



ONE PROFIT—WHY PAY MORE?

The farmer sells his produce to the wholesaler.. Profit No. 1.
 The wholesaler sells to the retail dealer Profit No. 2.
 The retail dealer sells to the people..... Profit No. 3.
 Everybody must live, and each time that an article passes through a jobber's, agents, or retailer's hands, it means just so many profits.

Mason & Risch Pianos
Are Sold Direct From-Factory-To-Home.

We make them, we guarantee them, and we sell them to you at cost of production plus one small factory profit.
 Every instrument we sell is absolutely guaranteed, and terms can be arranged to suit your convenience.
 If you live out of the city, write us for full information. All letters cheerfully answered whether you purchase or not. We want to know you, and we want you to know us.

The Mason & Risch Piano Co., Ltd.

Factory Branch :
 356 MAIN STREET, WINNIPEG, MAN.



2 in 1

SHOE POLISH

shines instantly at the first rub or two of the brush or cloth.
 Will not rub off. Is waterproof. Softens and preserves the leather. No substitute even half as good.

10c.
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Tins



Cancer Cure

R. D. EVANS, Discoverer of the famous EVANS' CANCER CURE, desires all who suffer with Cancer to write to him. Two days' treatment will cure external or internal Cancer. Write, R. D. EVANS, BRANDON, MANITOBA.

Fashions and Patterns.

The Western Home Monthly will send any pattern mentioned below on receipt of 10c. Order by number stating size wanted. Address Pattern Department, The Western Home Monthly, Winnipeg, Man.

The Favorite Messaline.

Messaline is being extensively used for the dressy gowns of the summer and this one is graceful and attractive, yet simple. It includes the new skirt that gives the panel effect combined with an exceptionally pretty blouse. In this case the two are joined to make a semi-princesse gown but they can be finished separately if preferred. The blouse is tucked be-

lie materials but for the incoming season the model will be available for cashmere and all materials of a similar sort, while again the skirt can be made from heavier material and the blouse from lighter.

For the medium size will be required, for the blouse, 4 1/2 yards of material 24, 2 3/4 yards 32 or 2 1/2 yards 44 inches wide; for the skirt 3 yards 24, 5 1/2 yards 32 or 4 3/4 yards 44 inches wide, with 15 yards of banding for trimming the entire gown.

The blouse pattern 6375 is cut in sizes for a 32, 34, 36, 38, 40 and 42 inch bust measure; the skirt pattern 6362 is cut in sizes for a 22, 24, 26, 28 and 30 inch waist measure.



TWO PATTERNS.

Blouse 6375 (Sizes 32 to 42)
 Skirt 6362 (Sizes 22 to 30)

comingly and the skirt with its fitted portions means grace as well as comfort. For immediate wear messaline, foulard, pongee and the like are favor-

Pretty Summer Frocks.

The late summer will see a great many attractive frocks but none that are prettier than the two illustrated. The sailor, or middy, model worn by the older girl is one of the most fashionable that the season has brought forth. It is smart and practical and youthful, and it can be utilized for a great many different materials. White serge with trimming of blue makes the dress illustrated, but linen, poplin and all materials of the sort are quite as appropriate. The blouse can be worn loose or tucked into a belt, as liked. The shield is separate and can be worn or omitted as occasion requires and the skirt can be either plaited or gathered.

For the twelve-year size will be required 5 1/4 yards of material 27, 5 yards 32 or 3 3/4 yards 44 inches wide, with 2 1/4 yards of banding. The pattern 6374 is cut in sizes for girls of 8, 10, 12 and 14 years of age.

The little child's frock is made in the favorite bishop style with the yoke that can be cut as illustrated or high and finished with the standing collar, and with either short or long sleeves. White lawn with embroidery worked onto the material of the yoke makes this dress, but the same model can be utilized for the more sturdy chambrays and gingham, for the Dresden dimity that is such a favorite and, indeed, for all childish materials.

For the four-year size will be required 3 1/4 yards of material 24, 2 yards 32 or 44 inches wide. The pattern 6367 is cut in sizes for girls of 2, 4 and 6 years of age.

A Fashionable Foulard.

Foulards are being made in very simple style this season and this one is useful and practical at the same time that it is smart. The slightly high waisted skirt does away with the necessity for a belt. The blouse is closed at the front and can be worn either with or without a chemise, also it allows a choice of three-quarter or long sleeves. In this case the Dutch collar is of embroidered muslin, but one of the ready made ones of lace would be handsome, or collar and cuffs could be embroidered by hand if preferred. For immediate wear nothing better than the foulard could be suggested but the same model can be counted upon as correct for the coming season when it will be appropriate for cashmere and similar light weight wools.

For the medium size will be required,



Pattern 6374 (Sizes 8 to 14 years)

Pattern 6367 (Sizes 2 to 6 years)