

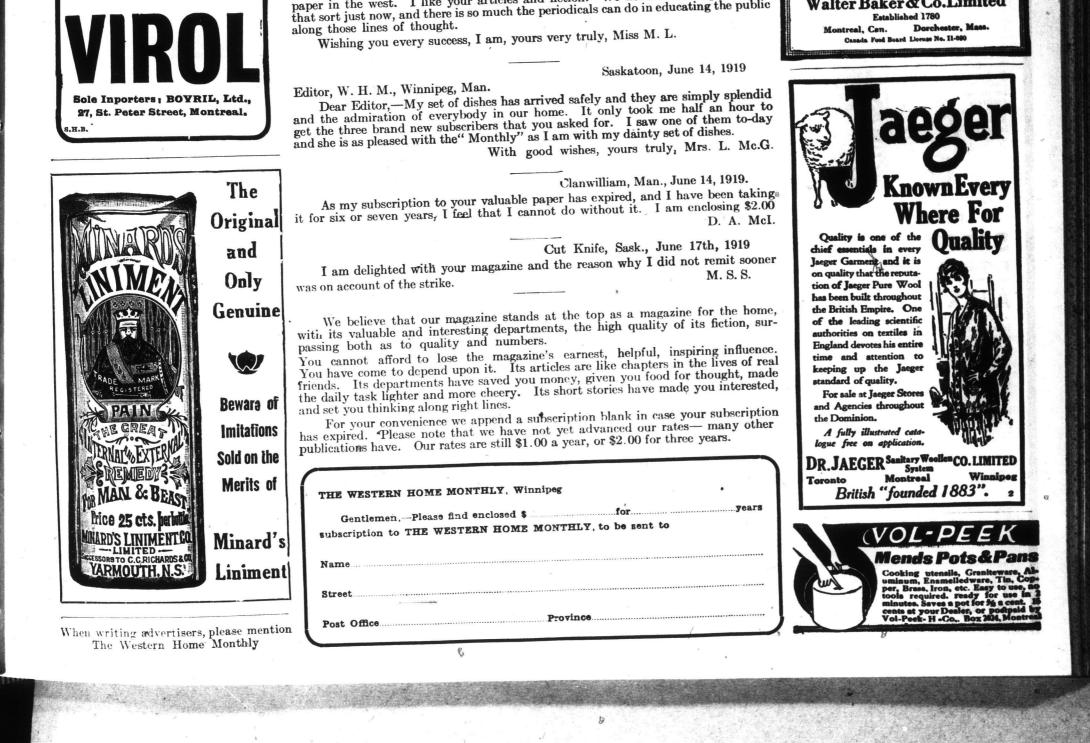
BABY SUCH.

Infantile Diarrhœa

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 DIARRHEA 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 diarrhœa 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, In-fantile Diarrhœa, Influenza, etc.



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THE WESTERN HOME MONTHLY

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A Chat With Our Readers

THE VALUE OF ADVERTISING.

IXTY 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 D 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 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 the periodicals can do in educating the public



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particularly valuable at the present time as they are the only popular beverages containing fat; more than onequarter of

> **BAKER'S COCOA** and more than one-half of

Baker's

Chocolate is a pure, nutritious, and easily digested

fat. Registered Delicious and Wholesome Walter Baker & Co.Limited

