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Every day, in washing you rub off dead skin.

As this old skin dies, new forms. This is your opportunity—make this new skin just what you would love to have it by using the following treatment regularly.

Wash your face with care and take plenty of time to do it. Lather freely with Woodbury's Facial Soap and rub in gently until the skin is softened and the pores open. After this, rinse in warm, then in very cold water. Whenever possible, rub your skin for a few minutes with a lump of ice.

This treatment with Woodbury's cleanses the pores, then closes them and brings the blood to the surface. You feel the difference the first time you use it—a promise of that lovelier complexion which the steady use of Woodbury's always brings.

Woodbury's Facial Soap costs 25c a cake. No one hesitates at the price after their first cake. Tear out the illustration of the cake below and put it in your purse as a reminder to get Woodbury's and start this treatment tonight.

Woodbury's Facial Soap

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For 4c we will send a sample cake. For 10c, samples of Woodbury's Facial Soap, Facial Cream and Powder. Address The Andrew Jergens Co., Ltd., Dept. 1011 Perth, Ontario



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Made only at Hull, Canada, by The E. B. EDDY COMPANY LIMITED

When writing advertisers please mention The Western Home Monthly.

The Western Home Monthly

Vol. XV.

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

No. 9.

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.

We Always Stop the Paper at the expiration of the time paid for unless a renewal of subscription is received.

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

The loyalty of our readers is a most convincing proof that The Western Home Monthly carries into the homes of its subscribers a personality that is not usually found in magazines. Every mail brings us letters of appreciation from readers in all walks of life. Our contributors receive messages of encouragement, appeals for personal advice, heart confessions and inquiries concerning advertisements—all written in such real sincerity that we marvel at the confidence our magazine has established—and feel a deep sense of responsibility toward our readers. When one examines our pages the reason for this rare trust from our readers is easily understood. Our reading matter touches the heart of home life, because it is written by men and women who are homemakers. The honest efforts of these contributors ring with messages that must comfort and encourage every reader, since after each issue our mails are heavy with a most praiseworthy correspondence.

We believe it is our duty to put our work on a firm basis, and thus offer our readers definite practical service.

Our advertisements are solicited with one idea in mind—that they fill a need in the Western home. As The Western Home Monthly is the only complete home magazine published in Western Canada it is the only publication that carries advertisements complete in home necessities. An isolated home will be no longer isolated if The Western Home Monthly is a regular visitor. Its pages alive with world's events, reviews, practical talks and literary productions,

CONTENTS

- Editorial Comment
- Macleod—First Police Fort in Western Canada Max McD
- Another Link in the Chain J. W. A. Evans
- Dollars or Dreams A. A. Thomson
- Striking Oil Francis J. Dickie
- Miss Matty's Millenium Edith G. Bayne
- An Outrageous Will ... W. R. Gilbert
- Review of Current Events..... The Philosopher
- The Young Man and His Problem... Dr. J. L. Gordon
- The Young Woman and Her Problem Mrs. P. R. Hamilton
- Womans Quiet Hour..... Miss E. Cora Hind
- Other Regular Departments Include: Household Suggestions, The Farm, Poultry Chat, Embroidery, Sunday Reading, Patterns and Fashions, Correspondence, etc.

furnish ample material for self education. A dollar invested in a year's subscription is the best investment possible, for the returns can never be estimated in their far reaching results. If every subscriber would plan to present a year's subscription to one friend, it would be the means of providing thousands of homes with unequalled inspiration, because, judging from our letters of appreciation, The Western Home Monthly is a character-building magazine—it is a powerful factor in the development of patriotism and purity in the young people of Western Canada.

In the impressionable period of life true living and real achieving are possible only from right reading and "right reading" matter is the aim of our publication. We work along high ideals, having a direct aim, and concentrate all efforts to meet the wants of our subscribers, and the splendid support of our readers is a well-earned reward. The needs in the home, materially, physically and morally, are vital needs, and The Western Home Monthly co-operates with men and women—boys and girls—in creating ideal home atmosphere.

This kind appreciation is from a lady who occupies a foremost place among Western Canadian writers:

To the Editor of The Western Home Monthly.

Dear Sir:—You have so many letters of appreciation from readers, I feel I must add my share also, speaking chiefly as a contributor however. It is nothing new to say that your magazine is the best for the price in Canada. I subscribe to them all, and have contributed to them all. Your articles and stories are clever, snappy, clean and wholesome, and always up to date. This cannot be said of some of the stuff that appears in Eastern Canadian publications. I particularly enjoy the contributions of Mr. Dale, Mr. Batten and "Max McD." History was always my favorite subject in my school days, and "Max McD's" splendid articles about the Northwest in early days are always the first which are read in our home.

You seem to take such a real personal interest in all of your regular contributors. I assure you we appreciate it. I write for half a dozen of the American magazines, but not often do they take the trouble to slip in a kind word along with their cheque at the end of the month, as The Western Home Monthly does.

Best wishes for your continued prosperity. The Western Home Monthly is increasing tremendously in popular favor, if we are to believe what we hear of it out here on the prairies.

Melville, Sask.

E. G. B.

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