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## A Chat With our Readers.

As each issue of the W.H.M. reaches its readers throughout the West we receive assurances that it has become the best magazine in the country. This is naturally very pleasing to us, and is a stimulus to the best effort of which we are capable. While it is not so perfect in many respects as we hope to make it, yet we do claim for it that has an individuality of its own. That it is not merely one of the monthlies, but a publication unlike any other. Its aim is to deal fully and authoritatively with all matters that are likely to interest the homes of the Canadian West. It maintains a uniformly high quality in its literary contents, and its illustrations are chiefly by our own special artists and photographers, who not only are experts in their own line, but know the West as outsiders do not. From this view at least it undoubtedly is unequalled in the variety of interesting topics described and illustrated in each issue. But a healthy magazine must keep on growing, both in circulation and quality, and for our circulation we are largely dependent on the good word and kind recommendation of our readers. It was this generous co-operation of reader and publisher that brought

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 W.H.M. 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 Western Home Monthly entered 1911 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 W.H.M. is not only to send their own subscriptions in early, but to see that their friends share in the happiness that this magazine brings with its twelve monthly visits. Indeed there could be no better remembrance of a friend than a year's subscription to the Western Home Monthly. We will continue, on a larger scale, to give our readers the benefit of expert knowledge in the various departments. The daily mail of



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This is Professor Redford, who handles the work on tillage, grain and fodder crops; rotation of crops; manures, grading and judging of grains, etc., and who has supervised our entire course. He is only one of nearly a score of equally capable men on our staff.

We are now forming clubs all over Western Canada for fall study and are offering many special inducements to the first hundred farmers in each district. For one thing we guarantee you free advice as long as you live, on any farm problem. This alone may save you hundreds of dollars per year.

Mr. A. H. Finch, of Lidstone, Man., says: "Judging by the men who are conducting this correspondence course, I deem it of inestimable value to every person in the West. Any man will miss a great opportunity if he fails to take advantage of this splendid source of practical information."

We want YOU to receive the benefit of our service and we are prepared to make terms which will easily place it within your reach. Write us to-day.

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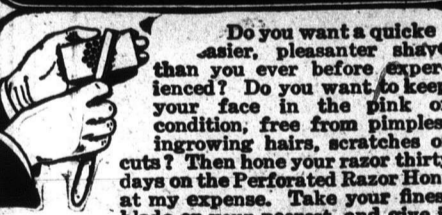
## FACTS FOR ADVERTISERS ABOUT THE MONTHLY MAGAZINE

Is the Home's favorite literature—it is read by one member of the household after another. Its contents are discussed in the family circle. As the well conducted magazine of to-day deals extensively with every department of the well-regulated home it is consulted as an authority and guide for months after its publication. Nothing that it contains escapes notice. It is attractively, durably, and conveniently got up, and again its reading takes place in the seclusion of the home where the distractions of business are put aside. Such reading is generally careful and thorough, and in the reposeful hours when the mind is in an impressionable and receptive mood. It is not read in hurried glances, nor in feverish haste, and with divided attention, and then relegated to the waste basket or the furnace. It is reasonable to conclude that the Monthly magazine with that choicest of all distributions—the responsive home circulation, must continue to command first consideration from the advertiser who is looking for tangible and lasting results.

success to the "W.H.M." and gave it to-day a larger circle of readers than any other Canadian magazine. As to quality we can assure our subscribers that neither money nor energy will be spared in bettering and strengthening the magazine in all its departments. We are very anxious that everyone living in Western Canada should become familiar with our magazine. We strive to make each issue instructive, interesting and entertaining, and are careful to publish that which is healthy in tone only. At present we are making a great effort to introduce the magazine to those not already acquainted with it, and with that end in view are making an offer of 25c from now until the end of the year. This of course is only available to those who are not, and have not been subscribers at any time. Is it too much to expect every one of our readers to bring this offer to the notice of a non-subscriber? We believe that we can rely on your friendship and co-operation to this extent and we feel sure that you are interested in extending the sphere and influence of such a magazine. It is published in the West for Western people, and we hope to make it, not only a magazine of surpassing interest to its readers, but a credit to Western Canada. In the past you have found much to enjoy within the covers of this 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 may have enlightened and non-partisan views

the magazine would, by its size, surprise even our most ardent supporters and always the letters teem with kind words of approval and generous good wishes, for all of which we are very grateful. During the past twelve months the sphere of the W.H.M. has been very greatly extended and for this our thanks are due our subscribers. The thousands of new subscribers added have taken up the cause with true Western zeal and enthusiasm. The Western Home Monthly is a purely Western product and its aim is to be helpful and interesting. As showing the value which some readers place on the W.H.M. we are continually coming across very crude expressions of what the Monthly really is to the settler in the West. A letter which attracted our attention recently was of a somewhat amusing character, and as it may be of more than interest and amusement to some of our friends, we give an extract from the letter. "I have not received the month of June yet and I feel very lonesome without it, I would rather go without my meals than have to go without that book. Please forward me the month of June by return mail." We wonder how long this reader would be prepared to fast, but we will not tempt him. Another writing from the remote north says: "If you had any conception of how your magazine is enjoyed by us in this lonely portion of the country you could not have stopped it. Yes you are right we must pay up and to avoid missing any more issues you will find three years subscription herewith."

## Shave in Comfort



Do you want a quicker, easier, pleasanter shave than you ever before experienced? Do you want to keep your face in the pink of condition, free from pimples, ingrowing hairs, scratches or cuts? Then hone your razor thirty days on the Perforated Razor Hone at my expense. Take your finest blade or your poorest, and give it six strokes, or hone all day—the result will be the same—A PERFECT SHAVE.

The Perforated Hone is the ONLY hone in the world that makes OVERHONING impossible. You don't have to be careful or experienced. The small, deftly-rounded holes in this hone absolutely dispose of that hacking, pulling, irritating edge, which no amount of old-fashioned honing could ever remove. The picture shows how. The holes make your razor edge keen, incisive and firm.

The Perforated Hone is made from a natural grit stone found only in British Columbia. It lasts a lifetime.

Pin a dollar bill to this advertisement, write your name and address on a slip of paper and mail to me. I will send you at once, all charges prepaid, a Perforated Hone packed in a neat pocket case. Try it Thirty Days FREE. Unless you find it leave a keen, smooth-cutting edge on your razor that will feel like silk on your face, return it at my expense and get your money back immediately. Send today. Booklet, "The Secret of Easy Shaving," FREE.

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This Boot is made expressly for Canadians, by competent Scotch shoemakers. The leather is of a Special Scotch tannage—Brown or Black. It is a Stitched Boot, 9 in. high; plain fronts; full watertight double tongue; plain sole and heel which can be nailed if desired; outside back strap extending to the top. The upper is made to allow of the trouser leg being turned inside the boot as shown. The eyelets are large and suitable for raw hide laces. They are absolutely watertight and made by a firm with a worldwide Footwear reputation of 75 years standing.

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