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

BAKER'S COCOA



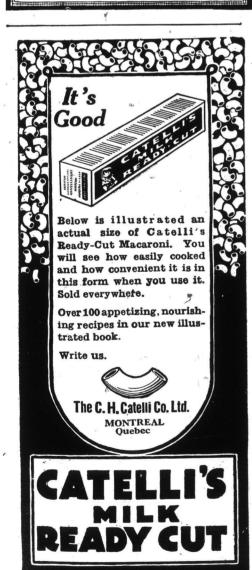
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and more than one-half of Baker's

Chocolate is, a pure, nutritious, and easily digested

Delicion and Wholesome Walter Baker & Co. Limited

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The Western Home Monthly

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A Chat With Our Readers

Home is the greatest institution on Earth. There neve: was a great nation that was not a nation of good homes. People yet talk of the home life of the Scottish people and of the stately homes of old England, and it is no empty lament which mourns the passing away of the old fireside with its joys and its fellowships. The first duty of Canadians is to restore the home to its honored place among the institutions of the land. Owing to the rush of business and encroachments of the newer civilizative parental influence has declined and filial piety has lessened. This is the beginning of a decline in national power and national integrity.

In the good home every member has a duty to perform and each must be true to all and all to each. The father must know how to provide the necessaries of life, and the mother must be able to keep a good house and make it cheerful and pleasant for herself and her children. The children, too, must have some part to perform and they must do it gladly and with

good will. To do their work efficiently all require instruction, also, it is necessary that there be such equipment as makes it possible for life to move along smoothly and happily.

There is no equipment that is better to begin with than The Western Home Monthly, because it has a message for all, and also a message for each. The fathers read with pleasure the articles on farming, the wise words of the Philosopher, and benefit by the expressions on the editorial page. The mothers have two or three sections to themselves. The young men and young women have columns devoted to their special problems, that are perhaps the most inspiring and helpful published anywhere on the continent. The boys and girls have a page, and the little children are not neglected.

Is there any home in your neighborhood where there is need for a message of gladness every month? Is there any home in which the father is too penurious? or the mother too fretful? or the children dis-Or is everybody unhappy and disobedient? contented because there is nothing to read for profit or amusement? If there is anything like this you know what to do. Will you do it?

You don't get an opportunity every day to do something for others and for yourself at the same time.

Have you ever wondered why young people want to leave the farm home? Do you realize that The Western Home Monthly is the best investment you can possibly make if you want your children to stay with you after they reach adolescence? What is true of your family is true of your neighbor's, so you have a patriotic duty to perform. Keep all the young people happy in their homes. Then there will be no rush to the cities and no murmurings of discontent.



For Tender Skin

At bedtime, if the skin feels raw or tender from exposure to wind and sun, rub in a bit of

Camphor Ice

It takes out the smart —gives instant soothing relief.

This preparation not only carries the camphor into the breaks and crevices of the skin where irritation lies, but itself softens and improves the skin texture. There's nothing like it for rough, cracked or chapped skin.

Sold in sanitary tubes and boxes by druggists every-Send for booklet where. containing valuable advice.

OTHER "VASELINE" HOME REMEDIES

- "Vaseline" Carbolated, first aid to wounds and infections.
- "Vaseline" Borated, for nasal catarrh.
- "Vaseline" Mentholated, for headache.

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Cards showing portrait of deceased. Particularly suitable for soldiers who have fallen in the great war. Our cards are of highest quality. Their cost is reasonable. We would be pleased to furnish particulars on

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