



The Dish That Cheers

Bran food, since it came to be advised, has brought a wealth of cheer. Eyes are brighter, faces pinker, spirits higher than before. For bran is Nature's cleanser.

But do you get enough? Do you like bran as you get it? If not, try Pettijohn's. This is soft wheat made into luscious flakes, hiding 25% of bran.

This morning dainty makes bran welcome. It invites the bran habit. Every doctor knows this.

Pettijohn's

Rolled Wheat With the Bran

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THE QUAKER OATS COMPANY
East of Manitoba, Peterborough,
Ont.; west of Ontario, Saskatoon,
Sask.



The Original and Only Genuine

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THE DAINTY MINT-COVERED CANDY-COATED CHEWING GUM

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J. H. M. CARSON

Manufacturer of

Artificial Limbs and Orthopedic Apparatus

The Western Home Monthly

Vol. XVI.

Published Monthly By the Home Publishing Co., Ltd., Winnipeg, Canada.

No. 8.

The Subscription Price of The Western Home Monthly is \$1.00 a year or three years for \$2.00 to any address in Canada, or British Isles. The subscription 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 for the fractional parts of a dollar, and in any amount when it is impossible for patrons to procure bills.

Change of Address.—Subscribers wishing their address 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

Just as soon as each issue of The Western Home Monthly reaches the homes of its readers, we commence to receive assurances that the magazine is the best loved of all the publications that circulate throughout the West. This is naturally very pleasing to us and necessitates from us the best effort of which we are capable towards the production of a high class family magazine. Some point out to us that the publication is not so perfect in some respects as it should be and we admit that it is not all that we hope to make it. Yet we do claim for it that it has a strong individuality; that it is not merely one of the many monthlies, but a publication unlike any other. Its aim is to deal fully and authoritatively with all matters that are likely to interest the homes of the Western Provinces. It maintains a uniformly high quality in its literary contents, while its illustrations are universally conceded to be very superior. Particularly has this been the case since the commencement of the European War. No money or effort has been spared to keep our readers in touch through the finest and most up-to-date illustrations, with the great struggle through which Canada, the Empire and all British possessions are passing to-day. While War pictures were in the majority, there has been no lack of views portraying the wonderful and beautiful spots of Western Canada.

But a healthy magazine must keep on growing both in circulation and in quality and for our circulation we are largely dependent on the good word and kind recommendation of our readers. Once again we make bold to ask every reader who finds pleasure and profit in the columns of this magazine to recommend it to his or her friends. This is the kind of circulation that endures and the only kind that is worth while. We can assure you that everything possible will be done to better and strengthen the magazine in all its departments. At present we are making a great effort to introduce it to those not already acquainted with it, and with that end in view are making an offer in the way of introduction from now until the end of the year to new subscribers, of 25 cents. This, of course, is only available to those who are not and were not at any time subscribers. It is too much to expect every one of our readers to bring this offer to the notice of a non-subscriber. We believe, however, that we can rely on the majority to do this service for us. Any one who believes that the influence of this publication is for good will find pleasure in doing anything that will extend its sphere and influence.

The fact that The Western Home Monthly is regarded by many of its subscribers in the same way as they do a close friend is the highest possible tribute that can be paid it. One subscriber says that it multiplies his joys and divides his sorrows. In every issue he finds articles, poems and paragraphs that make the world more rosy.

This month a "Nation's Need" is dealt with editorially on the third page. Our readers, we think will agree that it strikes the right note if this great land of ours is to measure up to its responsibilities and opportunities. The Philosopher has also much wisdom on his page, while the page "What the World is Saying," brings the best thought of the day in condensed space before the reader. "The Young Man and His Problem," has the usual prominence and we have ample evidence that this page has not only proved interesting to many young men, but has also been their guide and helper in facing life's problems. Many articles will be found dealing with the great achievements of our own land, while beauty spots of the West are bountifully illustrated and well described. Bonnycastle Dale, who has kept our readers in touch with the wonders and majesty of our seas, lakes, mountains and fisheries, with his facile pen and camera, is again in his happiest mood among fishes, whales, rocks and wrecks. The many departments for women, such as "The Woman's Quiet Hour," "The Young Woman and Her Problem," and the numerous home departments will be found intensely interesting and helpful.

Our readers express their appreciation of the practical articles on the care of children. The West is peopled by families of young children because the country naturally appeals to men and women who are anxious to locate where their children will have growing advantages; therefore the welfare of the children of the West is an important feature of our magazine; we realize that in the boys and girls is the potential power of Canada's future.

Dear Sir:—The June 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 working again, so I'm not sure if it's a good magazine for a bachelor to take. A. McGladdery, Billimum, Sask.

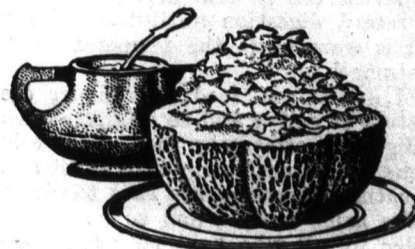
Enclosed herewith is a subscription (\$1.00) to be sent for one year to a friend in Glenearn, Ireland. This makes eighth subscription from me.

It may interest you to know that my attention was first directed to your magazine when at home in Ireland nearly three years ago, and since I came here I have been a regular reader. My friends at home in the Old Country enjoy reading it immensely, and it seems to me that no one who has read it for any time could ever be happy without it. 654 Langside Street, Winnipeg.

Dear Sir:—It gives me great pleasure to congratulate you on your magnificent magazine. I cannot say that I have ever before taken to a paper as I have to The Western Home Monthly.

Wishing it a continued success and good luck to the Editor, I will close my short letter. Arthur Abbiss, Wawanesa, Man.

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Kellogg's

TOASTED

Corn Flakes

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