

THE WESTERN HOME MONTHLY

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By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

THE SUBSCRIPTION PRICE of The Western Home Monthly is \$1 a year or three years for \$2 to any address in Canada, or British Isles. The subscription price 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 it would be well to send by registered letter or Money Order.

POSTAGE STAMPS will be received the same as cash or 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 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

The Western Home Monthly is a bank of credit on which our readers may draw supplies of confidence, counsel, instruction, sympathy, encouragement and help. Now, this is the definition of a true friend. An examination of the reading matter in our magazine will convince the reader that we are more than a publication—The Western Home Monthly is a real friend in the home. It is a popular friend because it is found in more homes in Western Canada than any other magazine. It is a Home Circle magazine, because it provides a department for every member of the home.

Not only do we receive letters of appreciation from the homes in Western Canada, but our subscribers in other lands write us that The Western Home Monthly is the most welcome magazine that comes to them. In fact, some of our best immigrants tell us that our publication is responsible for their coming to this country. It pays to tell the truth. We do not paint false pictures to lure people here—we think Canada offers the best opportunities in the world, but at the same time, we realize that people must work and be prepared to conquer difficulties and should understand Canadian conditions before they come—hence our readers in other lands come prepared to surmount obstacles and they prosper. People over there are begging for the truth. Our magazine is full of honest information about Canada, and since we are true to ourselves we are true to our readers. We learn from our Old Country readers that one copy of The Western Home Monthly is loaned to from six to twelve homes. It might not be out of place to suggest here that a year's subscription to The Western Home Monthly would be a most appreciable Christmas present to the "home folk" in the Old Country. During the long winter evenings they would pass many happy hours with this good Canadian friend so complete in information of the country and people that form the environment of their loved ones who have gone out from the old home to the new land.

At the cost of great risks and cutting criticism we have exposed frauds and have saved our readers from falling into the traps of unscrupulous schemers who gather in the dollars of hard working men and women. We have done this because we have a personal interest in our readers. We allow our contributors to express themselves sincerely. They are not hampered by a set form of rules. We believe there is good in all creeds and politics and are impartial. Mutual helpfulness and sound judgment form our policy, and this method has produced a most satisfactory class of readers as expressed in their generous acknowledgment of confidence in us. We value this confidence highly and are grateful for our sympathetic circulation.

The Western Home Monthly is a genuine friend because it multiplies joys and divides sorrows. Articles, poems, and paragraphs full of encouragement and inspiration grace the pages from cover to cover, until the world becomes more rosy to the reader. It is our glasses not the world that need attention. We impart in our publication, knowledge that others may light their candles by it. In short, our magazine is a "balancing pole to those who walk across the tightrope of life."

News stands are covered with special magazines of various kinds. In order to be well informed one must buy seven or eight different publications—while The Western Home Monthly contains

the cream of special subjects condensed in one magazine—thus for one dollar our subscribers may have the value in reading matter that costs non-subscribers from ten to twelve dollars.

Our Departments

The departments About the Farm teach better farming and solve many perplexing problems, and consequently increase the farmer's bank account.

The recipes and helps in the department of Household Suggestions make housework easier by changing it from drudgery and monotony to interest and pleasure.

There is as much valuable information on the page of The Philosopher as can be found in any other, entire magazine of the first class rank.

Vital topics of the day are discussed in correct, concise and convincing style.

The advice of The Home Doctor has saved many lives in isolated places where families cannot have the services of a doctor or a nurse.

Our readers express their appreciation of the practical articles on the care of children. The West is peopled by families of young children, because the country naturally appeals to men and women who are anxious to locate where their children will have growing advantages, therefore the welfare of the children of the West is an important feature of our magazine; we realize that in the boys and girls is the potential power of Canada's future.

Furthermore, The Western Home Monthly brings all the great achievements of man, the wonders of his inventions and discoveries to our subscribers who are shut in by the mountains or are far out on a lonely prairie. Then, too, it makes the reader more familiar with the wonders of Nature. Pictures and articles create interest in the trees and rocks and birds and brooks and grass and mountains and animals.

A Market Place

The Western Home Monthly is a market place for the homes in Western Canada. A careful examination of our magazines will prove to the reader that we are true to our name for the contents thoroughly define all that should be in a "Home" magazine. Every need of the home and family may be found in our advertisements and one who does not read the advertising columns misses a great deal for every advertisement carries a message of economy and value to the one who needs to purchase comforts and necessities for the home. We carry a great amount of advertising because we reach more homes in Western Canada than any other magazine. If there is anything needed in clothing, home furnishings, provisions, or farm labor-saving devices that the reader does not find in our advertising columns, we want to know it—for we are justified in our belief that The Western Home Monthly is the best medium of advertising in Canada. The test of any magazine is "reading it." Every day we receive letters of appreciation for which we are truly grateful. During the past year we have made thousands of friends, and the coming months promise a great increase in circulation, in advertising business and in prestige as a clean, intelligent and popular magazine. We do not attribute our success to luck but to an absolute determination to make a magazine that will meet every requirement of home life. This is the creed of The Western Home Monthly.

Music Taught Free

Home Instruction

SPECIAL OFFER TO OUR READERS

In order to advertise and introduce their home study music lessons in every locality, the International Institute of Music of New York will give free to our readers a complete course of instruction for either Piano, Organ, Violin, Mandolin, Guitar, Cornet, Banjo, Cello or Sight Singing. In return they simply ask that you recommend their Institute to your friends after you learn to play.

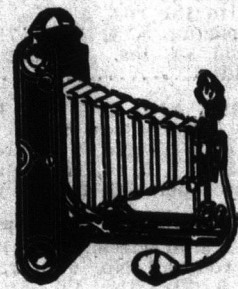
You may not know one note from another; yet, by their wonderfully simple and thorough method, you can soon learn to play. If you are an advanced player you will receive special instruction.

The lessons are sent weekly. They are so simple and easy that they are recommended to any person or little child who can read English. Photographs and drawings make everything plain. Under the Institute's free tuition offer, you will be asked to pay only a very small amount (averaging 14 cents a week) to cover postage and the necessary sheet music.

No one should overlook this wonderful offer. Tell your friends about it—show this article to them.

The International Institute has successfully taught others and can successfully teach you, even if you know absolutely nothing whatever about music. The lessons make everything clear.

Write today for the free booklet, which explains everything. It will convince you and cost you nothing. Address your letter or postal card to International Institute of Music, 98 Fifth Ave., Dept. 369A, New York, N.Y.



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