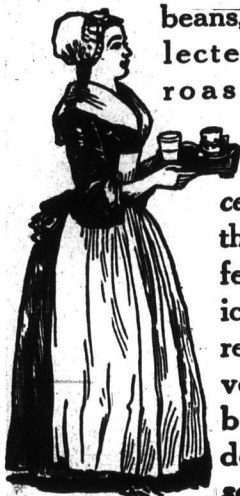


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THE WESTERN HOME MONTHLY

Vol. XI. Published Monthly No. 11.
By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

THE SUBSCRIPTION PRICE of the Western Home Monthly is 75 cents per annum to any address in Canada, or British Isles. The subscription price to foreign countries is \$1.25 a year, and within the City of Winnipeg limits and in the United States \$1 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. We prefer those of the one cent or two cent denomination.

WE ALWAYS STOP THE PAPER at the expiration of the time paid for unless a renewal of subscription is received. Those whose subscriptions have expired must not expect to continue to receive the paper unless they send the money to pay for it another year.

CHANGES OF ADDRESS.—Subscribers wishing their addresses 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.

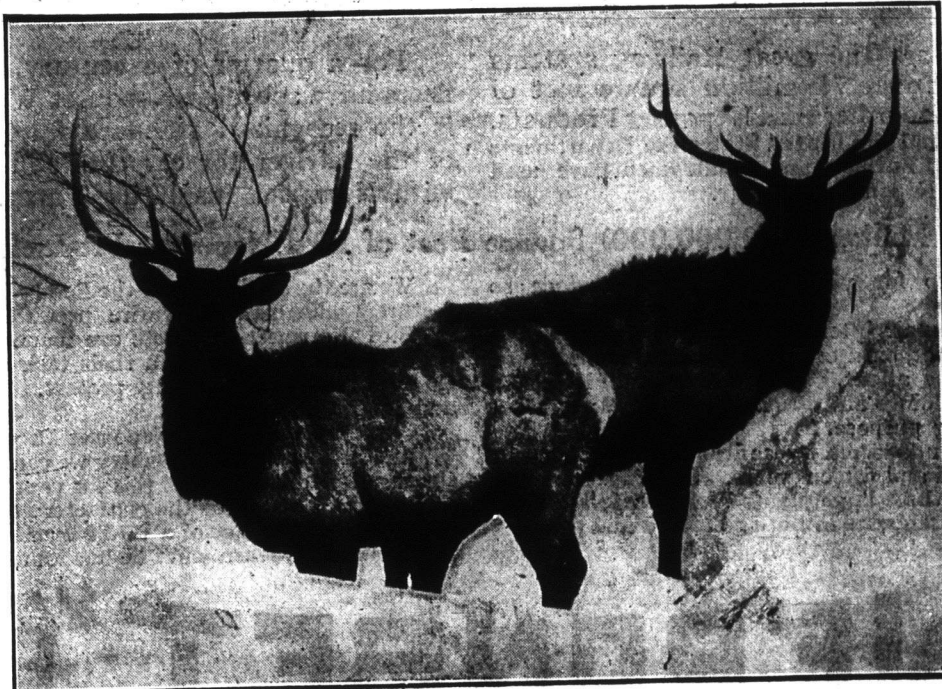
The Western Home Monthly as a Christmas Gift.

Christmas with all its pleasant memories and happy associations is nearing us once again.

Giving Christmas presents is a pleasure we all indulge in. Picking them out sometimes amounts almost to a hardship. How often have you balked at the smallness of the amount you are able to spend on a certain gift, and wondered if the gift would not seem too pica-yune; wondered if the friend or relative who received it would have Christmas charity enough to look beyond the amount expended and realize the loving thought that accompanied it. There are not so many things, when you come to think of it, that you can buy for a grown-up for 75c. that seem absolutely worth while. Of course, the stores are full of beautiful things, but so many of them are of such an ephemeral nature. They are nice for trimming, pretty to

is the kind of a Christmas present that stays right through the year, and the last copy may be a better present than the first. It gives a pleasure out of all proportion to the price, it shows a loving thoughtfulness, and it never looks niggardly.

The time to send us your friend's subscription is right now. Just when you read this, so that the December number with all its treasures will reach your friend in good time. Many of Canada's leading writers will contribute to the Christmas Number this year. The Monthly of the future will be brighter and better than before and, for the present, there will be no increase in the subscription price. We ask our readers to help us in greatly increasing our family of friends, so that we may continue to offer the magazine at a sum that inconveniences no one. We make no



Two Elk in Northern Manitoba.

hang on a Christmas tree, but after Christmas is over, where do they go?

Probably all the people of the West puzzle over this problem every year, each in his own way, and come no nearer a solution than before. Each year there is a multitude of pleasant friends whom you don't feel that you can overlook, and the list seems to grow rather than contract. And yet, each year there is the pocketbook as narrow and unexpansive as it was the year before. Sometimes it seems to shut up even tighter.

What's the answer? Send a year's subscription to The Western Home Monthly to your friend that you don't want to forget. 75c. will do it. Think of the pleasure that will come from it all through the year! How often do you get sincerely thanked for the average Christmas present six months after it has been given? It has been our personal experience to have a friend turn up months after the magazine was sent and thank us warmly for the pleasure given by a certain feature in the last number. The Western Home Monthly

apology for again referring to the premiums which we are offering our subscribers during the season of 1910-11. Our past experience has shown that the great popularity of our premiums has resulted in a very heavy run on them, the result being that many of our offers had to be withdrawn at an early date. This year, however, we are taking ample precautions to guard against this contingency, and we can guarantee to our readers that they will suffer no disappointment, but that all the premiums which we advertise can be promptly obtained.

In former years our premiums have comprised books of all descriptions, atlases, postcards, music, etc., and while all these were quickly snapped up, we are inclined to think that articles of a more practical nature would be even better appreciated, and we are shaping our policy accordingly. Last month we referred to our pattern chart, and while we believe that this particular premium will instantly achieve a very desirable modicum of popularity, we are offering a number of other articles which, we believe, will fully satisfy the most critical of our readers.

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