

A Most Important Message

Here is the strangest situation that has ever presented itself.

To-day, when every home in Canada is suffering from the burden of war prices, the only places you can turn for relief are to the manufacturers of Advertised Products of Standard Brands. And practically the only stores you can go to are the stores that have pledged their integrity to you through the same process of Advertising.

Just Think!

Not a single Advertised Product on the market to-day has raised its price. Nearly every unadvertised product on the market to-day has raised its price.

It would be fair to assume that the man who has established a name and created a demand would take the greatest price advantage of them now. And here you find the opposite to be true. For the man who has pledged fair dealing with you is dealing fair. While the man who made no pledges has raised his prices to the last notch that the public will stand and is acting like a Wallingford in a country town.

Everywhere you turn you find manufacturers and merchants who are living by the creed that even a Good Advertised Name is More to be Desired than Riches.

We do not mean that prices of advertised goods will not go up. We do not mean that prices in advertised stores will not be raised. But we do mean that when they do go up it will be be-

THE DAY

(Henry Chappell, London Express.)

You boasted the Day, and you toasted the Day,
And now the Day has come.
Blasphemer, braggart and coward all,
Little you reck of the numbing ball,
The blasting shell, or the "white arm's" fall,
As they speed poor humans home.

You spied for the Day, you lied for the Day,
And woke the Day's red spleen.
Monster, who asked God's aid Divine,
Then strewed His seas with the ghastly mine;
Not all the waters of the Rhine
Can wash thy foul hands clean.

You have dreamed for the Day, you schemed for the Day;
Watch how the Day will go,
Slayer of age and youth and prime
(Defenceless slain for never a crime)
Thou art steeped in blood as a hog in slime,
False friend and cowardly foe.

You have sown for the Day, you have grown for the Day;
Yours is the harvest red
Can you hear the groans and the awful cries?
Can you see the heap of slain that lies,
And sightless turned to the flame-split skies
The glassy eyes of the dead?

You have wronged for the Day, you have longed for the Day
That lit the awful flame,
'Tis nothing to you that hill and plain
Yield sheaves of dead men amid the grain;
That widows mourn for their loved ones slain,
And mothers curse thy name.

But after the Day there's a price to pay
For the sleepers under the sod,
And He you have mocked for many a day—
Listen, and hear what He has to say:
"Vengeance is mine, I will repay."
What can you say to God?

Wherever you are getting a Raw product, you are getting a Raw deal. Wherever you are getting an Advertised product you are getting a Square deal.

Take any illustration you may choose. The price of raw beans has gone up. The price of advertised beans is the same. Take any breakfast food. The price of raw flour has gone up. The price of prepared cereal foods has remained the same. Take shoes. The price of advertised shoes is the same. The price of unadvertised brands have gone up. Take any product you can think of—food, clothing, home furnishings—utilities, large and small—and you will find this true.

Take your stores. In almost every case you don't dare to go into an Unadvertised store to-day. In almost every case the store That Has Been Advertised is keeping faith with you.

We have never before been so proud of our profession. Advertising has been given the Acid Test.

cause they have been Forced up by the prices of raw materials from the other end. We do mean that still, to-day, almost without exception, the prices of Advertised Goods and the prices in Advertised Stores have remained the same, and will continue to remain the same as long as their present stocks hold out.

From this day on, the people of Canada should remember this fact. You should never forget how you are being held up to-day by nameless thieves hiding behind nameless products. And, beginning to-day, you should look only for Advertised Products for the rest of your lives. You should look for them in your newspapers and demand them of your dealers. For these are the only products whose prices are the same. And, lastly, you should deal only with Advertised Stores. For these are practically the only stores that are giving you, in these perilous times, what every Canadian loves and honors most—A Square Deal.

WE may not make customers of all our friends, but we do make friends of all our customers. No matter where you live, our prompt mail order service is at your command.

We publish and mail FREE each month *The Musical Monthly*. Send your name and address for this month's issue.

A few of our Leading Lines: Pianos and Organs, all of the very best makes, and our prices are the lowest in Canada; Accordeons; Auto-harps; Celestaphones; Banjos; Guitars; Harmonicas; Mandolins; Band Instruments; Bugles; Cellos; Violins; Edison Phonographs and Records; Sheet Music. Get our prices—we pay the freight.



The Assiniboia Music Store

8 Main Street

Moose Jaw, Sask.



Mason & Risch Pianos

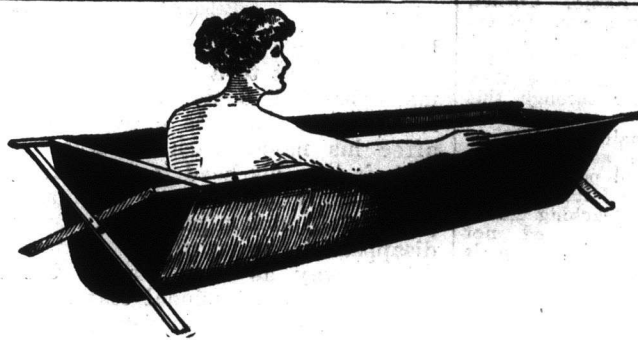
"FROM FACTORY TO HOME"

17 WESTERN BRANCH STORES

The Mason & Risch Piano is a Standard instrument, and it sells at a standard price. To reach a LOWER price, we would have to sacrifice the quality of its completeness. It would then be cheaper AT FIRST, but much more expensive IN THE END. This is our thorough conviction, and it explains why in Mason & Risch pianos Standard of Quality is rigidly maintained, why Mason & Risch Pianos embody every point known to man about piano-perfection in the true sense of the word.

Write for Booklet TO-DAY!

MASON & RISCH LIMITED
WINNIPEG



I Offer You
A
Partnership

in a splendid paying
business that will net
you
Sixty Dollars a Week

No experience required. The

Robinson Bath Tub

has solved the bathing problem. No plumbing, no water-works required. A full length bath in every room, that folds in a small roll, handy as an umbrella. A positive boon to city and country dwellers alike.

Now, I want you to go into partnership with me, but you don't invest any capital. I have vacancies in many splendid counties for live, honest, energetic representatives.

Will you handle your county for me?

I give you credit—back you up—help you with live, ginger sales talks.

Badly wanted—Eagerly bought.

Quick sales—large profits. Here are three examples of what you can easily earn.

Douglas, Manitoba, got 16 orders in 2 days. Myers, Wis., \$250 profit first month.

McCutcheon, Sask., says can sell 15 in less than 3 days.

You can do as well. The work is fascinating. Easy, pleasant and permanent. Send no money, but write to-day for details. Hustle a post card for free tub offer.

C. A. RUKAMP, General Manager.

The Robinson Cabinet
Mfg. Co., Ltd.

215 Sandwich St., Walkerville, Ont.

Ask your neighbor to take The Western Home Monthly. Special Rates in combination with other papers.