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A NEW YEAR'S RESOLUTION



Send us a postcard asking for our new booklet on the hair: "How to be Beautiful," which we will gladly mail you free. Sit down and write now while you think of it. During 1914 we did a bigger mail-order business than in the two previous years combined, which is ample evidence of the superior quality of our hair-goods.

Switches from \$1.50 upwards.

SEAMAN & PETERSEN The New York Hair Store 283 SMITH STREET, WINNIPEG

The Western Home Monthly

Vol. XVI. Published Monthly By the Home Publishing Co., Ltd., Winnipeg, Canada. No. 1.

The Subscription Price of The Western Home Monthly is \$1.00 a year or three years for \$2.00 to any address in Canada, or British Isles. The subscription 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 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

The year 1914 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 1915 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 1915 may your number double and your friendliness increase.

A Happy New Year to You All!

A year in which peace may come to our land and Empire, a year in which this great and promising country of ours will advance in all good and worthy directions, and a year that will bring gladness and prosperity to every reader of this magazine.

The Western Home Monthly closes with this month the fifteenth 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 45,000 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 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 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. One dollar will bring it to your friend for a year. See that your friend joins the army of our subscribers.

What do you think of our special War Pictures? It may interest you to know that this special feature represents an extra expenditure of nearly a thousand dollars a month, but we do not grudge it. We all like to read about and see our brave boys at the front, and the large number of letters we have already received testify to the appreciation of our readers. By the way, we would like you to show your copy this month to your neighbor. It will mean one more subscription for us, and now, as at all times, we are anxious to increase our family of readers.

FROM OUR MAILBAG. An Alberta Enthusiast.

Gentlemen,—Enclosed please find renewal subscription to the three copies of The Western Home 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.

Brandon, Man.

Gentlemen,—I enclose you \$2.00 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 Fashion Pages. 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.

New GOAL OIL Light

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Costs You Nothing

to try this wonderful new Aladdin kerosene (coal oil) mantle lamp 10 days right in your own home. You don't need to send us a cent in advance, and if you are not perfectly satisfied, you may return it at our expense.

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Recent tests by noted scientists at 14 leading Universities, prove the Aladdin gives more than twice the light and burns less than half as much oil as the best round wick open flame lamps on the market. Thus the Aladdin will pay for itself many times over in oil saved, to say nothing of the increased quantity and quality of pure white light it produces. A style for every need.

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people now enjoy the light of the Aladdin and every mail brings hundreds of enthusiastic letters from satisfied users endorsing it as the most wonderful light they have ever seen. Such comments as "You have solved the problem of rural home lighting"; "I could not think of parting with my Aladdin"; "The grandest thing on earth"; "You could not buy it back at any price"; "Beats any light I have ever seen"; "A blessing to any household"; "It is the acme of perfection"; "Better than I ever dreamed possible"; "Makes my light look like a tallow dip"; etc., etc., pour into our office every day. Good Housekeeping Institute, New York, tested and approved the Aladdin.

We Will Give \$1000

to the person who shows us an oil lamp equal to the Aladdin (details of this Reward Offer given in our circular which will be sent you). Would we dare invite such comparison with all other lights if there were any doubt about the superiority of the Aladdin?

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We want one user in each locality to advertise and recommend the Aladdin. To that person we have a special introductory offer under which one lamp is given free. Just drop us a postal and we will send you full particulars about our great 10 Day Free Trial Offer, and tell you how you can get one free.

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