

# Have You Seen SANITAS

Reproduction of a Sanitas design

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



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 dollies.

# SANITAS

THE WASHABLE WALL COVERING

## If You Have a Motor Car Jaeger Motor Coats and Ulsters Will Interest You!

- They are very comfortable!
- Very stylish!
- Well made!
- Durable!

A Jaeger double fleece coat gives greater warmth and does not induce perspiration like a leather or fur coat.

See them at the Jaeger Stores in their attractive variety.

**Dr. JAEGER** SANITARY WOOLLEN SYSTEM

364 Portage Ave., Winnipeg, Man.  
316 St. Catherine St. West, Montreal.  
231 Yonge St. West, Toronto, Ont.

And from JAEGER Agents throughout the Dominion.

## THE WESTERN HOME MONTHLY

Vol. XIII.

Published Monthly

No. 8.

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 25th 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.

Everyone is optimistic as to the prospects in Western Canada this year. Weather conditions are ideal for all growing things. The increase of acreage under cultivation is beyond all anticipation, and what is perhaps of much more importance the number of people from other lands who are daily throwing in their lot with us is already far ahead of any former record. Not only in numbers do they excel, but the authorities declare that they are from the very best classes in the lands from which they come. Men and women of energy and ambition who seek on our Western plains many advantages denied them by the narrow environment of their former homes. From across the southern border many thousands of our American cousins are marching in, bringing with them much material, comfort and high ideals. From England, Ireland and Scotland every ocean liner brings hundreds, so that a constant stream of the best Anglo Saxon and Celtic blood is flowing regularly into the Canadian national life. Others coming to us from the countries of Europe are the very pick of their people, Germans, French, Swedes, Poles, Galicians, etc., all to join us in our nation-building task. The aim of this magazine has at all times been to be helpful to its readers, and to bring to them from month to month ideas and suggestions that are healthy in thought, progressive in action, and that tend to make the conditions of life easier. It is not, therefore, too much to expect of those of our readers who find pleasure and profit in The Western Home Monthly to introduce it to the newcomer as a healthy product of this Western land. The flattering comments reaching us by every mail from many subscribers are in themselves sufficient to inspire our best effort, and the endeavor of the future will be not only to sustain what has been attained, but with a keener and broader view of the requirements of our readers and the conditions which are peculiar to our land, to bring marked improvements to every department. The Editorial page will be a cheery salutation with an intelligent and impartial comment on the problems of the day. It won't be a sermon, but it will keep its readers correctly informed. All the other pages, every story, every poem, will carry its own special message and they will all sum up and express what the magazine stands for—helpfulness. The publishers take a rightful pride in the men and women who from month to month contribute to the magazine. They include leaders in journalism, education, business, the church, and in the field of fiction. The various women's departments are in the care of ladies of ripe experience and culture, who add to their qualifications an intimate knowledge of Western home life. It is this intimate knowledge of Western life and things Western on the part of its editors and contributors that pre-eminently suits this magazine to the requirements of the settler, and should give it the preference over periodicals published in New York and London, separated from us by leagues of land and sea, and still more in manners and conditions of life. An ambition of the publishers is to extend the sphere and influence of The Monthly so that by the end of 1912 it will carry its cheer to at least ten

thousand more homes than it reaches now. No reason that this should not be if, as hundreds tell us, it is the best magazine they see. We have heard many pleasant things about the July issue, and readers everywhere were greatly pleased with it. In Winnipeg, as well as other big cities of the West, there was a great demand for it from newsdealers. The portrait of His Royal Highness the Duke of Connaught appearing on the front cover in six colors was particularly admired and The Western Home Monthly was congratulated by many, including His Royal Highness himself, on the excellency of the work.

### EXTRACTS FROM TO-DAY'S MAIL BAG.

"Your valuable magazine sure is attractive for some reason or other. I guess because it is a good, clean, decent paper that no one need be ashamed of."  
George Magrum, Tugaska.

"The Western Home Monthly comes to the farm every month and we all enjoy it very much. It is a race to see who gets it first when it comes to the door."  
James Carson, Spring Point.

"Would like to add my testimony to those of others. That is, your paper is not only the best in the West and for the West, but is best of all that are published to-day. Especially I commend the help for young women and young men."  
E. V. Lewis, Strongfield.

"I would like to say that the editor is to be congratulated on the way in which he gets up The Western Home Monthly. It is certainly a very interesting magazine and is such an admirable mixture of light and solid reading that the reader's attention is held from cover to cover."  
W. C. Sample, Irvine.

"We have been receiving your magazine in our home for a number of years and now I am a subscriber myself for about two years. I always look forward with pleasure to its coming each month, but what bothers me most in summer is that I have so little time to spare and oftentimes only glance over its pages, but in the winter months I always give The Western Home Monthly good attention. I always find it full of good reading and useful hints."  
J. S. Stanger, St. Raymond.

### KIND WORDS FROM A WINNIPEG DAILY.

Among the Midsummer and Exhibition numbers of western magazines now making their appearance, The Western Home Monthly issue for July takes a leading place, with many excellent and seasonable features, the chief of which is a magnificent portrait in six colors of the Governor-General, who visits Winnipeg for the opening of the Industrial Exhibition in a few days. The design was submitted to His Royal Highness for approval and he has graciously granted permission for its publication.

Free Press, June 30.

## Just WHY



# Old Dutch Cleanser

## Cleans Your Refrigerator HYGIENICALLY

Because this pure, mechanical Cleanser contains no Caustic or Acid to get near the food. It penetrates into every corner and cuts every particle of grease from the shelves and walls. Soap-cleaning cannot do this satisfactorily.

Sprinkle some Cleanser on a wet cloth or brush and go over every part of the refrigerator carefully, after removing and cleaning the shelves. Do this once a week (the ice compartment once in two weeks) and it will always be clean, sweet-smelling and sanitary.

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