

# The Western Home Monthly

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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.

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## Chat with Our Readers

The July issue of this Magazine, dealing at length with the jubilee of Confederation, has brought many kind words of appreciation to the publishers. Seldom has a Canadian magazine presented so many contributions from the leading men of the country and seldom has it been possible to publish so many rare and historical illustrations. Additional Confederation articles will be found in this number, the study of which will give our readers a right idea of the importance of this event in Canadian History.

### The Young Man and His Problem

No page in any journal published in Canada has been more popular and more helpful than that in The Western Home Monthly devoted to "The Young Man and His Problem." It was a matter of regret when Dr. J. L. Gordon, because of his removal from Winnipeg, found it impossible to continue to serve. The Monthly is now pleased to say that a fitting successor has been found—one who is capable in every way of keeping the page up to the high level attained under the direction of Dr. Gordon.

No name is more favorably known in Western Canada than that of Prof. W. F. Osborne, of the University of Manitoba. As writer and speaker, he stands in the front rank, because of his readiness, his freshness of style and his wonderful diction. Whenever Prof. Osborne writes a letter or an article, everybody reads it; because it is certain to be interesting and to contain something of merit. Whenever he speaks, whether in his lecture room or on the public platform, he commands the attention of interested listeners.

In the field of public morals, Prof. Osborne is a frank and fearless champion of all that stands for righteousness and justice. He is thoroughly democratic; he believes in a square deal for all, and in equality of opportunity, and is an optimist among the optimists.

It is a great pleasure for The Western Home Monthly to be able to announce that, beginning this issue, Prof. Osborne will take charge of the page devoted to "The Young Man and His Problem." A comparatively young man himself—whose chosen work is teaching young men—he will, through these columns, have an opportunity of reaching thousands of others, who will be glad to read his message. Nor will his words appeal only to young men. His words will be welcomed by old and young, for they will ring true and contain wisdom and inspiration.

During the next few years Canada's problem will be one of educating young people for their mission. Towards this ideal it will be necessary to place before them high ideals of honor and citizenship. No one can contribute more towards this end than Prof. Osborne, in the pages of Western Canada's most widely known monthly.

Unprecedented business conditions have raised the cost of everything that enters into the production of magazines. We would, therefore, be justified in asking our subscribers 50 per cent more for The Western Home Monthly than we did in the past. We prefer not to do this; rather ask our readers to co-operate with us in securing new subscribers and in introducing the magazine wherever they may be. A great many of our readers do this now, for they find pleasure in

extending the influence of a publication in which they so heartily believe. A little co-operative work of this kind on the part of our subscribers would enable us to extend our circulation without the cost of sending paid agents to all parts of the country.

We would draw the attention of our readers to our premiums, some of which are advertised in this issue, and others that anyone can have on application.

We believe that our magazine stands at the top as a magazine for the home—with its valuable and interesting departments, the high quality of its fiction, surpassing both as to quality and numbers.

You cannot afford to lose the magazine's earnest, helpful, inspiring influence. You have come to depend upon it. Its articles are like chapters in the lives of real friends. Its departments have saved you money, given you food for thought, made the daily task lighter and more cheery. Its short stories have made you interested, have set you thinking along right lines.

It has been a great pleasure to realize by the increasing number of clubs, the prompt renewals of old subscriptions and the gratifying additions to our list of new subscribers, how firmly The Western Home Monthly is established in the hearts and homes of the intelligent, thoughtful people of this Western land. You have shown us by your loyal support, that the magazine for the home containing infinite richness at a moderate price, is what you all want.

The publishers of this magazine—they themselves pioneers in Western enterprise, have watched with keen interest the all round development that has taken place in all the western provinces, and have endeavored to keep the publication well advanced in the march of progress. That we have succeeded to a somewhat commendable extent is proved by the favor and appreciation of our wide circle of readers. Yearly they spend their good money with us, and the general opinion expressed is that they would not be happy without their favorite magazine. It is now in its 18th year and 8 months ago entered into its fine new home on Bannatyne Avenue, which you are cordially invited to visit whenever you are in Winnipeg. Its career started when the territory which it now covers so well from the Great Lakes to the Pacific Coast was but very sparsely populated. Even in these days it quickly made its way and found a place in the affections of all people who read the English language. We are told by our canvassing agents that in some districts it is rare to find a home that does not receive the magazine, and indeed, many of our readers are now paid up to 1918, 1919 and 1920. Some of your neighbors may be recent arrivals in your district, and they would appreciate your courtesy in drawing their attention to a magazine which they would really enjoy reading, and which is essentially a Western magazine, published in the West for Western people.

Leslie, Sask.

Gentlemen,—Will the enclosed \$2.00 pay for my subscription till September, 1918? It was just purely a matter of carelessness and forgetfulness that my renewal was not sent in long ago, but will be prompter in future, as I like The Western Home Monthly coming to our home.—Mrs. A. A. Moody.



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