

Larger Than Ever

OUR enrolment for September 16 was the largest on record. We have arranged for others to begin work in October and November.

It will pay you to attend

The Success College at REGINA

OPERATED BY THE
**Success Business
College Limited**
A. R. MACKENZIE, Principal

JAEGER

For Your
Soldier Friend

If you have a friend at the front he will appreciate a Jaeger Sleeping Bag. Send it to him now for a Xmas Gift. An undyed Camel Hair Blanket will also be appreciated. These are useful gifts which he can use at all times and which will give him warmth and comfort.



A fully illustrated catalogue will be sent free on application.

DR. JAEGER Sanitary Woolen CO. LIMITED
Toronto Montreal Winnipeg
British "founded 1883".

WE BUY OLD FALSE TEETH

Don't matter if broken. We pay up to \$35 per set, also actual value for OLD GOLD, SILVER, PLATINUM AND DENTAL GOLD. We send cash by return mail and hold goods for 15 days for sender's approval of our price. Mail to
Mayer's Tooth Specialties
Dept. 120 207 So. 3th Street, Philadelphia, Pa., U.S.A.

FIBRE LEGS
4-POUND FIBRE LEGS—ON EASY TERMS
Orthopedic Braces for all Deformities. Send for Booklet.
Roy Trautman, 641 Dean Bldg., Minneapolis, Minn.

The Western Home Monthly

Vol. XX.

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

No. 11

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 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

The month of November means the start of the subscription season in real earnest. September, and even October, may be bright and warm; but November generally, if not always, means real winter, with heavy snow, effectually preventing all outside work, and November evenings are always dark! And so it is that just about now the average western household make plans for their annual supply of reading matter. When making up your list of papers, do not forget The Western Home Monthly—a cheery companion, indeed, to have around your hearth. Among the most discriminating households, The Western Home Monthly is generally first choice; and can you wonder at it? It is really two publications rolled into one. It both instructs and amuses, interests and teaches. It has a serious side and a humorous vein. It makes you laugh and it makes you think. Surely, it is a very versatile publication, and it should be in every home in the west—not as a luxury, but as a necessity.

Those of our readers who keep in touch with the important events of the day—and nowadays one must be a very heavy reader, indeed, in order to keep abreast of the times and be able to discuss intelligently those things which are changing the face of the map and re-writing history—well, to resume, some readers may have noticed the increasingly alarming reports from Ottawa on the high cost of living. The prices of all necessities and most unnecessary continue to jump several points every month, until the most conservative individual may be pardoned for wondering where it will all end. Among things which have increased in price must be included everything connected with the printing trade. Labor, paper, ink, machinery, type cost far more than formerly, certain articles having increased in price over a hundred per cent. The dollar of before the war is now only worth a little over 50 cents from a purchasing point of view, and you have probably noticed this when you have gone marketing. Every thing, almost everything, costs more. Most publications cost more—50 per cent more, in many cases—and it is somewhat remarkable that The Western Home Monthly is one of the few commodities that costs the subscriber no more than it did in 1914. As explained above, it certainly costs us more to publish it, and if raw materials keep on aviating we shall, in self defence, be forced to protect ourselves; but we have managed to weather the storm so far without throwing out any S.O.S. calls to our subscribers for more money, and it is our ambition to be able to get along without putting up the price of the paper. You can help us achieve this by a generous response to our subscription appeals and by occasionally getting us new subscribers. A little missionary work for us is, indeed, appreciated; and it works both ways, for co-operation on the part of our subscribers encourages us to get out a bigger and better magazine. November, December and January are the three busiest months of the whole year for our circulation department because thousands of subscriptions fall due within those ninety days. We shall be particularly friendly this year to those readers who do not wait to be reminded of the fact that their subscriptions have expired. Take a look at the address label now and see how your account stands.

At a time like this, when the possibility of a paper shortage is causing great anxiety to many publishers, it is more important than ever for our readers to take us into their confidence and freely criticize the contents of this magazine. We do not wish to retain any features which are not popular—we would prefer to substitute others, if only you will let us know your likes and dislikes. We are not thought-readers, hence the necessity of correspondence, and we want you to thoroughly understand that suggestions are always carefully considered and, if considered feasible, carried out.

A little extra pocket money at this season of the year is always welcome. Write to the circulation department for full particulars of the plan, also for a list of attractive premiums which we are offering in return for a very, very little of your time.

The mails still bring us in some very nice letters from readers who feel that The Western Home Monthly is of real help to them. It is no easy matter to edit a publication which pleases most of the people most of the time; hence, kind words are always acceptable. "I first became acquainted with The Western Home Monthly in 1910, and ever since then, if I did not get the paper each month, I should think some very important part of my reading matter was missing. I intend to take The Western Home Monthly the rest of my days. All my subscribers are delighted with the magazine; in fact, I do not remember getting a single complaint about it. It is never any trouble to get renewals."

ONE YEAR FOR ONE DOLLAR

THE WESTERN HOME MONTHLY, Winnipeg

Gentlemen,—Please find enclosed \$_____ for _____ years subscription to THE WESTERN HOME MONTHLY, to be sent to

Name _____

Street _____

Post Office _____ Province _____

PLEASE WRITE PLAINLY

THREE YEARS FOR TWO DOLLARS



Grandmother used BAKER'S COCOA and she knew

Cocoa and Chocolate are particularly valuable at the present time as they are the only popular beverages containing fat; more than one-quarter of

BAKER'S COCOA

and more than one-half of Baker's Chocolate



is a pure, nutritious, and easily digested fat.

Delicious and Wholesome

Walter Baker & Co. Limited

Established 1780

Montreal, Can. Dorchester, Mass.
Canada Food Board License No. 11-000



For Lingerie Hats

Take off the trimming when soiled and dip up and down in a bowl full of Lux suds—rich, copious, creamy. Never rub. Press out the water. Rinse carefully and stretch to dry. Your fabrics will be fresh, clean and sheer as when new.

The Lux way means economy in fine things—it washes them splendidly.

LEVER BROTHERS LIMITED, Toronto

LUX