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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

If you agree with us that home is the best spot on earth, you are in a special sense eligible for membership in The Western Home Monthly family. Each month hundreds of new names are added to our subscription list. Every additional name strengthens the bulwark of home builders, home dwellers and home lovers. A home is the magnet toward which all good things gravitate, and a nation's homes are its best asset. Our mail box reflects the minds of our readers and in the minds of all the thought of home is uppermost. Not only do mothers bring their problems to The Western Home Monthly. The fathers ask questions, too. A tree breathes through its leaves. A magazine breathes through its correspondence. The more alive it is, the more letters it receives from its readers. What is your home problem? If you are a woman, interested in all pertaining to the home, read "The Woman's Quiet Hour," "Young Woman and Her Problem," "Woman and the Home," "Household Suggestions," etc. If you are the head of the house and are anxious to keep abreast with current thought, the editorial pages, "The Philosopher" and "What the World is Saying," will interest you. Do not stop with this. Read what The Western Home Monthly advertisers have to tell you about the things you should have if you are ambitious to provide an ideal home for your family. Such a home should be well lighted and well heated. It should be of the right color and have the proper trim. It should be a protection against all weather. Your genuine ideal homemaker knows that safety, comfort, convenience and style are not incompatible. He makes his house a safe place for his family, a comfortable place and a place which in appearance shall be a credit to himself and to his town. It

Important to Our Readers

The July Number of The Western Home Monthly will be a special Confederation Issue dealing with every important phase of Canada's national life. Leading authorities will contribute articles on Canadian History, Industry, Commerce, Educational Advancement, Agriculture, Political Development, etc. Its preparation is already under way and we have every confidence that the work will prove worthy of the great event that suggests issuing it at this particular time.

The wealth of matter which will appear in this issue should interest many of our readers who will probably wish to send such a representative number to their friends in Eastern Canada or overseas.

Application for extra copies, however, must be made before July 1st as otherwise we cannot guarantee to be able to accept orders. Every possible effort will be made to oblige our readers but to insure against disappointment, let us know how many extra copies you require before the end of this month.

reflects in every smallest detail his individual taste and his best aspirations. It does this at a minimum expenditure of time and effort to the householder if he takes friendly counsel with the merchant or advertiser who advertises in a great publication like The Western Home Monthly. Every advertiser is glad to answer enquiries from wide-awake readers who have problems to solve. Our readers learn efficiency through our advertising columns, not less than through its departments. For the successful advertiser has proved the value of the thing he brings to the attention of the public. We invite correspondence. Let us hear from every man and woman who reads this page.

A Hint to the Reader

Manufacturers who advertise their goods in The Western Home Monthly do so because they believe that our subscribers are the kind of people who will be interested in their advertisements. We urge you, therefore, to look over the advertisements in this issue and see if there is anything of special interest to you at this time. If you do see something that you want now, or that some day you plan to buy, why don't you sit right down and write to the advertiser and tell him that you saw his advertisement in The Western Home Monthly and that you want to know more regarding his goods? He will be delighted to hear from you and you can be assured that he will gladly send you all the information you want. Every manufacturer who advertises in this issue is mighty proud to put his name on what he makes and he hopes some day to make a new customer out of you. That's why he advertises.

If you have not yet renewed your subscription, the best time to do so is NOW.

From a B. C. Agent

Victoria, B. C., April 2nd, 1917.

Western Home Monthly, Winnipeg.

Gentlemen:—I have just completed my first week's work in this Province and I am glad to find the W. H. M. in high favor wherever I have been. Many who have not been direct subscribers have been borrowing it from friends and of these I rounded up quite a number. Renewals were cheerfully given in almost every case and in addition I have pleasure in enclosing a list of One Hundred brand new subscribers and my cheque less commission covering same. The war illustrations of the Monthly are a very taking feature here.

Yours truly,
M. WORTH.

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