



Genasco Ready Roofing

Put it on the roof of all your buildings, and you'll have peace of mind, comfort, satisfaction, and economy; you'll have absolute and lasting weather-protection.

Genasco is made of Trinidad Lake asphalt—the natural and only perfect waterproof.

The Kant-leak Kleet keeps seams waterproof without cement. Supplied with Genasco, when specified.

Ask your dealer for Genasco, and be sure to look for the trademark. Mineral or smooth surface. A written guarantee, if you want it. Write for samples and the Good Roof Guide-Book.

THE BARBER ASPHALT PAVING COMPANY

Largest producers of asphalt, and largest manufacturers of ready-roofing in the world.

PHILADELPHIA

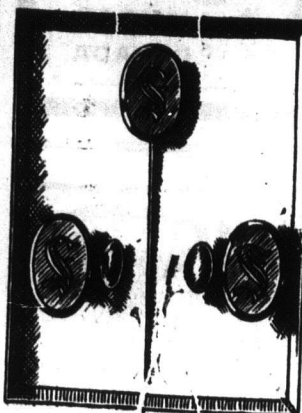
New York San Francisco Chicago

Cross-section, Genasco Stone-surface Roofing

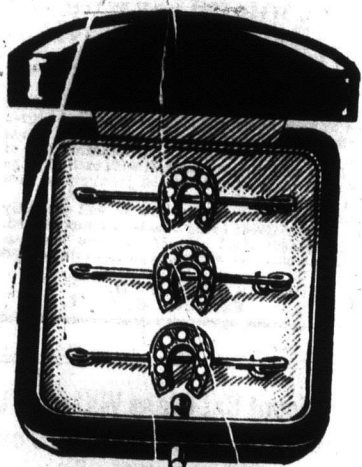
Gravel
Trinidad Lake Asphalt
Asphalt-saturated Wool Felt
Trinidad Lake Asphalt
Asphalt-saturated Wool Felt

F. H. McGavin Co., Ltd., Winnipeg, Man.
Roofers Supply, Ltd., Bay & Lake St., Toronto
J. L. LaChance, Ltd., Quebec
D. H. Howden & Co., Ltd., 200 York St., London, Ont.

Fine Quality Jewelry FOR Little Money



Scarf Pin
AND
Cuff Link
Set
Any Initial
In case
complete
Gold Filled
\$1.00
14k Gold
\$4.50



14k Gold Blouse Set Fine Oriental Pearls

\$6.00

Best Value in Canada

Money Refunded if not approved

D. R. Dingwall Limited

WINNIPEG

When writing advertisers please mention
The Western Home Monthly.

that makes its own finish and requires no lining.

For a woman of medium size the coat will require 7 yards of material 27 inches wide or 4 3/4 yards 44 or 52 inches wide.

A May Manton pattern, No. 6826, is cut in sizes for a 34, 36, 38, 40, 42 and 44 inch bust measure.

The coat to the right is semi-fitted and can be finished either with the notched collar and lapels or with a high turned-over collar that buttons up closely about the throat. In the illustration it is long, but it can be cut to three-quarter length if preferred. Striped cheviot makes the coat shown in the front view, plain frieze makes the one in the back view, but all the cloaking materials will be found appropriate.

For a woman of medium size will be required 8 3/4 yards of material 27 inches wide, 4 3/4 yards 44 or 4 yards 52 inches wide.

A May Manton pattern, No. 6817, is cut in sizes for a 34, 36, 38, 40, 42 and 44 inch bust measure.

Either of these patterns will be mailed

ful if, in the history of any country, such brilliant prospects can be recalled. The country is immense and fertile, and it is claimed that it has only as yet been scratched. With increased population, with increased railways, and increased elevator capacity, surely the present is a time that should attract the investor, and those who are interested in Western lands will find in the Walch Land Co. a firm whose judgment is worth abiding by.

Curzon Bros., New West-End Depot.

Messrs. Curzon Bros., the famous measure tailors, whose business extends throughout Canada, England, France, Belgium, Australia, etc., and, in fact, all over the world, have just installed a new West-end depot at Pembroke House, 133-5 Oxford Street, London, England. This should be of interest to Canadians who are thinking of visiting the Old Country at a future date. Pembroke House is



Smart and Practical Coats.

to any address by the Fashion Department of this paper on receipt of ten cents for each.

A Progressive Realty Firm.

Among the wide-awake Realty firms of the city that have confidence in the great possibilities of the Canadian West is the Walch Land Co., Union Bank Building, of which Mr. L. A. Walch is president. Mr. Walch, who is a great Western enthusiast, has succeeded in familiarizing such towns as Melville, Sask.; Poe, Alta; Edson, Alta; and Lake View, Sask., to the residents of Winnipeg, and the investments made have proved exceedingly profitable. Canada's Prime Minister has stated that the 19th century is Canada's. The words are prophetic, and yet the prophecy is in progress of accomplishment. Mr. Walch, who is familiar with every detail of Western conditions, says that towns are founded overnight, and become thriving cities in less than a year. It is doubt-

situated at the very hub of London movement—right in the centre of Oxford Street.

Messrs. Curzon Bros. have on show all the latest weaves, designs and colorings of the leading English, Scottish and Irish looms, and the beautiful models and specimens of tailoring handcraft on show there afford an interesting exhibition.

Clients may count upon receiving as much attention to their smallest need as if they visited the parent building in City Road. Those desiring to see Messrs. Curzon Bros.' patterns forthwith would be wise in dropping a post card at once to Curzon Bros., c/o The Clougher Syndicate (Dept. 13), 450 Confederation Life Buildings, Toronto.

Worry—Interest paid on trouble before it falls due.

The Smart Set—A group of people who, in trying to amuse themselves, merely succeed in amusing everybody else.



Old Dutch Cleanser

—the
quickest and
easiest way

To SCRUB

Floors

Wood, Stone
& Linoleum

Many more
uses and full
directions on
Large Sifter-Can

10¢



Send

Its ma
joined
The sid
trimmed
pings in
Fancy
and cu
elaborat
buttons
warm d
and red
in ages
double
dune ou
of this
turn m
postage
No. 10
Ont.



in easy
Home in
for Equ

12
For pec

FREE

Write fo

and Hae

School o

1910

Battle o

It's

Bod

the