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The Western Home Monthly

Vol. XX1.

Published Monthly

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No. 6

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

WING to the Strike, The Western Home Monthly is being published later than usual this month. Our readers will readily understand that normal conditions cannot prevail until sometime after the actual settlement of the labor disputes, but it is not our intention to let our subscribers suffer in any way except that their copies may reach them later than usual. We will publish a complete paper as far as it is humanly possible to do so, and we feel sure that under the circumstances our subscribers will generously overlook any unavoidable delays.

Are we suffering? Certainly.

But the subscription price of The Western Home Monthly remains the same.

Why is this?

Our circulation has increased during the past year. We could therefore—if we so desired—raise the price and risk the loss of a certain percentage of our circulation, and still be ahead of the game.

tion, and still be ahead of the game.

We don't do it, because we believe that, in the long run, it is better to keep faith with our readers than it is to take advantage of them.

In many cases the mechanical cost of production has doubled. In some cases it has trebled. But The Western Home Monthly is an institution and we feel that, in spite of decreased profits, The Western Home Monthly should go to the greatest number of readers possible.

In spite, therefore, of these conditions, the subscription price of The Western Home Monthly still remains at \$1.00 a year.

Be a booster!

Do your best to introduce The Western Home Monthly to your neighbors.

We thank you!

Quite a number of people never write to a publisher except when they want to air a grievance. But, glory be, there are others who appreciate our efforts to get out a good, clean paper, and their pats on the back are very encouraging. This one for instance:—

Ryley, Alberta

Dear Sirs:—I would esteem it a favor if you will kindly place my name on your subscription list.

As one long resident in this country and conversant with its literature I have had the opportunity of watching the progressive strides made by The Western Home Monthly, and judging from the past, I am equally sure of its further advancement in the future.

The sheer honesty of its purpose, coupled with the lucidity of the intellectual articles found within its covers, carries with it a delicious fragrance that is inhaled by every reader.

If you will kindly send me a sample copy or two (May preferable), I will be pleased to do what I can to further your interests at this end of the line.

With best wishes for your further success.

Yours very sincerely,

C. M. W.

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