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**The Western Home Monthly**

Published Monthly  
By the Home Publishing Co., Ltd., Winnipeg, Can. No. 4

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.

**A Chat With Our Readers**

**T**O-DAY Canadians from coast to coast face problems of reconstruction and re-adjustment on a larger scale and more imperative manner than ever before. Everyone among us will be called up to do many things that we did not anticipate, many things that would seem irksome and burdensome in the days gone by. We will be called to make many sacrifices to suffer perhaps and labor as we never labored before. But after all it will be a labor of love, a labor for the common good, for this good Canada of ours, that stands to-day greater and more glorious than ever because of the heroic achievements of her sons. The burdens of war will continue to be felt for many a day, but will be borne cheerfully by a people, who are conscious of having contributed in no small way to the cause that has saved civilization. In varying degrees the burden will fall upon us, whether our interests be great or small. In one matter, however, the interests of every reader of The Western Home Monthly, and its Publishers, are identical. The problem of the readers is to meet new conditions with increased efficiency, to find means of providing life necessities or the comforts to which one has been accustomed. The aim of the Publishers of this magazine is to provide for you a monthly periodical containing such a wealth of the world's best literature as will satisfy your desire and gratify your inclination to read only wholesome, helpful and inspiring stories, and interesting and informative articles. And all this will be Canadian made and Western Canadian at that. Many readers tell us that they could not do without a single copy of the periodical—and if that were true of the past it will be more so of the future. Not only will stories and articles be of the best, but every issue will be so interestingly and beautifully illustrated that its cheery aspect will appeal to all.

The production of such a magazine is not at present an easy undertaking, but with an ever increasing family of readers it is possible this family is already large but should by the end of 1919 be increased by many thousands.

The cost of paper to-day is more than double the cost before the war. Labor costs for printing, binding &c., have also soared, while printing inks and machinery have fully kept pace. Anyone of the individual instances mentioned above would be sufficient ground for an advance in the yearly subscription of the Monthly—but in order to keep the magazine within the reach of all and to give the largest possible number the advantages that it conveys from month to month we are continuing for the time being the \$1.00 per year rate. It is not unreasonable however that we ask every reader who enjoys the magazine (and evidently all do) to send us a new subscriber.

**TO ADVERTISERS**

The Western Home Monthly is a favorite with discriminating advertisers all over and many of the most progressive and reliable merchants and manufacturers use its columns regularly. Our readers would do well to consult the advertising columns in connection with their household requirements.

It is the aim of the Publishers to admit of no advertisement that is not entirely reliable and should anyone have reason of complaint in this respect we hope they will communicate with us.

**MANY NEW FRIENDS**

The April issue will go into the mails with many hundreds of new subscriptions added. We will repeat the operation for the May issue, likewise June and July. Right now we are in the midst of a most successful circulation campaign and the incoming new subscriptions are at a gratifying rate. Let us again impress upon you that the Western Home Monthly is worth many times its subscription price. At \$1.00 a year it is the best magazine value on the continent. Everybody likes it and we expect all its friends to boost it and widen its sphere.

**QUITE RIGHT**

2265 Hamilton St., Regina, Sask., Jan. 23rd, 1919.  
Dear Sirs,—The Western Home Monthly is the best magazine in Canada.  
Yours truly, D. M. Woodhams.

**A GOOD IDEA**

Portage la Prairie, Man., Jan. 7th, 1919.  
Dear Sirs,—You ask me so kindly to continue your valuable journal. After I read those splendid articles in it I send it on to my friend. Mrs. E. E. Snider.

**WE BLUSH**

Lyleton, Man., Jan. 17th, 1919.  
Dear Sir,—I consider The Western Home Monthly better than ever; most certainly it is the best Canadian magazine published. Miss J. R. McCallum.

**MAY SHE LIVE LONG**

St. George, N.B., January 13th, 1919.  
Dear Sirs,—We enjoy your magazine very much and can say truthfully that we see an improvement in each number. I hope to have it in the home as long as I live.  
Miss R. Crossman.

R. R. 1, Elora, Ont.

Dear Sirs,—I have been a subscriber to your Western Home Monthly for a number of years. I like its cheery pages very much. It is bright, clean and interesting from the first to the last page. The Philosopher, Correspondence and short stories are quite entertaining and informative. It can safely be classed as Canada's best monthly. I am sending in my renewal also renewal for an English friend. With best wishes, I remain, John Strangways.

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