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The Western Home Monthly

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No. 2.

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

Our short talks with our readers in the last three numbers apparently attracted the attention of many and we are encouraged to continue to discuss the merits of the Monthly in this manner, in the hope that every reader will assist in widening its sphere.

When we wished our readers a prosperous and happy 1914 in our January number, we meant something more than a casual wish that the year just entered should bring our subscribers many good things, we meant that The Western Home Monthly would do its best to contribute to their pleasure and well-being. In the past you have found much to enjoy within the covers of the magazine, you have in recent issues found well informed, fearless editorials, dealing impartially with matters of grave interest to this Western country. These will be continued so that every reader of the Monthly may have enlightened and non-partisan views on the questions that have from time to time to be solved by the people. You have found its fiction pages healthy and fascinating; you have found its many special departments, dealing with every phase of home life helpful; its fashion pages artistic and reliable; and generally speaking you have regarded the Monthly as your good friend who could always help, instruct and entertain you.

You have been enthusiastic about the Monthly and thus you have encouraged the publishers to better effort. You know how much easier it is to work when appreciation is shown. The Monthly entered 1915 with a most sanguine spirit, endorsed by an army of readers of whom any magazine would be proud. The duty devolving on all those who appreciate the Monthly is not only to send their own subscriptions in early, but to see that their friends share in the happiness that the Monthly brings with its twelve monthly visits.

Indeed there could be no better remembrance to a friend than a year's subscription to The Western Home Monthly.

For the coming year it will continue, and on a larger scale, to give its readers the benefit of expert knowledge in all its departments. The hope is that the Monthly will in the future meet all tastes that the home can devise—that even the children will be found absorbed in its pages. The daily mail of the Western Home would in its size surprise even its most ardent supporters, and at this season it is teeming with kind words of approval and generous good wishes, for all of which we are very grateful.

As we have already stated, the year 1914 was a good one for us, the best in our history. It saw the sphere of the Monthly greatly extended and for this our thanks are due our subscribers. The thousands of new ones added have taken up the cause of the Monthly with true Western zeal and enthusiasm. The Monthly is a purely Western product, and its aim is to be helpful and interesting to every Western home.

As the result of a recent appeal to our readers in which we requested them to let us know what features in our magazine they liked and which, if any, were not palatable, we believe that within the next two or three months our subscribers will readily concede the palm of magazine par excellence to The Western Home Monthly. Since our readers have in such large numbers made known their likes and dislikes a steady weeding-out process has been going on, and those features which in deference to public request are now discontinued, have been replaced by others especially asked for. We want to draw particular attention to the fact that we are here to publish a magazine destined to be of the greatest possible help and courtesy to our readers and we are always grateful for advice and suggestions for future development.

It is no unusual thing for us to receive by a single mail, twenty or thirty letters, expressive of the gratification of our subscribers. We appreciate these kind missives and we are especially well pleased with the knowledge that our readers really have the interests of The Western Home Monthly at heart. We are going to further encroach on the good nature of every reader and solicit his or her help to further add to our circulation. As you are probably aware your favorite periodical enters an enormous number of Western homes every month. Having regard to Western conditions, this is highly gratifying but we are not satisfied. Like Oliver Twist "we want more," and we believe you are the only person that can be of any material assistance to us in achieving this object. Suppose for instance that one of our present readers succeeded in getting us only one new subscriber—surely a very simple thing—our circulation would double—in other words our figures would jump to considerably over 90,000. Suppose you try this. The majority of our readers live in well settled districts and we believe that many of their friends and neighbors would gladly subscribe to The Western Home Monthly if they saw a copy so that we are not asking you to do any canvassing for us—simply to show the magazine to your acquaintances. Again, you may have some friends in a distant part of the country who might be interested in our publication. Just send us their names and addresses and we will send them a sample copy. We know that The Western Home Monthly has only to be seen to be appreciated and the sending of a sample copy usually means a year's subscription by return mail. With every little effort, we should have a circulation of 100,000 in a short time. Let us determine that this become an accomplished fact.



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