

# Have You Seen SANITAS

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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

Stamped on **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

## Neave's Food

FOR INFANTS  
Is The RIGHT Food For YOUR Baby



The strongest argument for your using NEAVE'S FOOD for your baby, is that 50 years experience has proved its value for the youngest and most delicate infant.

NEAVE'S FOOD contains all the essentials for flesh and blood forming, in an exceptional degree—assists teething—relieves constipation—and makes baby thrive. Sold in 1 lb. airtight tins by all Druggists in Canada.

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## THE WESTERN HOME MONTHLY

Vol. XIII.

Published Monthly

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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 \$1.35 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.

### OFFICE SECRETS.

One of the most brilliant members of the editorial staff arose in conference some months ago and expressed the opinion that for August we could not do better than present our readers with a "Fiction Number."

Fiction, the youngest member said, is dear to the heart of woman. August, she said, is the month when people, especially woman, "want what they want."

Despite the slang, the youngest member received due consideration. It was deemed well to make The Western Home Monthly for August a number rich with the spirit of fiction—love and adventure of man and maid, and stories of good deeds done.

dress tag on the cover always shows to what date your subscription is paid, so that as a matter of fact, it is quite unnecessary for us to write and tell you when to renew. By taking an active interest in your subscription and promptly renewing when the time comes, you save us a great deal of trouble, and in addition insure for yourself uninterrupted receipt of the magazine. Some of our readers, who, on failing to renew, have been cut off our list, and have expressed surprise at our high-handed attitude. A magazine, however, should be paid for the same as anything else, and while some publishers are philanthropic enough to take long chances in this respect, we cannot, and only guarantee continuous receipt of

### THE JULY NUMBER.

The publishers submit this issue of the Western Home Monthly to its readers with full confidence that it will please them. Every one of its 96 pages is crowded with interest and altogether the magazine appears in its best garb. Particular attention is drawn to the front cover where His Royal Highness The Duke of Connaught, the Governor General of Canada, occupies the position of honor. This portrait in five colors is published by special permission of His Highness who has cordially approved of it and complimented the publishers on the excellency of the work. It may be mentioned that every detail was executed by the artists and printers of the W.H.M. The question of Industrial Education so vital to the West is treated in a masterly article on page 3 by one of the leading Educationists of the West, and all other departments seem to excel their own good records, while there is a wealth of choice fiction and illustrations. Will our good friends—our subscribers—kindly show it to the other fellow.

Straightway a search was begun for such fiction as would make a worthwhile Fiction Number—stories serious and stories light; some that would please everybody and others that would please anybody. We believe you will like our August issue.

Summer is a very busy season for most of our readers, but even while in the midst of work preparatory to the harvest, many opportunities are afforded our friends of saying a good word for The Western Home Monthly. Some of your neighbors may be recent arrivals in the Great West and they would appreciate your courtesy in drawing their attention to a magazine which they could really enjoy reading. We obtain the greater part of our circulation through the recommendations of our readers and this is why we emphasize the importance of any little thoughtfulness which you may care to exercise on our behalf. This idea of getting subscribers for us is by no means a one-sided proposition. Every new subscriber means a step in the advancement of the magazine and those of our readers who have been on our mailing list for any length of time will readily concede that we are constantly adding new features and making The Western Home Monthly more and more attractive.

When you come to Winnipeg for the Fair don't forget to look us up and renew your subscription. The majority of our readers renew promptly, and it might be remarked that a renewal is the surest sign to the publisher that the periodical is appreciated. The ad-

The Western Home Monthly to those whose subscriptions are paid in advance.

It is no unusual thing for us to receive by a single mail, twenty or thirty letters, expressive of the gratification of our subscribers. We appreciate these kind missives and are especially well pleased with the knowledge that our readers really have the interests of the W.H.M. at heart. We are going to further encroach on your good nature and solicit your help to add to our circulation. As you are probably aware, The Western Home Monthly enters an enormous number of homes every month. Having regard to Western conditions, this is very gratifying, but we are no satisfied. We want an even bigger circulation and believe that you can be of material assistance to us in achieving this object. Suppose, for instance, that each of our present readers succeeded in getting us just one new subscriber—surely a very simple thing—our circulation would double—in other words our figures would jump to about 80,000. Suppose you try this. The majority of our readers live in well-settled districts and we believe that many of their friends and neighbors would gladly subscribe to The Western Home Monthly if they saw a copy so that we are not asking you to do any hard canvassing work for us—simply to show the magazine to your acquaintances. Again, you may have some friends in a distant part of the country who might be interested in our publication. Just send us their names and addresses and we will mail them sample copies.

## Just WHY



## Woodenware

(Bread Boards,  
Rolling Pins,  
Chopping-  
Bowls, etc.)

Is Kept  
Sweet  
& Clean

By  
Scrubbing  
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# Old Dutch Cleanser

Because this pure  
Cleanser is absolutely  
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caustic, acid or alkali  
in it. Avoid dangerous  
chemical cleansers in  
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Sprinkle a little Cleanser  
on a brush, and scrub the  
utensil carefully. Then  
wash in clean water. This  
removes every trace of stale  
dough or meat juices and  
leaves the woodenware  
clean and sweet-smelling.

Many Other Uses and  
Full Directions on  
Large Sifter-Can, 10c.