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THE WESTERN HOME MONTHLY

Vol. XIII.

Published Monthly

No 2

By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

THE SUBSCRIPTION PRICE of the Western Home Monthly is \$1 per annum to any address in Canada, or British Isles. The subscription price 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, or 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.

CHANGE 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 REVIEW 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.

Have you ever stopped to think that every one has somewhere a house of dreams?

Even editors have theirs.

Their air-castles cluster around their magazine. They dream always of making it more useful, more forceful, more beautiful.

Especially is this true in the case of the editors of a household magazine.

To them it is not a few sheets of paper peppered with print and pictures.

So much of their most earnest effort and thought does it represent, that it seems to them a part of themselves. It is as if they actually dropped in once a month on their subscribers for a neighborly visit.

In their imagination something like this occurs:

"What, Mrs. Jones, wouldn't your current jelly tell this time? I know just what the trouble is. Now—" But it is all told on page 00.

In another home somebody is wondering how to make over last year's brown dress. Twenty minutes' quiet visit with the magazine will settle that.

"A friend," some one has said, "is a person who thinks more of your interests than of his own."

This, in a nutshell, is the attitude of the editors of the Western Home Monthly toward their subscribers. They want to serve you intelligently, they want to understand your needs.

And so we beg you at the beginning of the New Year for a closer intimacy than has ever before existed between you and us. We want you to write us what features you would like to see in the Western Home Monthly that are not already there. We want to know if what is already there is satisfactory to you in every way, and if not, why?

We know that you are busy housewives and mothers, business women and girls; but surely if there is a very great need in your life which your magazine, the Western Home Monthly, is not now filling, you can find time to write us about it.

We have anticipated your wants in many directions in the past. We hope to do so in many more directions in the months to come. We realize that chiefly with us lies the task of making, as nearly as possible, a perfect magazine. Yet it rests a bit with you, too.

It is almost fitting to name this page "Our Page and Yours."

Sometimes it will be all yours. Sometimes we'll have it together. Once in a while we'll be selfish and keep it all to ourselves.

That we may not be obliged to do this for long, please send us your letters at once, so that we may publish here your suggestions and ideas and criticisms.

And speaking of criticisms recalls the story of a Sunday-school where there is a Boys' Brigade. The new corporal was told by the captain to criticize a line that was drawn up on the gymnasium floor.

"Tell what you think about them, you know," explained the higher officer.

The youthful corporal glanced them over carefully.

"Sir," he said at last, saluting respectfully and then pointing to a boy, "I think his feet are too big."

Now that's the kind of criticism we implore you not to make. We have faults, but most of them are of the big feet variety and can't be altered. For instance, we can't reduce the magazine to a more convenient shape. We can't print any more fashion pages than those we are now giving. We can't have colored cut-outs for the children just yet.

But for every other kind of suggestion we will, as has been said before, be deeply grateful.

And now may we make a suggestion to you? We introduced last month a department that should be of the greatest value to every woman and girl reader. We urge you to read Bess's column.

In this department will be discussed a problem that confronts every woman tied down with household duties, and also, matters of vital interest to girls and women out in the world.

Thus is added one more room to our house of dreams.

For the men folks the Western Home Monthly has its strong departments, such as the Editorial pages, the Philosopher, the Young Man and His Problem by Dr. J. L. Gordon, What the World is Saying and its Fiction pages.

A Kindly Appreciation from a Large English Advertiser.

The Yorkshire Manufg. Company,
Shipley, Yorkshire, Eng.,
December 21st, 1911.

Dear Sirs,—I take the liberty of informing you, that you are the first by word or mail to convey to me the Season's Greetings. May I in return wish you and the staff the very best of health and happiness during the coming year. I received a voucher copy yesterday, it being the 12th received during the year, and it may interest you to know that I have sent eight out of the twelve back across the Atlantic to friends and relations in Canada, several of whom have gone over during the past year, but I can assure you that not one copy has left my hands until I myself have had hours of enjoyment out of its excellent pages. We have few papers over here to equal the W.H.M., none I think better, and as an advertising medium has never yet lost us money. It is the best by far for results of any paper we have yet tried in Canada. I will here conclude with the best of wishes for your health and happiness, and the continued success of your up-to-date magazine.

Albert E. Walton, Proprietor.

Helpful to the Farmer.

December 9th, 1911.

To The Western Home Monthly:

Dear Sirs,—I have been reading your paper for the last two years and I think that for practical hints and suggestions it is "Excelsior" as a farm periodical. Before I came to the City, a year ago, and since I came to this country five years ago, I have been farming both east and west, and I know of several farmers who would have been better off for reading your paper. I still take it, as I intend to go home-steading.

Yours truly,

George J. Pratt, Winnipeg.

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