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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 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 Subscribers.

The year 1909 has now passed into history. It has been a good year for us because you have given the Western Home Monthly the most friendly welcome—because you have recognized its success by living up to its ideals. We hope that you will begin the New Year by sending the magazine to your friends. We want them all on our list of "constant readers," and we can promise that neither you nor they will be disappointed in what the twelve issues of 1910 will offer.

In saying good bye to the old year we feel thankful for all the good things it has brought us—for your cordial recognition of our effort to make the Western Home Monthly helpful to you, for your quick response to every question asked or problem offered, for your letters of encouragement and praise. You have been good friends to us. In 1910 may your number double and your friendliness increase! A Happy New Year to you all!

The Western Home Monthly closes with this month the tenth year of its existence. From a very small volume it has increased to its present goodly proportions of 80 pages and over. Its constant aim has been to prove helpful and interesting to its readers and the fact that it is now a welcome monthly visitor to over 35,000 homes shows that the aim has not been missed. A wide range of interests is treated in every issue, arranged so as to prove of pleasure and profit to every member of the household.

The success of the Monthly was made possible by the devotion and recommendation of its subscribers which fact the publishers gratefully acknowledge. Believing that the Monthly is the best magazine value in the Dominion, the publishers make bold to further ask the co-operation of its readers to not only make it Canada's greatest magazine but the leading magazine of the Continent. All things are possible to the Canadian West and with the assistance of its readers there can hardly be a limit to the homes that the Monthly may reach during the next decade. Thousands tell us that they find the Monthly helpful and delightful, and we ask them to commence the New Year by passing on the good news and getting non-subscribers interested. A constant increase in our circulation will enable us to keep our subscription rate within the reach of all. Seventy-five cents will bring it to your friend for a year. See that your friend joins the army of our subscribers.

HOW A LARGE YANKEE DAILY SEES THE MONTHLY.

The St. Louis Republic says:—"The Western Home Monthly, eighty-four pages of four columns each, and a colored cover comes to us from Winnipeg, Canada, and is a literary revelation. How a place of the size and population of Winnipeg supports such a periodical, is past solving by guess work; but it does, for the Monthly is in its tenth year of publication and contains a high grade of popular literature, well illustrated.

The November number contains many good contributions by leading writers; besides, there are a dozen good original departments all intensely interesting."

Now is the time to subscribe. Three years subscription \$1.50. Address all correspondence, Home Publishing Co., Winnipeg.

CONTENTS.

Under the following headings many matters are dealt with in the January number.

This issue will be found exceedingly interesting and instructive as all the departments are dealt with by specialists in their respective lines. The aim of the publishers will be to make every issue eclipse its predecessor in interest.

Editorial—"The Liquor Problem in the West"; Story Department, 12 pages; Answers to Correspondents; Correspondence; Temperance Talk; Sunday Reading; Woman's Quiet Hour; Music; General Information; The Philosopher; The Young Man and His Problem; What the World is Saying; What to Wear and How to Wear it; Original Plans; Fashions and Patterns; Work for Busy Fingers; Woman's Realm; About the Farm; The Home Doctor; Household Suggestions; Round the Evening Lamp; The Young People; The Children; The Home Beautiful; In Lighter Vein; Illustration.

FROM OUR MAIL BAG.

An Alberta Enthusiast.

Innisfail, Alta.,

Dec. 4th, 1909.

Gentlemen:—Enclosed please find renewal subscriptions to the three copies of the Monthly that have been coming to my address for the past two years. I may say that both myself and my friends (who walk a great distance every month to get the Monthly) are delighted with it and though far removed from the great centres of civilization we feel quite within the pale as long as the Monthly comes to us. A few more settlers have reached this locality recently and as they appear to be English-speaking I trust before long to introduce them to the Monthly and add them to your list.

Yours truly,
A. R. Peters.

A Word from a Great Advertising Agency.

"You most certainly must be pleasing your constituency or your circulation would not be increasing as it is, and we believe you are bringing results to your advertisers or they would not be staying with you and new ones constantly entering the field.

We may add that the November issue is a pleasant surprise and since its receipt we have had the opportunity of mentioning it to several advertisers as the best issue we have yet seen of the Western Home Monthly and a credit not only to the West, but to Canada as a whole."

The Western Home Monthly,
Winnipeg, Brandon, Man.

Gentlemen:—Dec. 1st., 1909.

I enclose \$1.50 for three years' subscription to your valuable magazine. I have taken the Western Home Monthly ever since its first number came out in 1899 and it is truly remarkable the great headway it has made since that time. I have always found the stories bright and interesting and the articles helpful, being particularly impressed with The Young Man and His Problem, What the World is Saying, The Philosopher, What to Wear and When to Wear It, and the Fashions page. We subscribe to a large number of periodicals, but in point of excellence find that your magazine cannot be excelled.

Wishing you the compliments of the season, I remain,
yours truly,
(Mrs.) D. S. Windle.

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