

# 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. Remittances of small sums may be made with safety in ordinary letters. Sums of one dollar or more 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.

## Chat with Our Readers

A considerable number of subscriptions to The Western Home Monthly expire with this issue. To all whose subscriptions expire with this number we have sent by mail a subscription blank as a reminder of the fact. Now, we wish to ask if there is a single one of these many readers who regrets that he or she subscribed for the magazine a year ago? Have you not received, in instruction and entertainment, many times the value of the small sum of money you paid us for the magazine? Has not the magazine been all that we promised it should be, and all that you could wish or desire? Have you not been pleased with it ever since you became a subscriber?

We earnestly hope that every individual one of those whose subscriptions expire with this issue will send us a renewal of his or her subscription for the coming year, and that as many as feel disposed to do so will get up a club, and thus secure one or more of the valuable and useful rewards we offer. Remember, that if you get two friends to join you in subscribing, thus making up a club of three, each will get the magazine a whole year for a total cost of only two dollars. For larger clubs we give fine premiums. If you will send for our Complete Outfit for Getting-Up Clubs for The Western Home Monthly, which we send free, you will receive our complete Premium List, describing different articles given upon remarkably liberal terms.

The growing appeal of this popular periodical is due to the fact that we embody in it the characteristics of a publication above all indispensable to the home. While it is primarily a fiction magazine, its various departments are of a high order of excellence. The Western Home Monthly is more popular to-day than ever before in its history. Rarely does any one ever hesitate to subscribe when the magazine is once called to his or her attention.

We do not wish to lose a single one of our present subscribers, and do not see why we should. The magazine costs such a small sum that any one can afford to take it. Please send in your subscription just as soon as possible. Do not put it off; do not neglect it. Remember that for the modest price of a year's subscription to The Western Home Monthly you provide yourself with wholesome reading for a whole year to come.

### A Pertinent Question

The Western Home Monthly particularly commends itself to me for its clean, wholesome and appealing stories. So many of the magazines to-day cater to the tastes of those who demand problem stories suggestive of things that we deplore. After reading them we have a bitter taste in our mouths. Why is it that so many magazine writers preach that Home is no longer the most sacred and happiest place on earth, that married life is not what God designed it to be, that the sanctity of the Home is weakening—the Home which should be a type of Heaven? So far, I have seen nothing in The Western Home Monthly to censure, and much to praise. The other departments of the magazine are excellent. I am grateful to the friend who sent me the magazine for 1916, as I have thoroughly enjoyed it.—Moosomin, Sask.

### Opinion of a "Mere Man"

Although your excellent magazine seems to be equally good for men, most of the letters from subscribers printed on your editorial page are from women. I infer from this that women as a rule are most disposed to thank you for giving to the public so good a publication at so small a price. My mother, who is a very critical reader, says she considers the fiction in your magazine superior to that in the higher priced magazines. She had never taken The Western Home Monthly until this year, because she said it was impossible to get a magazine with good stories the rule rather than the exception—at the price you ask. However, when I read the first copy to her she exclaimed: "Why, there is not a trivial story in it; and as for your special pages such as the Editorial, The Philosopher, What the World is Saying, etc., they are in themselves an education. It has been a long time since I have read a publication that was wholly good." I heartily endorse my mother's sentiments. The Western Home Monthly is good, "plumb good," from cover to cover. I do not know of any other way in which the same amount of money could have been invested with more profit and pleasure, than in a subscription to your magazine.—La Riviere, Man.

### Regarding the Dinner and Tea Set

We have received many enquiries from readers regarding the 47-piece Combination Dinner and Tea Set, which we are offering our readers in return for eight new subscriptions. We impress upon all the advisability of referring to the advertisement in this issue which contains all particulars. We have no hesitation in saying that this is the greatest premium offer that has ever been made by any Canadian publication, bearing in mind the fact that at this time with imports so restricted, china, and crockery are 50 per cent more expensive than at this time last year.

### Our Christmas Issue

Many writers of note will contribute to our December number. In matter and illustration, it will be of surprising merit. Send a copy to your friend abroad, and, by the way, when you come to think of Christmas gifts, may we suggest that nothing can be more appropriate and acceptable than a year's subscription to The Western Home Monthly.



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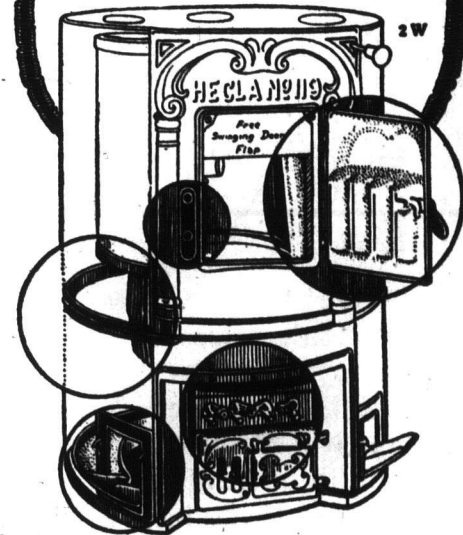
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