



Takes All The Risk Out of Coffee Buying

It is put up in a sealed can—keeps its flavor—and besides, it has the guarantee of the firm that packed it.

"SEAL BRAND" Coffee is selected, blended, roasted, packed and guaranteed by the leading firm in this line in the world.

You are fully protected against inferior quality when you buy by the trademark.

"Seal Brand" is never sold in bulk—only in 1 and 2 pound sealed tins. At all grocers.

CHASE & SANBORN, Montreal.

Safer More Convenient

Other Money Orders cost you just as much and lack some more important advantages possessed by

Dominion Express Money Orders

which are paid immediately on presentation—no advice to wait for.

Dominion Express Money Orders

are cashed, not at one particular office only, but anywhere, by Express and Ticket Agents, Bankers, Merchants; in fact by any business man who knows you.

If lost, destroyed or stolen the money is promptly refunded or a new order issued without additional charge.

Dominion Express Money Orders

are the safest and most convenient means of sending money by mail.

THE WESTERN HOME MONTHLY

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

THE SUBSCRIPTION PRICE of the Western Home Monthly is 75 cents per annum to any address in Canada, or British Isles. The subscription price to foreign countries is \$1.25 a year, and within the City of Winnipeg limits and in the United States \$1 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 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 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.

About Advertising.

We wish to impress upon our army of readers the great advantage to each and all of them in carefully perusing the advertising columns of the Western Home Monthly from month to month. The Monthly, being a special favorite with leading advertisers, it is wonderful the wealth of information that can be gathered from even a hurried study of the advertising in one issue. Just try the experiment with the June number and you will unquestionably benefit by coming in touch with the best business thought in the country.

It may never have occurred to you, in this light before, but it is a fact nevertheless, that much of what the public knows about late inventions, for example, is gained through advertising.

To illustrate: Has not much of your knowledge of all kinds of machinery and implements, to say nothing of such special articles as fireless cookers, oil stoves, acetylene and gas plants, washing machines, piano players, phonographs, automobiles and vacuum cleaners, been obtained from reading the advertisements of the concerns engaged in the manufacture of these pieces of machinery. I dare say that your earliest knowledge of them at least was gained from the reading of advertisements. Is it not true that much of what a great many of us know concerning distant and foreign lands is obtained from the reading of literature that has been published by the railroads, steamship companies and vacation resorts.

So thoroughly has this advertising been done that if one will carefully read what comes to hand, he can get a pretty fair knowledge of every corner of the earth. Half of what most of us know about hygiene, sanitation and physical culture, we have learned from reading the advertising pages of magazines and periodicals.

Thus it is that the man who confines himself strictly to the reading columns of a publication or magazine is getting only a part of what he pays for.

The most skillful experts in the country are continually striving, in a thousand ways, to find out something that will attract and interest you, and if you do not read what they say, but fling their work into the waste basket unnoticed, you are the loser.

Almost everything that one can think of that has helped to make our homes more pleasant, that has assisted in broadening our visions of man and things, and that has made our lives fuller, has come to us because of advertising, providing the way through which we can all be reached, all of us at the same time.

About Subscribers.

As the result of a recent appeal to our readers in which we requested them to let us know what features in our magazine they liked and which, if any, were not palatable, we believe that within the next two or three months our subscribers will readily concede the palm of magazine par excellence to the Western Home Monthly. Since our readers have in such large numbers made known their likes and dislikes a steady weeding-out process has been going on, and those features which in

defence to public request are now discontinued, have been replaced by others especially asked for. We want to draw particular attention to the fact that we are here to publish a magazine destined to be of the greatest possible help and courtesy to our readers and we are always grateful for advice and suggestions for future development.

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 we are especially well pleased with the knowledge that our readers really have the interests of the Western Home Monthly at heart. We are going to further encroach on the good nature of every reader and solicit his or her help to further add to our circulation. As you are probably aware your favorite periodical enters an enormous number of western homes every month. Having regard to western conditions, this is highly gratifying but we are not satisfied. Like Oliver Twist "we want more, and we believe you, you are the only person that can be of any material assistance to us in achieving this object. Suppose for instance that one of our present readers succeeded in getting us only one new subscriber—surely a very simple thing—our circulation would double—in other words our figures would jump to considerably over 70,000. 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 canvassing 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 send them a sample copy. We know that the W. H. M. has only to be seen to be appreciated and the sending of a sample copy usually means a year's subscription by return mail. With very little effort, we should have a circulation of 100,000 in a short time. Let us determine that this become an accomplished fact.

Every mail brings us in a large stack of answers to our Post Office competition. We are anxious to determine the result as soon as possible but owing to the large amount of work involved, it is impossible to say just at present the exact date the prize winners will be announced. We might remark, by the way, that this competition has been an enormous success and the liveliest interest evinced in it. Coupons have arrived from such widely divergent points as Newfoundland and Alaska.

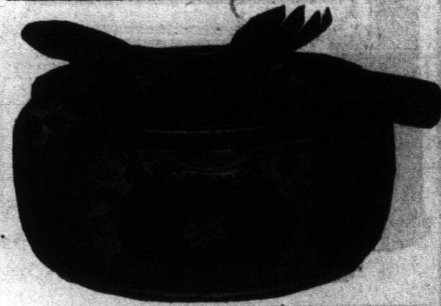
As a special inducement during the summer months, we are publishing a number of very attractive clubbing offers, the very low rates which we obtain from other papers enabling us, in many instances, to offer two periodicals for the price of one. Those of our readers who are of a thrifty turn of mind, do not need to be told of the economical advantages of such opportunities.

YOUR GIFT TO THE BRIDE

WILL be well chosen from this list. Every article is guaranteed perfect, or your money back. Every article delivered free to your nearest express office. We solicit a trial order.



81120. Brass Hot-water Kettle, with wrought-iron stand, 17 1/2 inches high. \$4.50.



80022. Salad Bowl, with Servers, decorated china, silver-plated mounts. \$5.00. Diameter 7 1/2 inches.



51045. Oil or Vinegar Bottle, height 5 1/2 inches. \$2.00.



51044. Cut-Glass Marmalade, sterling-silver top and spoon, height 4 inches. \$5.00.



70925. Patent Vachette Hand Bag, Moirette lining, with purse and outside pockets, length 10 inches. With Gold-finished Initial \$3.50 Without Initial - 3.00

Henry Birks & Sons Limited
Mail Order Department
Winnipeg Man.

ANTI-NICOTINE PIPE
"Get the Pleasure Without the Poison"
(TRADE MARK REG.)
40c Three for \$1.00
Looks and colors like meerschaum. Absorbs the nicotine and keeps on tasting sweet. You never had such an enjoyable smoke. Sent prepaid anywhere. Money back if not satisfactory.
Order 3 or More Today
H. MENGES, The Smokers' Friend
410 Menges Bldg., St. Louis, Mo.

NEW SELECTED RECIPES IN THE COOK BOOK