

# 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.

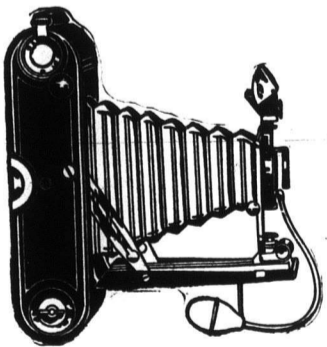
STANDARD OIL CLOTH CO.  
320 Broadway, New York City



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 doilies.

# SANITAS

THE WASHABLE WALL COVERING



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Our catalogue explains in detail. It's free at your dealers or by mail.

CANADIAN KODAK CO., Limited  
TORONTO

## THE WESTERN HOME MONTHLY

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THE SUBSCRIPTION PRICE of the Western Home Monthly is \$1 per annum 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 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.

The Western Home Monthly Library Lamp has proved to be even more popular with our readers than we had anticipated. When about two months ago, we saw one of these lamps for the first time, we instantly realized that it was admirably adapted to the needs of our subscribers, and we felt sure that this beautiful premium would be very promptly appreciated. Orders are pouring in for it from all parts of the country, and in every instance we are able to ship a lamp with fittings, adaptable for any kind of illumination. For the most part subscribers in the cities have asked for electric lamps, those in small country towns for oil lamps, while certain districts—such as Medicine Hat—have desired gas. It is indeed no wonder that this lamp is in such great demand when one considers its beauty and utility combined with the remarkably easy terms under which it may be obtained. Owing to pressure on our advertising columns, we are not able to devote very much space to this premium and consequently will give a description of it here.

The lamp is of solid brass, in brush finish. Each lamp is equipped with standard fixtures. Fitted either for gas, oil or electricity. Height of lamp is 21 inches.

The shade is 16 inches square, fitted with beautiful amber and gold cathedral glass, and is so constructed that the glass may be removed in case of breakage, thus removing the necessity of sending it to the factory to be repaired. The shade is also so constructed that a fringe can be adjusted and used by any housewife. This shade is manufactured without the use of solder or rivets, entirely doing away with the danger of solder melting from the heat of the lamp and the crude and unsightly appearance of rivets.

The base is seven inches square, built of solid brass, with an inclined slope.

The pedestal is 12 inches high by 1 inch square, crowned by a cap of 2 inches square, upon which the lighting fixture is screwed.

The brackets, four in number, are packed detached from the lamp. The method of attaching them is so simple that it would be impossible to adjust them incorrectly. No screws or rivets are necessary to put them in their place.

The lamp is given absolutely free to anyone sending us seven subscriptions at \$1.00 each. These subscriptions need not necessarily be new ones, and renewals will be counted. We feel sure that practically every subscriber on our mailing list is within easy reach of seven neighbors, and it would surely require very little persuasion to induce seven of your friends to pay a dollar each for a year's subscription to a popular publication like the Western Home Monthly. If, however, for some reason or other you are unable to go out and get subscriptions, you may obtain the lamp by remitting us five dollars in payment of your own subscription. The manufacturers of this lamp assure us that its ordinary retail value is \$15.00, and a large number of the people who saw this lamp in Winnipeg state that this is not an exaggerated value. As a matter of fact, we very much doubt whether it is possible for a person to purchase anywhere in Canada a library lamp for \$5.00, and some of the most exclusive homes in Winnipeg now boast a Western Home Monthly lamp.

We extend a cordial invitation to our readers to call in and see us next time they are in Winnipeg and judge the truth of our remarks. We must, however, remind our readers that our supply of these lamps is limited, and after the original number has been distributed it will not be possible to duplicate them at the price. Better send us a post card

right away and ask us to reserve you one, then forward the subscriptions at your convenience.

Although at the time we write these lines the weather is fine and warm and in every way typical of a Manitoba autumn, we are busily engaged getting matter into shape for our Christmas number. We think that our 1912 Xmas number will be a pleasant surprise to all Western Home Monthly readers, even though by this time they are accustomed to expect from the Western Home Monthly more than from any other publication.

Men prominent in public life both at home and in the Old Country will contribute articles and send Christmas messages to the Western Home Monthly readers. Stories, selected from the works of popular writers, will be a feature, while there will be articles showing how people in other lands celebrate the day of pleasant memories and happy associations. The contributors will include distinguished authors, statesmen, and leaders in several professions.

Our regular departments will assume a seasonable garb and be of the usual high standard of excellence, while Christmas poetry and attractive pictures will be interspersed throughout the pages of what will be far and away the most interesting issue that has ever been run off our presses.

Giving Christmas presents is a pleasure we all indulge in. Picking them out sometimes amounts almost to a hardship. How often have you balked at the smallness of the amount you are able to spend on a certain gift and wondered if the gift would not seem too picayunish; wondered if the friend or relative who received it would have Christmas charity enough to look beyond the amount expended and realize the loving thought that accompanied it. There are not so many things, when you come to think of it, that you can buy for a grown-up for \$1.00 that seem absolutely worth while. Of course the stores are full of beautiful things, but so many of them are of such ephemeral nature. They are nice for trimming, pretty to hang on a Christmas tree, but after Christmas is over, where do they go?

Probably all the people of the West puzzle over this problem every year, each in his own way, and come no nearer a solution than before. Each year there is a multitude of pleasant friends who you don't feel that you can overlook, and the list seems to grow rather than contract. And yet, each year there is the pocket-book, as narrow and unexpansive as it was the year before. Sometimes it seems to shut up even tighter.

What's the answer? Send a year's subscription to the Western Home Monthly to your friend that you don't want to forget. \$1.00 will do it. Think of the pleasure that will come from it all through the year. How often do you get sincerely thanked for the average Christmas present six months after it has been given? It has been our personal experience to have a friend turn up months after the magazine was sent up and thank us warmly for the pleasure given by a certain feature in the last number. The Western Home Monthly is the kind of a Christmas present that stays right through the year, and the last copy may be a better present than the first. It gives a pleasure out of all proportion to the price, it shows a loving thoughtfulness and it never looks niggardly.

The time to send us your friend's subscription is right now, just when you read this, so that the December number with all its treasures will reach your friend in good time.

## Just WHY



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Enamelware, Agateware, Graniteware, Aluminum-ware, Tinware, etc

Because it quickly and easily removes all discolorations, corrosion and grease without scratching or injuring the surface. Soap cleaning leaves a sticky film that catches more dirt.

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