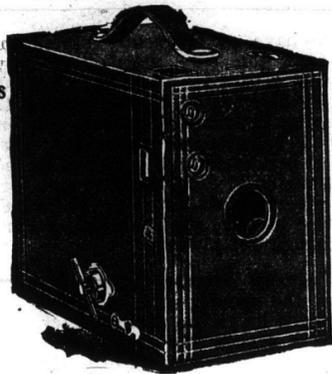


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PICTURES
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You can make good pictures with a Brownie Camera.

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THE WESTERN HOME MONTHLY

Vol. XIV. Published Monthly No. 5.
By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

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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.
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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

A WELL known British journalist who visited the Canadian West last year, writes us in the following cheerful way: "I have become quite an admirer of the Western Home Monthly. It is edited well, made up and printed in first class style. Even to a man like myself, to whom the average magazine is a bore, it is full of live interest."

It is very fine to receive letters of this description, especially when they come from those who can be regarded as first authorities. We always delight to hear from our readers, even if it be in the way of kindly criticism, for almost every criticism that reaches us is in this form, and accompanying it are generally some useful suggestions. Here is a kick from this morning's mail. "Why do you put so many pages in the W.H.M.? I wish to wade through it, but find that time will not permit." Still another writes by the same mail to say that he is truly sorry when he comes to the last page, that he could easily attempt

improvement on anything that has gone before. Its fiction and illustrations will be in keeping with joyous summer season, but there will be no neglect of the more serious affairs of life. Fourteen years ago the W.H.M. first saw daylight and from its slender infancy up to its present rugged manhood, it received a warm and enthusiastic welcome from Western Canadians. It is in their interest it is published, and everything that could be relied on as tending to the well-being and development of this western land has had and will continue to have its best efforts and earnest co-operation. A large number of people throughout Canada read it and prize it. We want the rest of them to become acquainted with it, and we depend on our friends the club raisers to make the introduction, not only because they like the W.H.M. for itself and are glad to win new friends for it, but because they will secure for themselves a handsome premium and cash commission also.

Advertise in the publications read by women. Women believe advertisements. Women are talkers—they talk about what their magazine says, and the whole family believe what mother says. Millions of mothers and millions of wives are the family treasurers and give out the money to the husband and the sons and tell them what is best to buy. Give me a mother's good will or a wife's influence and I will have the trade of the men and boys in that family.—"Judicious Advertising."

The truth of the above remarks can be vouched for by the hundreds of advertisers who use the "Western Home Monthly."

another 100 pages of similar interest. We do the very best we can with all suggestions that come to us, for this magazine is planned and edited to be pleasing, interesting, helpful and educative to its readers. This is its only mission, and with the kind co-operation of its subscribers we have reason to believe that it has not failed. It would appear that the coming season will be one in which the sphere and influence of the magazine will be very widely extended. Every mail brings its large numbers of new subscribers, men and women to whom the magazine had been shown by those who had been receiving it for some time. In this manner thousands of new names are added yearly, and the fact that a very small percentage discontinue their subscription, shows that the magazine is being more and more appreciated. We ask of every reader who is pleased and interested by our magazine to pass the word along. This issue of The Western Home Monthly is, we think, filled with extra good things. We give the biggest dollar's worth on the continent, and if we are to be guided by our "mail bag," we certainly give the best. Leading writers are treating interestingly and instructively with many great questions, while we think our friends will admit that we have not failed from an artistic point of view. The large portion of this magazine that is devoted to women's work is meeting with special appreciation. Every branch of activity that women are now engaged in has from month to month the best thought of leading women journalists. The June number, the Editors tell us, will be a decided im-

Securing subscriptions for this magazine is easy, pleasant and dignified work, because the sample copies do the selling. Let a person look through its pages, and hardly a word need be said. He or she will recognize that here is a chance to secure a valuable assistance at a price which is certainly a bargain. The W.H.M. contains features of interest to every member of the household. The "Woman's Quiet Hour," The "Young Woman and her Problem," The "Young Man and his Problem," The "Philosopher," etc., have brought and will bring help in a hundred ways to busy women who manage their own housekeeping. Our editorial comment has a cheerful note that comforts while it instructs. In every way the magazine caters to the domestic, home-loving man and woman, and such people want it as soon as they realize its mission. When they understand that every new subscriber whose name is enrolled on our list before November 20th receives November and December numbers free, thus getting fourteen numbers of the magazine for \$1.00, they will know that it is the magazine bargain of the year that is being offered them. The present price of the Western Home Monthly is \$1.00 a year for single subscriptions, \$2.00 for three years.

Birtle, Man.

Dear Sir: I have a friend in England to whom I would like to send your excellent paper. I am enclosing \$1.00 for one year's subscription. I am already a subscriber myself. Yours truly,
G. F. Martell.

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Made of the same enduring materials as RU-BER-OLD Roofing, it will not rot, dry out or crack, but will give permanent protection.

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