



BABY SUCH.

### Infantile Diarrhoea

33, Trafalgar Road, S.E.

SIRS.—I thought you would like to know of the splendid results after using Virol. My baby was suffering from DIARRHOEA badly, and I was advised to leave off milk for a time and give him *Virol and water only*. This I did for over a week; the diarrhoea and sickness stopped, and I was able to gradually add the milk until he was back on normal feeding. I continued the use of Virol with his milk for about 2 months. He was 8 weeks old when I started with Virol, he is now 10 months, and as you see by his photo he is the picture of health.

I remain, yours truly,  
HELENA SUCH.

Virol increases the power of resistance to the germs of disease and replaces wasted tissue, it is therefore a valuable food in Measles, Whooping-cough, Infantile Diarrhoea, Influenza, etc.

# VIROL

Sole Importers: BOYRIL, Ltd.,  
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The Original and Only Genuine



Beware of Imitations Sold on the Merits of

Minard's Liniment

When writing advertisers, please mention The Western Home Monthly

## The Western Home Monthly

Published Monthly  
By the Home Publishing Co., Ltd., Winnipeg, Can. No. 7

The Subscription Price of The Western Home Monthly is \$1.00 a year, or three years for \$2.00, to any address in Canada or British Isles. The subscription to foreign countries is \$1.50 a year, and within the city of Winnipeg limits and in the United States \$1.25 a year. Remittances of small sums may be made with safety in ordinary letters. Sums of one dollar or more would be well to send by registered letter or Money Order. Postage Stamps will be received the same as cash for the fractional parts of a dollar, and in any amount when it is impossible for patrons to procure bills. Change of Address.—Subscribers wishing their address changed must state their former as well as new address. All communications relative to change of address must be received by us not later than the 20th of the preceding month. When You Renew be sure to sign your name exactly the same as it appears on the label of your paper. If this is not done it leads to confusion. If you have recently changed your address, and the paper has been forwarded to you, be sure to let us know the address on your label.

### A Chat With Our Readers

#### THE VALUE OF ADVERTISING.

SIXTY years ago the ladies could go shopping for dry goods and buy silk that would make you green with envy, linens that were linens, and broadcloths that beggar description. But what their favorite store did not have they usually got along without.

Times have changed, and so have merchandise and business methods. One of the influences that has helped to bring about so much of a change, that has helped to multiply opportunities and increased the size of our pennies, is advertising.

Every merchant, every manufacturer, knows that advertising materially reduces selling costs by increasing the demand for, and the distribution of the products of hundreds of thousands of factories. Indeed many of the things we count today as necessities or simple luxuries could not be made and sold at their reasonable prices except as advertising has created a broad market for them, making millions of sales at little prices and little profits.

And so you owe very much to advertising. You owe much to the people of yesterday, who have read and been influenced by past advertising, and so have made possible the economies and varieties, and wide distribution of merchandise that you enjoy.

You owe present advertising a thorough reading. A greater familiarity with advertising, with advertisers, and advertised merchandise makes continually for the increasing size of your pennies.

National advertisers use The Western Home Monthly and accordingly, you may do your shopping more expeditiously and more judiciously by first consulting the columns of this magazine.

#### MORE KIND WORDS.

Ottawa, Ont., June 7, 1919

Dear Sir,—Your magazine has a splendid tone, and I am sure must be a valuable paper in the west. I like your articles and fiction. We need much inspiration of that sort just now, and there is so much of the periodicals can do in educating the public along those lines of thought.

Wishing you every success, I am, yours very truly, Miss M. L.

Saskatoon, June 14, 1919

Editor, W. H. M., Winnipeg, Man.

Dear Editor,—My set of dishes has arrived safely and they are simply splendid and the admiration of everybody in our home. It only took me half an hour to get the three brand new subscribers that you asked for. I saw one of them to-day and she is as pleased with the "Monthly" as I am with my dainty set of dishes.

With good wishes, yours truly, Mrs. L. Mc.G.

Clanwilliam, Man., June 14, 1919.

As my subscription to your valuable paper has expired, and I have been taking it for six or seven years, I feel that I cannot do without it. I am enclosing \$2.00

D. A. McL.

Cut Knife, Sask., June 17th, 1919

I am delighted with your magazine and the reason why I did not remit sooner was on account of the strike.

M. S. S.

We believe that our magazine stands at the top as a magazine for the home, with its valuable and interesting departments, the high quality of its fiction, surpassing both as to quality and numbers.

You cannot afford to lose the magazine's earnest, helpful, inspiring influence. You have come to depend upon it. Its articles are like chapters in the lives of real friends. Its departments have saved you money, given you food for thought, made the daily task lighter and more cheery. Its short stories have made you interested, and set you thinking along right lines.

For your convenience we append a subscription blank in case your subscription has expired. Please note that we have not yet advanced our rates—many other publications have. Our rates are still \$1.00 a year, or \$2.00 for three years.

THE WESTERN HOME MONTHLY, Winnipeg

Gentlemen,—Please find enclosed \$..... for..... years subscription to THE WESTERN HOME MONTHLY, to be sent to

Name.....

Street.....

Post Office..... Province.....



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and more than one-half of Baker's Chocolate



is a pure, nutritious, and easily digested fat.

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Established 1780  
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