

The Advantages
of Drinking

BAKER'S COCOA

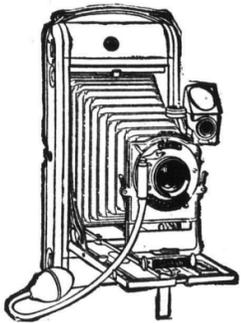
The Cocoa
of High Quality



Registered
Trade-Mark

lie in its absolute
purity and whole-
someness, its de-
licious natural
flavor, and its
perfect assimila-
tion by the diges-
tive organs.

Walter Baker & Co. Limited
Established 1780
MONTREAL, CAN. DORCHESTER, MASS.



DUFFIN & CO., LTD.

Importers and Dealers in Photo Supplies
both Professional and Amateur

472 Main St., Winnipeg.

Enclose 5c. for illustrated catalogue and prices

The Way to Buy — JEWELRY —

YOU will save money, get the
most satisfaction and have re-
liable goods if you make your
selection from one of the thousands
of catalogues we are now distributing.

Our yearly business runs into hun-
dreds of thousands of dollars, so we
are buying for much less than the
small stores—and you get the benefit,
especially in Diamonds.

Remember, if goods received are not
as desired, you return goods at our
expense and we refund your money.

A post card brings our Catalogue and
particulars about our

\$25.00 Diamond Ring

D. E. BLACK & Co., Jewelers
Calgary "The House of Quality" Alberta

When writing advertisers please men-
tion The Western Home Monthly.

THE WESTERN HOME MONTHLY

Vol. XIV. Published Monthly No. 3.

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

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.

A Chat with our Readers

MARCH usually brings a little
warmer weather and for the
first time for perhaps four or
five months you will have the opportu-
nity of calling on some of your neigh-
bors and try to get them interested in
our special club scheme. \$1 a year, is
in all conscience, a very reasonable price
for a magazine so full of "meat" as the
Western Home Monthly, but we accept
three subscriptions for \$2 while \$2.50
will suffice to carry it every month for
a year to four separate addresses. Many
of our subscribers year after year, send
us in subscriptions for their relatives or
friends in the Old Country. The sub-
scription price of the Western Home
Monthly to England is the same as it
is to Canada and so your club can in-
clude as many addresses as you like of
friends in the Motherland.

If you will turn to another page of
this issue particulars will be found of
an entirely new premium which bids to
become mighty popular among the
young folks. There are all kinds of
dolls but perhaps we may be pardoned
for thinking that our dolls are a wee
bit better than the rest. One new sub-
scription will bring you three dolls—
one whopper, 27 inches high, and two
smaller ones—and if you are yourself
past the age of dollies we venture to
say that you know of some little moth-
er's darling who would just love to re-
ceive such a gift. Here is your oppor-
tunity to be philanthropic and beloved
at a cost of only one subscription which
is surely a mighty small sum to pay to
receive the hearty thanks and sincere
love which only a child can bestow.

Springtime will come to you first be-
tween the covers of the Western Home
Monthly for April. When you turn the
pages, you will forget your disappoint-
ment if the snow has remained too
long on the ground and the earliest
flowers are frost-bitten. The April
number of your favorite periodical will
bring you timely articles that trans-
port you to other lands and charming
tales that impress upon you the beau-
tiful significance of the annual awaken-
ing of Mother Earth.

It will come as a surprise to many of
our old friends to know that the West-
ern Home Monthly has started on the
fifteenth year of its existence.

Many of these friends are still among
our subscribers. They have stood by
us during the years that are often the
hardest in a magazine's career. They
have suffered our mistakes in silence
and with kindly advice led us on to the
nearer fulfillment of our hopes. Believ-
ing in the Western Home Monthly and
its possibilities of development, they
have given their support abundantly and
in countless ways.

To all these members of our family
circle, whatever the degree of their co-
operation, we are grateful. Their num-
ber has been increased by many others,
but neither the growth of the maga-
zine, its prosperity as a business, nor
any other thing can lessen the feeling
that we have for those early friends,
who made the Western Home Monthly
possible.

Many of our friends are kind enough
to express their appreciation of our ef-
forts on their behalf by kindly epistles
and we wonder whether any other pub-
lication in Canada receives so many
letters breathing affection for their fa-
vorite publication.

Innisfail, Alberta, Jan. 22, 1913.

Dear Sir:—I am sorry that I have
been delayed a month in sending in my

dollar for the Western Home Monthly.
I should not like to be without it. If
you were at my house when it comes,
it would amuse you to see the scramble
to see who will get it first as there are
ten of us in the family.

Yours Respectfully,
W. Dains.

Wawanesa, Man., Jan. 28, 1913.

Dear Sir:—It gives me great pleas-
ure, to congratulate you on your mag-
nificent magazine. I cannot say that
I have ever before taken to a paper
as I have to the Western Home Month-
ly.

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

Chatham, Ont., Jan. 25, 1913.

Dear Sir:—If we would all write and
tell you how much we like your paper,
you would have more letters than you
have room for. "Like" is a slim word
but in this case it means a good deal.

This little letter is just for you Mr.
Editor and your staff and not for the
Correspondence Columns, even if it were
fit. Very truly yours,

Miss Edith Brown.

Aylesbury, Sask., Jan. 28, 1913.

Dear Sir:—I appreciate your paper,
and would have renewed had I had the
money to spare, but I was hailed out
last fall and left with nothing. I am,
however, getting an advance on my
loan, which I expect soon, and if you
will be kind enough to send me your
paper, I will forward you the money
as soon as I receive it.

Your paper is a help to the country,
and one can spend many happy hours
reading it. I would feel very sorry if
I lost a single copy. Wishing your
grand paper every success,

Elswick, Jan. 22, 1913.

Dear Sir:—I cannot say too much in
praising your dandy magazine. It is
truly the best one I know of. I look
forward to its coming with as much
eagerness and pleasure as I would to
a letter from home. Everything con-
tained inside its cover seems wholesome
and good to read and think about. My
dear mother and I have many a pleas-
ant chat over things we have read in
our W. H. M. With best wishes for con-
tinued prosperity for yourself and pa-
per, believe me,
Very respectfully,
Mrs. Geo. Lockhurst.

North Edmonton, Alta.

Dear Sir:—What will you send me
the Western Home Monthly to England
for? I would like to send it to my
father, as it is the best paper that we
have in Canada. My wife has been tak-
ing it for a year and we would not be
without it. Wishing you all success,
Yours truly,
H. C. Danger.

Vancouver, B. C., Jan. 31, 1913.

Dear Sir:—Please change my address
from Craven to Vancouver. The last
copy of the Western Home Monthly I
received was for September 1912. I miss
it too much to be without it any longer.
Mrs. A. W. Heffer.

Sunkist, Sask., Jan. 27, 1913.

Dear Sir:—Please change my address
from Bernard to the above. I would
not like to miss your paper now, as I
think it is the best magazine printed.
W. Edward Sayers.



Cleans Every-
where it Goes

BATH ROOM



KITCHEN



Many uses and
full directions on large
Sifter-Can 10¢

DINING ROOM

