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The Western Home Monthly

Vol. XVI. Published Monthly By the Home Publishing Co., Ltd., Winnipeg, Canada. No. 6.

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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 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

During the period of the past 9 months—the period of the European war—the Western Home Monthly has told the story of the struggle faithfully in splendid illustrations, many being reproductions from photographs taken on the actual battlefield. This phase of the magazine met with an especial keen appreciation, for in the West there are no communities that are not represented at the front. We shall continue during the progress of the war to present such illustrations, though the peaceable arts with which we have been blest in Canada for so long will not at all be overlooked. This issue of the paper will introduce our readers to the summer months, when new thoughts and pleasant ideas are with us, and when many of our subscribers will doubtless have under consideration the matter of a brief holiday. Even from the prairie with its many attractions and climatic advantages, it is sometimes profitable to make a short change for recreation and relaxation. We have many subscription propositions whereby any of our readers who may communicate with us, will be enabled to raise a little pocket money for a holiday trip. Getting subscribers for The Western Home Monthly is at once easy and profitable. It needs but one or two outings among one's friends and acquaintances to accomplish considerable. In this magazine you have a publication that has for fifteen years enjoyed popularity, and one that now needs little or no introduction to any part of the West. We quote below a few extracts from letters that are continually pouring into our office. We are happy to print such splendid and unsolicited testimonials, and pleased to discover that every day brings us ample evidence of the great progress being made by The Western Home Monthly.

The same spirit of progress that gives The Western Home Monthly its great popularity with its readers, gives it at the same time a leading advertising value. Any product intended for consumption in Western Canada should regard this magazine as a necessary adjunct to its sales forces.

Kind Words from Our Readers

I for one could not do without The Western Home Monthly. It is the equal of the magazines that cost two and three dollars a year, and it suits me a great deal better than any of them. It is always on the moral side of things an influence for good in every home that it enters.

John Fluker, Beaver Hills, Alta.

This is my fourteenth year as a subscriber of The Western Home Monthly. I anxiously await its coming each month. Its contents, always interesting, have become intensely so during the past twelve months, so that no one in this locality who has at any time subscribed to it, would care to do without a single issue of it.

E. Wilson, Iver P.O., Sask.

When I mention The Western Home Monthly to my friends they exclaim it has the best reading that comes into their homes. I have been trying to get readers in this remote corner of Saskatchewan for you, but apparently I am a little late, for it appears to go into every home now however far removed from Post Office and Railway Station. I say the same about the magazine as they do. I subscribe to four others, but I like The Western Home Monthly the best. To my way of thinking it is an ideal magazine for young and old. I trust that you will be able to continue to give us such interesting and educative stories and articles as that which have been appearing during the spring months.

An Eyebrow, Sask., Reader.

I take The Western Home Monthly, and think that one of its great charms lies in the fact that its articles and fiction are above all other considerations wholesome. In this day of magazine frenzy it is refreshing to find natural optimistic stories which make one feel that the world is not a place given over entirely to trouble and dark forebodings, but a place where one's ideals have at least a fighting chance. I read a great many magazines, and contribute to a very large number, but for the good all round domestic publication I give you the first place.

Edyth Bayne, Melville, Sask.

The Western Home Monthly War Book

Gentlemen:—

Permit me to acknowledge the receipt of a copy of "The 1914 War." The work, indeed, is a very creditable one. Not only your color plates, but your black and white electros, all of which I presume are made under the same roof as your paper, "The Western Home Monthly," add justice to any claims that might be advanced for Made-In-Winnipeg Goods.


My heartiest appreciation for this superb collection of most interesting pictures.

J. J. Gibbons, Limited, Winnipeg Office,
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