measure. The price of this pattern is 15 cents. Special Offer.—This pattern, with any one other pattern in this issue, together with one year's subscription to The Western Home Monthly—all three for 50 cents.

6977—The Newest Thing in Work Aprons.

Picturesqueness is rather an unusual quality in a garment designed for purely utilitarian purposes, but it is the distinguishing feature of the work apron illustrated, the shaping of which is as effective as it is novel. The apron is ingeniously cut in one piece, the front being in princess style, while the back is gathered into a belt. The square cut body portion with extensions, forming epaulettes, gives a very smart appearance to the apron, which



gored, the fulness being disposed of in tuck-pleats that are stitched to position over the hips while flaring modishly at the hem. Blue serge was used for modelling the skirt, though panama cloth, cheviot, broadcloth or any of the novelty suitings would be appropriate. For the 16-year size 4 yards of 54-inch goods will be needed.

4249—Sizes, 14, 15, 16, 17 years. The price of this pattern is 15 cents. Special Offer.—This pattern, with any one other pattern in this issue, together with one year's subscription to The Western Home Monthly—all three for 50 cents.

6959—A Piquant Shirtwaist.

The mannish shirtwaist is one of the favored modes this season, and a charming example is here pictured. It has the centre front closing that is a feature of the new type of shirtwaist, while the fulness of the front portions is disposed in groups of small tucks



will prove an acceptable addition to the feminine wardrobe. Striped percale was used for making, 4½ yards 36 inches wide being needed for the medium size. Gingham, lawn or cross-bar muslin are also suitable materials.

6977—6 sizes, 32 to 42 inches bust measure. The price of this pattern is 15 cents. Special Offer.—This pattern, with any one other pattern in this issue, together with one year's subscription to The Western Home Monthly—all three for 50 cents.



4254—The Little Girl's School Dress.

For the small girl who is just beginning her school career, the little frock here pictured will be found most desirable. It is made in jumper effect, with a simulated guimpe which may be composed, if preferred, of the same material as the dress instead of a contrasting one, as shown. The frock is very simply made, both blouse and skirt being gathered to the prettily shaped belt. Scotch plaid is here suggested for modelling it, with red surah for the simulated guimpe, but this development is capable of numerous variations, as plain or as elaborate as one may choose to make them. The medium size calls for 1½ yards of 27-inch material for the yoke and sleeves, and 2¼ yards of the same width for the overblouse and skirt.

4254—5 sizes, 3 to 7 years.

The price of this pattern is 15 cents. Special Offer.—This pattern, with any one other pattern in this issue, together with one year's subscription to The Western Home Monthly—all three for 50 cents.

4283—A Dress, Coat and Cap for Miss Dollie.

There is a fascination about the dressing of dolls that even grown-ups cannot resist when holiday time draws near and the little girls all begin to beg Santa to send them new dolls. The tiny dresses are such dainty reminders of the long ago that one would fain be



a child again just for the pleasure of playing with dolls. The outer garments of Miss Dollie's wardrobe are sketched here, and consist of a little French dress with low round neck and deep bertha, a cloak having double collars, and a shirred bonnet. The patterns are simple enough for the least experienced sewer to develop.

4283—Sizes, 12, 18, 24 and 30 inch dolls.

The price of this pattern is 15 cents. Special Offer.—This pattern, with any one other pattern in this issue, together with one year's subscription to The Western Home Monthly for one year for 50 cents.



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