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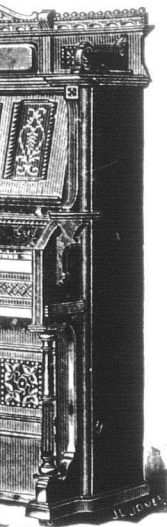
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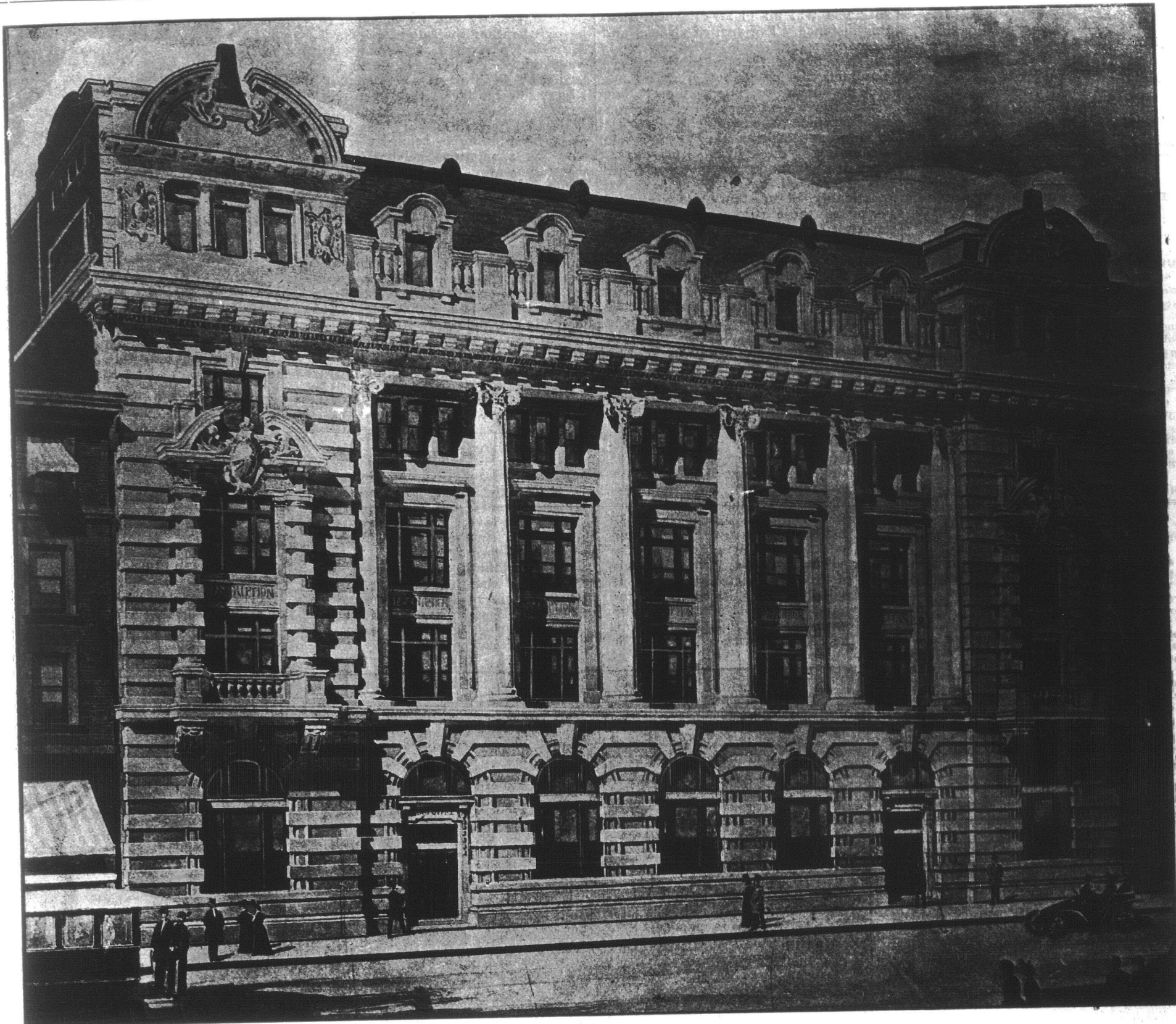
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Carloads sold  
January 1st 1904  
Ave., Winnipeg  
Monthly.



WINNIPEG'S NEW POST OFFICE.

## A Woman.

First and foremost, woman is man's best friend—

Because she is his mother.

Second, because she is his wife.

Because without her he would be rude, rough and ungodly.

Because she can with him endure pain quietly and meet joy gladly.

Because she is patient with him in illness, endures his fretfulness and "mothers" him.

Because she teaches him the value of gentle words, of kindly thought and of consideration.

Because on her breast he can shed tears of repentance, and he is never reminded of them afterward.

Because she will stick to a man through good and evil report, and always believe in him if she loves him.

Because when he is behaving like a fretful boy—and they all do, you know at times—with no reason in the world for it, woman's soft word, touch or glance will make him ashamed of himself as he ought to be.

## Dumping Troubles.

Lillie Hamilton French contributes to the March Delineator an inspiring paper in the "Joy of Living" series. It is on Dumping Troubles, and contains a wholesome, old-fashioned philosophy that is pleasant and profitable to read. Here is a paragraph from it:

We would all be helped in this dumping-trouble habit if we would but think more of what it meant to

make a contribution of ourselves to our friends, of what it meant to bring a cheerful spirit into their lives, a pleasant face, a well-dressed person; of what it meant to offer them a welcoming fireside, a pretty window, an atmosphere of joy. We are all parts of a great whole, each one giving and taking. The unconscious giving and taking goes on like that which is conscious, and a discontented face and a dejected manner in the street are troubles dumped upon the passer-by, thoughtlessly perhaps, but as surely as though by intention. So why not let our contributions to the world about us be pleasant ones, our offerings an inspiration? Why not, indeed, so develop ourselves that even our unconscious contributions to life be those which add to the joy, not the gloom, of our friends?

## I Cure Rupture

No Operation, Pain, Danger; no Loss of Time from Work.



Why wear a truss when you can be cured so as not to require one?  
MR. W.M. McSHANE, 673 Ross Ave., Winnipeg, Man., whose portrait here appears, is cured of an almost hopeless case while at daily duties. All can be cured; no case too bad or of too long standing. Valuable information and a Free Trial Treatment sent to all callers. Do not wait; write to-day. DR. W. S. RICE, 2 Queen St. East, Dept. (2), Toronto, Ont.

## Our Influence.

As a stove parts with its heat to bring all surrounding objects into its own heated condition, so we affect those surrounding us. Not more certainly does a rose diffuse its fragrance than human beings dispense their influence wherever they go. \* \* Is a man religious?

Not more truly does the sunshine impart its glory to surrounding objects than that man's religious influ-

ence passes from him to all persons and things within its sphere. Houses become so imbued with the influence of the people that live in them that sensitive persons can feel that influence as soon as they enter.

2 Dime Mail Order Co., record breaking sale holiday goods. Everything 20c. We give away \$300 every month. Send 2 dimes for 50c. holiday present, catalogue, and prize offer. Address—D. DAVIDS, MANAGER, 35 GARDEN ST., NEW ROCHELLE, N. Y.

## Direct Advertising

The force of **Direct Advertising** cannot be questioned. As competition multiplies, as business opportunities increase, as new elements enter and divide the general advertising field, the importance of **Direct Advertising** becomes almost vital to business.

To reach your market individually, to command the personal attention of the prospective customer, there is no other force so absolutely certain as the force of **Direct Advertising**.

Your announcement, if placed in the advertising columns of the **WESTERN HOME MONTHLY** will be carried each month into

**OVER 20,000 WESTERN HOMES**

Averaging four readers to a home, your advertisement will reach over 80,000 readers each issue. Do you want to get acquainted with those buyers?