

# Have You Seen SANITAS

Reproduction of a Sanitas design

Before you select a wall covering—for any room see

## SANITAS

Sanitas exactly reproduces the finishes, designs and effects of the finest wall papers and fabrics, but in a far more serviceable material of moderate cost.

Sanitas is fade-proof, stain-proof, dust- and dirt-proof, never cracks, never tears, is instantly cleaned with a damp cloth.

All the handsomest glazed tile effects are also made in Sanitas, for bathrooms, kitchens and pantries.

Sanitas is sold by all reliable dry goods and wall paper jobbers in Canada.

Write us your needs fully, and we will send you samples and sketches and tell you how to be quickly, satisfactorily supplied.

STANDARD OIL CLOTH CO.  
320 Broadway, New York City

Stamped on  USE MERITAS -- the guaranteed table oil cloth. For the name of any dealer not handling Meritas we will send you 1/2 dozen handsome Every Yard Meritas dollies.

# SANITAS

THE WASHABLE WALL COVERING

Simply say H.P. to your grocer—he will hand you a bottle of the most appetising sauce in the world.

But be sure you DO say H.P., because you want

# H.P. SAUCE

## THE WESTERN HOME MONTHLY

Vol. XIV.

Published Monthly

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By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

THE SUBSCRIPTION PRICE of The Western Home Monthly is \$1 a year or three years for \$2 to any address in Canada, or British Isles. The subscription price 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 it would be well to send by registered letter or Money Order.

POSTAGE STAMPS will be received the same as cash or the fractional parts of a dollar, and in any amount when it is impossible for patrons to procure bills. We prefer those of the one-cent or two-cent denomination.

WE ALWAYS STOP THE PAPER at the expiration of the time paid for unless a renewal of subscription is received. Those whose subscriptions have expired must not expect to continue to receive the paper unless they send the money to pay for it another year.

CHANGE OF ADDRESS.—Subscribers wishing their addresses 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

It almost seems unnecessary to talk to our good friends, our readers, about The Western Home Monthly, and yet we believe it is worth while speaking and writing about. In this opinion we venture to think that we are shared by at least 40,000 readers who readily spend their good money in order that not a single copy of the magazine should fail to reach them during the twelve months. Few, if any of them, would be happy without it, and with the passing years their interest and regard have wonderfully increased, so that now great numbers consider it their duty to bring its merits under the notice of their friends. While people complain that at present the West is undergoing a period of stringency, nothing of that nature is noticeable in our subscription department. Our mail bag is bigger than ever and cheerfully optimistic. Old and new subscribers are remitting daily from farm, ranch, village, town and city all throughout the West, and sometimes from very remote corners of it. For instance, one subscriber wrote us today, sending us not only his own yearly subscription, but that of five others. He is in the remarkable position of living two hundred miles from a railroad. In his isolation he finds The Western Home Monthly a cheerful and never-failing friend, and while comrades are few time does not hang wearily. Letters appreciative of the progress of the publication reach us by every mail, and we feel that the appearance and character of this very issue is the highest evidence yet shown of what we are accomplishing in presenting a healthy Canadian magazine that is of interest to man, woman and child. Our increasing circulation is naturally most gratifying and encouraging to us, for circulation is the life and pulse of every periodical; it is the fundamental without which no great structure can be erected. The Western Home Monthly was founded fifteen years ago, when the territory extending from the Great Lakes to the Pacific Coast was sparsely settled in comparison with today. It quickly made its way, found a place in the affections of the people and in every way kept pace with the influx of population. It has grown in strength, favor, and influence.

In some districts it is rare to find a home that does not receive the magazine. For instance, in one Alberta city we find that no fewer than three hundred subscribers are paid up to the end of the year 1916, while it is a regular thing to have thousands of our readers pay two years in advance. We are very grateful to our subscribers of former days who have so generously contributed time and thought to the welfare of the magazine. We are proud of their friendship, proud of the standing we have won among the many publications that are published in the West, and we hope to continue to keep The Western Home Monthly at such a high standard as will always merit their regard and confidence.

Summer is a very busy season for most of our readers, but even while in the midst of work preparatory to the harvest, many opportunities are afforded our friends of saying a good word for The Western Home Monthly. Some of your neighbors may be recent arrivals in the "Great West" and they would appreciate your courtesy in drawing their attention to a magazine which they could really enjoy reading. We obtain

the greater part of our circulation through the recommendation of our readers, and this is why we emphasize the importance of any little thoughtfulness which you may care to exercise on our behalf. This idea of getting subscribers for us is by no means a one-sided proposition. Every new subscriber means a step to the advancement of the magazine, and those of our readers who have been on our mailing list for any length of time will readily concede that we are constantly adding new features and making The Western Home Monthly more and more attractive. When you come to Winnipeg for the Fair don't forget to look us up and renew your subscription. The majority of our readers renew promptly, and it might be remarked that a renewal is the surest sign to the publisher that the periodical is appreciated. The address tag on the cover always shows to what date your subscription is paid, so that, as a matter of fact, it is quite unnecessary for us to write and tell you when to renew. By taking an active interest in your subscription and promptly renewing when the time comes, you save us a great deal of trouble and, in addition, insure for yourself uninterrupted receipt of the magazine. Some of our readers who on failing to renew, have been cut off our list, and have expressed surprise at our high-handed attitude. A magazine, however, should be paid for the same as anything else, and while some publishers are philanthropic enough to take long chances in this respect, we cannot, and only guarantee continuous receipt of The Western Home Monthly to those whose subscriptions are paid in advance.

Billimun, Sask., May 24, 1913.

Dear Sir:—The April issue of your magazine found its way through the mail to my shack and, being pleased with it, I unearthed a dollar which you will find enclosed as a first subscription. While smoking after dinner one day I took up the copy I received to find what it contained, and it was the middle of the afternoon before I remembered to go out plowing again, so I'm not sure if its a good magazine for a bachelor to take.

A. McGladdery.

North Lancaster, Ont.

Dear Sir:

I have just received the last issue of your valuable Western Home Monthly and, on looking at the wrapper, I found out that my subscription runs out next month. I have taken it for a year and a half now, and I would like to thank you for the pleasure it has given me during that time. I like reading it very much during the long winter months. I think I will come to a close by sending you a dollar for the book for another year.

Nellie A. Morrison.

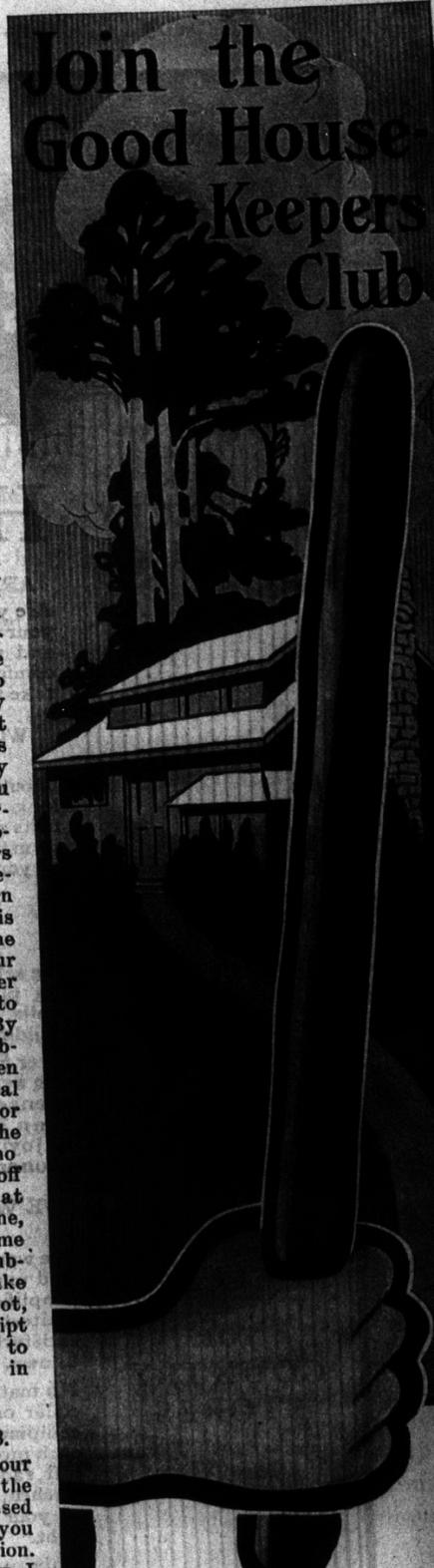
Ogema, Sask.

Dear Sir:

I have much pleasure in enclosing herewith order for \$2.00, being renewal of subscription. My wife certainly could not do without The Western Home Monthly, and I consider it the best-best (if I may use a dual adjective) journal in Canada. Wishing you a gigantic circulation for 1913 and thanking you for regular delivery of papers, I hope to remain always a subscriber.

Yours truly,

John McLeod.



For perfect cleaning in all parts of the house this "club" is famous. Where there is cleaning to do, Old Dutch Cleanser does it easily, thoroughly, quickly—does it with real economy and satisfaction; without hard rubbing or scrubbing.

Many uses and Full Directions on Large Sifter Can—10c.

