

**THIS BOOK SENT TO YOU**



**LESSONS BY MAIL**  
AMERICAN COLLEGE OF DRESS-MAKING

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**LEARN DRESSMAKING AT HOME**

We will teach you to your own satisfaction. **SAVE MONEY** by doing your own sewing, by drafting your own patterns. **These Lessons** will enable you to dress far better at much less than the usual cost.

**What are These Lessons Worth?**  
**Our Students Say:** "I would not exchange the knowledge I have gained for double its cost." "I would not sell my lessons for \$25." "I would not take \$50 for what I have learned." "I have made 25 waists (six silk one)—all perfect fits." "My lessons have paid for themselves many times over." "I have saved \$85.00 on my sewing." "I do all our home sewing now, the children's and all." "I have saved enough from what I used to pay for patterns to buy me a new suit." "The knowledge gained from these lessons is enabling me to help my husband pay for our new home."

**A WOMAN Can Earn \$5000 a Year**  
Many women nowadays are earning \$100 a week—\$5000 a year—by dressmaking. One woman, the head designer of Chicago's largest retail dry goods house, is said to receive \$10,000 a year. Salaries of \$25 to \$50 a week are common. We teach you by mail and equip you to command a good income, or you can start in business for yourself. We teach you how to Design, Draft, Cut, Fit, Make, Drape and Trim any garment, including children's clothing.

This college is endorsed by leading authorities and high-grade Fashion Magazines—McCall's, Pictorial Review, Harper's Bazar, Paris Modes, etc., etc.

The book illustrated above will be sent to you free. At an expense of thousands of dollars this college has published 100,000 of these copyrighted books to advertise the American System of Dressmaking, and will send you one FREE while they last. Write for it today. One copy only to each woman.

**American College of Dressmaking**  
961 Reliance Bldg. KANSAS CITY, MO.

Send the HOME JOURNAL to your friends



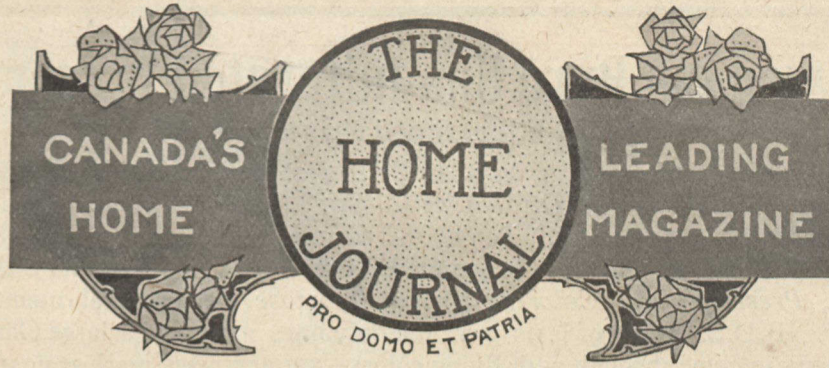
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TORONTO, APRIL, 1910

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*Editorial Chat*

PURITY IN DOMESTIC PRODUCTS is of interest to every housewife in the country. The woman who stops to think is sure to set quality above alleged cheapness. The grocer or the butcher who calls attention to the cheapness of his wares is only challenging a question of their reliability. There is no field of scientific investigation to-day which is of more importance to humanity than that of food-production. When the milk supply is impure, disease is the result. When the drinking-water is charged with sewage, the effect on the community is disaster. We have dwelt fully on the subject of a good milk supply, and are now preparing for a campaign in behalf of pure foods. In this connection, the most reliable authorities in the province will be consulted and our readers may be assured that no commodity will be recommended or referred to, unless investigation has been made. Many women, in their purchasing of cheap teas, spices, jam or preserves, make one believe in the famous saying of the showman: "The public loves to be fooled." What we shall eat is an important consideration, whether it relates to quantity or quality, and the latter feature deserves the closest scrutiny, if we are going to develop into useful citizens.

MAKING ALLOWANCES is a subject which every husband and father in the land should take into serious consideration. Our article on the subject in the February number has brought such a variety of interesting correspondence that we shall devote a whole page to it in the May issue, showing how the maids and matrons of the country feel on this all-absorbing topic. Some interesting confidences have reached us from girl subscribers, manifesting a desire for further advice on the situation and expressing in no uncertain terms the desire of the feminine heart for financial recognition and independence.

THE COST OF LIVING is being discussed at home, in the church and in the newspapers. Whatever may be the outcome of the discussion, the simple life will probably be forced upon us. In this number will be found an article by one acquainted with home and foreign markets, on the subject of our modern prices, giving the reasons why eggs are sometimes at the price of sixty cents a dozen. In connection with this subject, we should be pleased to receive from our readers culinary hints for inexpensive and nourishing dishes. In this issue will be found recipes for cheese dishes, which have the approval of Macdonald Institute authorities.

DAINTY NEEDLE WORK is a matter which concerns all our readers and we have attempted during the last year to add materially to our department of this industry. We now have a page devoted to this feminine occupation and intend to publish occasional articles on stencilling and similar decorative arts. Articles which give a description and illustrations of any new ideas in these departments will be especially welcome.



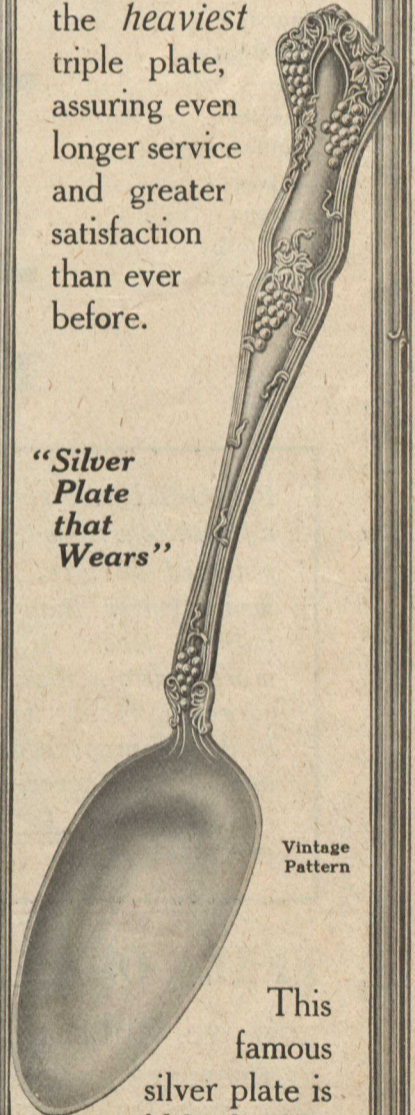
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