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THE WESTERN HOME MONTHLY

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A Chat with our Readers.

During the year 1912 the Western Home Monthly will bring from far and wide to every member of its large family even richer cargoes than those which delighted its readers during every month of 1911. Men's Pages, Women's Pages, Children's Pages and Household Pages will each be laden with a wealth of interesting, practical information, accurate in statement and concise in presentation. Every one of the articles which will appear this year will be written by specialists. The greatest possible number of ideas will be packed into the least possible space, uncrowded by needless words.

The Household Page aims to foster family life, to make it fuller, richer and better. To this end it will give the best obtainable advice concerning all sides, not only physical, but spiritual, of the complicated business of running the home. For the mother there will be authoritative discussions of important aspects of such subjects as cookery, diets, kitchen equipment, the care of the person, laundry work, dressmaking, millinery, house decoration, choice of china, bric-a-brac and furniture, attractive ways of entertaining. For her husband, papers of equal authority will treat, for example, on gardening, care of the grounds, barn and domestic animals. For them both, articles written in a spirit of genuine helpfulness will suggest how best to guide children in their work and play and in their spiritual and moral problems. Principles as well as conclusions will be stated, and the why as well as the what.

The Woman's Page will show the same fullness of knowledge that gives weight and authority to the articles for adults. Whatever the topic, only experts will contribute information. Especially valuable will be the comprehensive discussions on new vocations for women and of the requisites for success in the old ones. As in all department articles, the facts presented will apply to all parts of the country. Similar in spirit will be the terse paragraphs intended to help the girl to work wisely and well in the home, the school and the church. Her recreations, however, and her legitimate interest in becoming clothes will receive due attention.

The Young Man's Page will contain many thoughtful articles on young men's studies and ambitions. The writer of this page is one who knows his subject and knows the Canadian West, and who also knows boys, and, who, finally, has the gift of clear and interesting statement. The intention is to aid the young man to grow into a manly man, and to have a genuinely and wholesomely good time in doing so.

The Philosopher. Perhaps no page in the magazine has been more highly appreciated by its thousands of readers than that which bears this title. As, in the past, it will continue to discuss from month to month, matters of Dominion-wide and world-wide importance; happenings of moment will be discussed and commented upon in an interesting, intelligent and impartial way. A study of this page should greatly help our readers to correct judgment on the occurrences of the day.

The Editorial Page. This is a truly national page, attentive to the activities and the concerns of all parts of

the country; reflecting in its contents the daily life and the daily interests of all its readers, north, south, east and west. Subscribers are kept fully abreast of the world's progress, happenings, or movements that are complicated or obscure are succinctly explained and although partizan treatment of controverted subjects is carefully avoided, the materials and the incentive are furnished for independent thought on political, social and religious topics.

The Doctor's Page. This is a long-familiar and extremely valuable feature of the Western Home Monthly. It is the work of an eminent physician and may be depended upon as authoritative. From it may be gained the sort of knowledge of disease and of sanitation which every well-informed person ought to possess. It does not invade the province of the family doctor, but teaches his patients to co-operate with him.

Miscellany. At least two pages are printed every month. There are brief original incidents amusingly told, anecdotes and short stories which carry helpful lessons in manners, morals and religion. Articles of curious information, entertaining bits of travel, adventure and reminiscence, selected from the newest books; poems, grave and gay or inspiring, and plenty of crisp, Canadian humor. No corner of the world but sooner or later yields its contribution to The Western Home Monthly's miscellany pages.

The Children's Page. The children of the family are not forgotten, there is a page expressly for them. Its brief stories, pictures, puzzles, verses and songs are welcomed in thousands of homes. They delight the little ones and incidentally please—and help—mothers and child teachers. No effort is spared to keep the standard of this page as high and as progressive as that of the rest of the paper.

The Publishers have put forth every endeavour during the past year to make The Monthly more valuable to its readers, and it is their earnest hope that the year 1912 will see its circulation increased by many thousands. In this respect it is to a very large extent dependent upon its present subscribers, and all who find the magazine interesting and instructive are asked to do whatever they can to make its merits known to others. From every point of view it is hoped to make The Western Home Monthly bigger and better than ever before, and at one dollar per annum it is even now generally conceded that there is no better magazine value to be had. It is edited and printed in Western Canada in the interests of Western Canadians, and it is naturally expected that the people of the Western provinces will show preference for the native product, if, as we believe, it fully measures up to the standard.

In the limited space at our disposal it is impossible for us to narrate the many entertaining features which we promise our readers in the immediate future. The departments which we have touched upon in the above merely represent a very small fraction of the whole, but anyway we can conscientiously assure our readers that The Western Home Monthly of 1912 will be the brightest and biggest and best of all.

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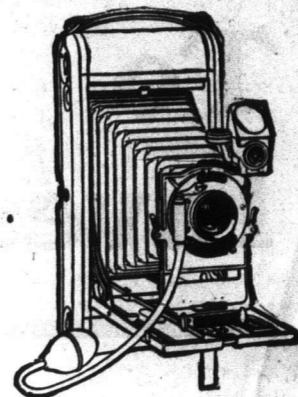
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