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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 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 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.

It will come as a surprise to many of our old friends to know that the Western Home Monthly has started on the twelfth year of its existence.

Many of these friends are still among our subscribers. They have stood by us during the years that are often the hardest in a magazine's career. They have suffered our mistakes in silence and with kindly advice led us on to the nearer fulfillment of our hopes. Believing in the Western Home Monthly and its possibilities of development, they have given their support abundantly and in countless ways.

To all these members of our family circle, whatever the degree of their co-operation, we are grateful. Their number has been increased by many others, but neither the growth of the magazine, its prosperity as a business, nor any other thing can lessen the feeling that we have for those early friends who made the Western Home Monthly possible.

The new features which we are constantly adding are meeting with genuine ovations. From all over the country letters come daily, pledging support and co-operation in this movement to extend the influence of the Western Home Monthly, and already thousands of new subscriptions have been added.

Have you ever thought about our Canadian habit of doing the same things at the same time every year? The changing seasons have come to have a symbolism that is far from poetic. They suggest the most prosaic of activities which so engross attention that we seldom take time to enjoy the perennial miracles of transition from summer to autumn or autumn to winter. For instance, spring means house-cleaning or moving in thousands of homes in Canada. "No, I can't take the time to watch the violets grow," an average housekeeper declares with a ring of sarcasm in her voice. "This is the year we're to have papering done." "All the carpets have to be taken up this spring," says another. "I shall not have time to step my foot outside the door."

It is the time-honored custom to make one's family uncomfortable and unhappy once a year, and most women never think of changing it, even though they may have read the Western Home Monthly month after month. As you know, the magazine brings you all sorts of good advice about how to improve on old methods of house-keeping. Why not heed the wise counsel that is given you? It is possible to simplify domestic machinery so that all seasons are undisturbed by troublesome breakdowns and readjustments.

You must not suppose that our May magazine is to be given up to eminently practical subjects. Not at all! It just happened that we mentioned the way most Canadian families go a-May-ing in a moving-van, riding a broom-handle, because we regret that one of the most beautiful months of the year should not be given up to less utilitarian diversions. We want you to have time to read every page next month,

for there will be much of unusual interest.

Of course, there will be much of the outdoor world in this May number of the Western Home Monthly. Beautiful pictures will ask the question "Are the Roads in Your Country as Good as these?"

The fiction for the month will carry out the springtime idea.

There, don't you think it will be worth while to arrange your house-keeping affairs so that you will have plenty of leisure for the Western Home Monthly, which will bring you more than we promise? Save time for reading the topics that you ponder in the moments when you have time "to keep office hours with your soul."

Speaking of the thoughtful hour, have you ever realized what a great faculty it is to be able to think productively, to take up some theme, fix it in your mind as an idea and follow it to a definite conclusion that satisfies you and gives you peace and rest and strength?

So many people imagine they are thinking when various subjects are simply passing through their minds in an orderly, emphatic way, to be sure, but without real significance. Thinking is more than remembering, it is more than recalling a thought or an event of a previous day.

Productive thinking is constructive thinking. Productive thinking is not mere reflection. The greatest drawback to real growth in any department of life is the mechanical routine of action, and if we encourage this in our thinking we will not really grow. Productive thinking sees new relations, it reaches new conclusions, it develops higher aspirations and greater enthusiasm. The Western Home Monthly properly utilized renews the strength, revitalizes the mind and respiritualizes the soul.

The May number of the Western Home Monthly will contain the last list of names in connection with our post office competition. In that issue we will give full instructions re sending in coupons and we beg to assure our readers that when deciding the closing date, we will bear in mind the fact that many subscribers live miles away from the nearest post-office and accordingly ample time will be given for solutions to be sent in and a person living in Alaska stands just as much chance of winning the first prize as a Winnipegger.

We wonder whether readers fully realize that the sum of \$1,000 is to be divided amongst those who care to spend a few minutes deciphering a few interesting puzzles. As we stated on more than one occasion, there are no objectionable rules regarding the eligibility of competitors and a cordial invitation is extended to all to come in and try and earn one of the big prizes. \$1,000 is well worth trying for and we hope every one of our subscribers will decide to send in a list of coupons and thereby prove that our efforts to provide healthy amusement for our readers during the winter months are appreciated.

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