

## What's Coming Next.

Only a few more days of April showers and then we enter the month of May. Did you ever notice how almost everybody begins to feel happy when the calendar finally points its finger in this direction each year—happy, that is, in a lazy, satisfied, languorous sort of fashion.

Well, that is natural enough, after all, is it not? For, certainly, of all the months, May is the time of bright sunshine and genial gladness.

Anyone can be excused a certain feeling of glumness when the winter snows lie piled upon the ground and the flowers and trees seem covered with a perpetual icy blanket. But when the birds begin to sing in the freshly howered woods, and the friendly little flowers spring up in their characteristic riot of colorful beauty—then everybody must wear a smile.

Next month the Western Home Monthly will exhibit its most bewitching spring smile, so to speak. We are all going to be happy together—happy about the reawakening of Nature and very much interested in every page of a splendid and timely May-Day Number.

Aside from the spring note of gladness characterizing every page, a brilliant galaxy of fiction, articles and pictures will be the distinguishing characteristic of the May number.

There will be special articles filled with chatty and interesting information about the household, while if your aspirations tend toward artistic achievement, you will also find much interesting material for your consumption.

Recognition of woman's work in all branches of activity is becoming more pronounced everywhere nowadays, and many contributions from Western women will be found in the pages of our May issue. Just a word now about the fiction you will find in this "Smiling Spring" number.

May, of all months, seems to have been made for fiction—that is, the right kind of fiction. We feel sure that, in this respect, the Western Home Monthly is bounteously and richly supplied. In all of the stories you can feel the pulse of outdoor life and sense the personal touch of human interest.

This hint should be sufficiently suggestive to make you really very impatient. At least, this is our opinion.

These are, of course, only a few little glimpses into the contents of your May-Day magazine.

We have not forgotten to pack it full of springtime suggestion and sunny cheer.

But for the rest we must ask you to wait until the issue comes to demand its own warm welcome.

One thing is certain, however—you cannot help being happy after you have read the May number.

Of course, you wish to have correct views on the many important subjects that are at present demanding Western attention. You can rely on W.H.M. Editorial to be impartial, well considered, and well informed. The magazine is edited by expert men and women who have made the study of all that is for the well being of Western Canada their life work.

### To Our Club Raisers.

In nearly every community there are dozens, in many there are scores, and in others there are hundreds of people who would gladly subscribe for the Western Home Monthly for the coming year if they were shown one issue. Everybody should get up a club this year. It will be the greatest year for club raisers in the history of the Western Home Monthly, and all who make an effort in this direction will be successful and secure one or more of the splendid premiums we offer.

Tell all your friends and neighbors that by joining in a club, the enlarged, improved and beautified Western Home Monthly may be had for only 62½ cents, which is even less than our old subscription price. Make up your

clubs of both renewals and new subscriptions—it makes no difference—both are taken upon the same terms. Clubs may be made up now in less time and less effort than ever before, therefore you should "make hay while the sun shines," and get as many subscribers as you possibly can, and so secure some of our splendid premiums, which are finer this year than ever. In conclusion, you will therefore note that while single subscriptions for the Western Home Monthly cannot be accepted for less than \$1.00, \$2.00 will pay for three yearly subscriptions, while all club raisers sending us \$2.50 for four yearly subscriptions will be entitled to select any of the valuable premiums which we are now offering. Club raisers sending us \$5.00 for eight yearly subscriptions will be entitled to two premiums and so on.

### Letters of Appreciation.

A few letters of appreciation recently received from our readers:—

Wolseley, Sask.

The Editor,

Western Home Monthly.

Dear Sir.—A short time ago I received a notice to the effect that my subscription expired with the January issue. I am enclosing my renewal herewith, as I certainly could not think of discontinuing the Western Home Monthly. Last year I subscribed for a friend in the East, who has written to me asking to have it renewed. I would very much like to have it advertised, as I think it excellent literature, wholesome for children, and most instructive for all. I hope to send you further subscriptions in the near future.

Yours truly,  
Mrs. C. A. Biden.

Didsbury, Alta.

The Editor,

Western Home Monthly.

Dear Sir.—I am sorry I have been so neglectful in not renewing my subscription sooner, but I trust you will pardon me for my neglectfulness. I find the Western Home Monthly the most instructive and interesting magazine, and consider it well worth the small sum asked for it.

Wishing you much success, we are,

Yours truly,  
Geo. Wrigglesworth.

Carey, Man.

The Editor,

Western Home Monthly.

Dear Sir.—Please find enclosed \$1.00, being my renewal. I could not do without the Western Home Monthly, and we all look eagerly for it every month. It is the only magazine we read and it fills the bill O.K.

We wish you continued success.

Yours truly,  
Peter Musser

Arnprior, Ont.

The Editor,

Western Home Monthly.

Dear Sir.—I have been a subscriber to the Western Home Monthly for about ten years, and from a literary point of view would be helpless without it.

Yours truly,  
Mrs. R. W. Magee.

Adanac, Sask.

The Editor,

Western Home Monthly.

Dear Sir.—I am sending you herewith \$1.50 to be applied on my subscription. We find the Western Home Monthly the best magazine we ever had in our home, and I certainly do not think it can be beaten in Canada for a good bargain.

Yours truly,  
Ernest Corner.

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## BON-TON



### FREE The Bon-Ton 1911 Catalogue

We reproduce a few sample values from the Bon Ton 1911 Catalogue, just out, and which is declared to be one of the finest Style Books of exclusively Women's wear ever printed.

The following short descriptions will convince you that in extending to you the privilege of buying direct from the "Bon Ton" Factory you have an opportunity of securing high class guaranteed goods at bargain-counter prices.

**472—Tailor-made Suit**, of excellent quality imported English Repp. One of the very latest Spring and Summer models. Jacket 28 inches long, in the semi-fitting style. Lapels daintily trimmed with inlaid good black and white striped silk. Cuffs with dainty piping; small pearl buttons to match collar. Skirt in the new seven-gore model, with the straight lines with wide, tailor-stitched band at bottom, trimmed with buttons. Inverted plait at back. Colors: White, pink, light blue, tan or mauve.....\$7.98

**483—Tailor-made Suit** in all wool English Panama Cloth. The material will give splendid service, will hold its shape and refined lines. Coat closes with three large fancy serge buttons; is about 26 inches long and lined throughout with good quality white silk serge. Satin Collar edged with fancy braid of artistic design, silk braid trimming around the bottom and at sleeves. Skirt fits perfectly over hips; trimmed black silk braid, habit back. Black or navy blue. Special.....\$14.75

**4175—Children's Coat** of Imported Vicuna, good quality. Loose, unlined, seams bound, well finished; pockets at sides and metal buttons. In black, navy or wine red. 2, 4 or 6 years.....\$2.45 10 or 12 years.....\$2.75

**4233—Raincoat** of excellent quality Roseberry Poplin Cloth, a rainproof and dust proof material that has world-wide reputation for its splendid wearing qualities. Cut in the latest semi-fitting model, deep side pockets and unique turned back cuffs. The adjustable collar and lapels may be worn as illustrated or closed up snugly to the throat. Length 54 inches at back. Colors: black, navy blue, green or fawn.....\$9.50

**4114—Cape** of very good quality all Wool Broadcloth imported from Roubaix, 52 inches long. This 1911 model is cut with the new popular Kimono sleeve; and its long graceful collar is trimmed with soutache and gold buttons in harmony with sleeves. A large fancy metal button closes cape in front. In black, navy blue, lighter blue, mauve, green or wine.....\$11.98

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Note also that we deliver free to your address any order however small or large.

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