

# The Western Home Monthly

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## A Chat with Our Readers

January, February and March are the three busiest months of the whole year for us. This is because about 75 per cent of our subscriptions fall due in the winter and it is customary for us to write and send a subscription blank to some thirty thousand subscribers during that short time. Some of our readers are considerate enough to remit without being asked, and we feel sure that if it was generally realized how much expense and trouble this kind of action actually saves us, many others would do likewise. Most people would be very much surprised to know what a very complicated business is that of a publishing house. Take the editorial department, for instance. The necessary number of stories, and articles, and photographs, and drawings of just the right kind do not assemble themselves as if by magic and then marshal themselves off to the printer, where, after a proper interval, they reappear, amiably and compactly arranged into a magazine. No, indeed, the proceed is a much longer and more painful one. Every story has to be directed on its journey through innumerable hands, each one of which has to change it or add to it in some way. The chosen story from several hundred others, it goes from manuscript reader to artist; back again for editing; then, joined by its illustrations, now in the form of cuts, up to the composing room to be set into type; down again for reading and re-reading to be sure no errors have survived; to the platemakers to be made into plates, and, finally, to the presses themselves. And even this tells only half the story, since supporting it all are the ideas and energies and enthusiasms of numberless people. The next time you get your magazine, this January one, for instance, just stop a minute and think that dozens of people spent three months, not merely a few days, in getting it ready for you. And, constantly, the process gets longer as The Western Home Monthly gets better and bigger.



Contentment.

I was exceedingly pleased when you did not stop sending my favorite paper. It is always a welcome visitor.—Mrs. T. Axdal, Wynyard, Sask.

Enclosed please find \$1.00 for renewal of my subscription to The Western Home Monthly. It is a most interesting journal.—Mrs. T. Scragg, Blucher, Sask.

We would not like to be without The Western Home Monthly.—Mrs. Jas. H. McDonald, Little Woody, Sask.

The Western Home Monthly is the best paper I know. I always look with pleasure for its arrival.—Mrs. Fairbank, Edmonton, Alta.

Enclosed please find \$1.00 for renewal to The Western Home Monthly. We would not want to do without The Western Home Monthly. We have taken it for seven or eight years and it seems like one of the family. Wishing you success for the coming year.—E. E. Smith, Eye Hill, Alta.

### Your Mother Learned from Hard Experience

She had to work out every household problem herself. There were no available sources of information which met her needs—it meant a great deal of money and a great deal of time to have instruction in even the little that was then known of Domestic Science.

The Western Home Monthly has changed all this for you and your daughter. Changed it so that the woman in the home, the one who is the real maker of a better race, may have every possible help. Homemaking to-day is the greatest privilege a woman may have even in this age of great privileges to woman. In no other field is her influence so strong, her power so far reaching, as from the centre of a happy, well ordered home.

But it takes time, and so that the home woman may have this time, time taken from the drudgery of housework, to grow herself and to help others grow and broaden, we are going to frequently publish articles dealing with these important problems which will comprise a thorough, efficient and above all practical course of instruction in the seven important home activities. Really seven complete correspondence courses in drudgeless, wasteful housekeeping. Every word will be authoritative, every formula tested, for we have secured the most famous authorities in the country to direct the courses. Their intimate, personal talks to you are part of our 1917 plans for the readers of The Western Home Monthly.



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MANAGER

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