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The Western Home Monthly

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A Chat with Our Readers

The Western Home Monthly is an opportunity. It creates mental, moral and physical vitality in the life of every reader. Vitality is "the lamp of life." There is no vitality in the world that surpasses the Canadian. A Cameron sergeant after the battle of Ypres found some German newspapers, in which the Canadian soldiers were described as the best fighters in the world—"an Indian people with the British blood in their veins who fight like lions." Our climate, our scenery, the industry necessary to harvest the food of the prairie, and to dig into the depth of mountain wealth—all contribute to the upbuilding of Canadian vitality.

The Western Home Monthly has its force of contributors in every corner of Canada to collect fresh from its sources illustrations and information concerning Canadian resources, life and industries.

It spares no expense in its ambition to bring all this wealth in article and illustration to every one of its readers; it is a monthly mine of treasure in new illustrations, educational articles, interesting stories, instructive editorials and inspired poems.

Besides all this the affairs of the world are condensed in clear, concise paragraphs—an encyclopedia of knowledge in a few pages.

The past twelve months' copies of The Western Home Monthly contain a superb collection of pictures concerning the war. Many of the pictures are sent direct to The Western Home Monthly from the places where they were taken. Every home needs this collection—its historical value cannot be duplicated. Some people dissipate their energies by filling their minds with reading that is waste material. They spend hours reading page after page in ordinary periodicals, material that The Western Home Monthly reviews in a paragraph. Every parent must guard carefully the reading matter that comes into the home. Cheap reading matter, filled with poisonous ideas finds its way into many popular periodicals. Victims of such mind disturbing trash fill every prison and cell. Somebody's boy—somebody's girl drifts into irresponsibility through books and papers carelessly allowed in the home. A matron at the city station listened to a distressed girl who told her she had lost her ticket and purse. "I'll guarantee you were reading a bit of trash at the time," exclaimed the matron.

"What were you reading?" she continued. The girl shyly handed her a magazine, filled with the "wishy washy" type of brain poison.

Allow only reading matter that inspires responsibility and capability and character in the mind of the family to come into the home—otherwise mental dissipation and perverted ambitions will wreck the character of that home. The reading matter of Germany incited this war. The man with the pen molded German military meanness. This war will always be connected with the teachings of Treitschke and other German men of the pen. The cry of "Deutschland uber alles" dates from the time that Treitschke began to write on German ideals.

The Western Home Monthly contributors are men and women whose pens are guided by honest patriotism. Their aim is to make The Western Home Monthly an opportunity to raise the whole family to efficiency. This is just the reason why every Canadian family needs our magazine. It fills a need, and this pronounces its success. Scores of letters to us testify of its value in home building.

Are you discouraged? You will find in The Western Home Monthly a mental and physical tonic.

Are you tired? Read our invigorating articles. Are you sad? Look through our pages for the sayings and incidents from funny people.

Are you isolated? Read what The World is saying. Would you like to feel the sympathy of another woman's company and advice? Read The Woman's Quiet Hour and The Young Woman and her Problem, both pages conducted by well-known Lady Journalists, who add to their splendid talents a warm sympathy and a strong human touch.

Would you like to ask someone's opinion concerning the most important affairs of the day? Read The Philosopher.

Perhaps the boys and girls are lonely for company. Read our pages for the Young People.

Would you like a few home helps? Read Woman and the Home and Household Suggestions.

Do you like becoming dresses? Read our Fashion Page. Young man—young woman—are you hungering for an education? Read The Western Home Monthly from cover to cover.

Are you a young man, middle-aged or older? Would you like to learn of men—would you enjoy hearing a man's talk to men—one who has spent years in the study of biography, and whose eloquence always attracts crowded houses? Read The Young Man and His Problem.

Do you want to economize in buying anything and everything for the home and farm? Read our advertisements. We solicit only those firms that will give the best value to our readers.

Would you like to correspond with clever and interesting young folks? Read our Correspondence Pages.

We study sincerely that which will interest and help The Western Home. This is why you need us every month, and we trust you will do your part to help introduce into every household The Western Home Monthly.

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