

## TO THE GIFT SEEKER

The true Gift Giver of to-day is better known by the wisdom of his selection than by the amount of money he spends. So long as the Gift bears distinction and quality, its cost may be dropped out of consideration. The Gift spirit is not measured in Dollars and Cents.

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## The Western Home Monthly

Published Monthly  
By the Home Publishing Co., Ltd., Winnipeg, Can.

*Vol. XX.*

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

The Western Home Monthly is a market place for the homes in Western Canada. A careful examination of our magazine will prove to the reader that we are true to our name, for the contents thoroughly define all that should be in a "home" magazine. Every need of the home and family may be found in our advertisements, and one who does not read the advertising columns misses a great deal, for advertisements carry a message of economy and value to the one who needs to purchase comforts and necessities for the home. We carry a great amount of advertising because we reach more homes in Western Canada than any other magazine. If there is anything needed in clothing, home furnishing, provisions, or farm labor-saving devices that the reader does not find in our advertising columns, we want to know it—for we are justified in our belief that The Western Home Monthly is the best advertising medium in Canada. The test of any magazine is "reading it." Every day we receive letters of appreciation, for which we are grateful. During the past year we have made thousands of friends, and the coming months promise a great increase in circulation, in advertising business and prestige, as a clean intelligent and popular magazine. We do not attribute our success to luck, but to an absolute determination to produce a periodical that will meet every requirement of home life. This is the creed of The Western Home Monthly.

The Western Home Monthly is a genuine friend because it multiplies joys and divides sorrows. Articles, poems, and paragraphs, full of encouragement and inspiration grace the pages from cover to cover, until the world becomes more rosy to the reader.

Taking a moderate average to a home it is safe to state that 200,000 people, men, women, and children, for we aim to interest them all, find enjoyment and interest in every issue. It gives them exactly that right combination of reading that suits every member of the well regulated home.

#### Laddie Appreciates

Eriksdale, Man., Mar. 27th, 1918.  
Dear Sir:—I feel I must tell you how pleased I was to get news of "Laddie" again by Bonnycastle Dale. I used to enjoy his letters and look for them as anxiously as my own boy's. I was sorry to hear he was wounded badly and have kept looking and watching for news of him in The Western Home Monthly every

month and felt sure he must have died of his wounds. It was nearly midnight when we got the book last Friday—so too late to read anything then, and when I woke up on Saturday morning I was thinking of "Laddie" and you can imagine my surprise at breakfast time when one of them said: "Oh, 'Laddie' isn't dead, after all, here's some news of him." Wasn't I pleased and I do hope he will soon be strong and well again.

My own boy "went under" at Vimy Ridge—shot through the neck with a German machine gun bullet just as they reached the third line trenches.

Your magazine is just fine and should be in every house and read by all. Yours sincerely, an interested reader. Mrs. J. H. B.

By long odds, the most attractive premium ever offered by a publication in Canada is advertised in this issue. We were lucky enough to get hold of a quantity of the famous Limoges cups and saucers and we agree to send you a half dozen in return for only three new subscriptions at one dollar. Limoges cups have been selling at from one dollar to a dollar and a half each, which is really a fair price for such beautiful ware. Winnipeg stores have Limoges on sale at around these figures and in the country the price is higher. You will see that you are being offered \$9.00's worth of china for an hour's work. Surely it is worth it! The cups and saucers are original Elite Limoges French china with decoration of branches of small full blown pink roses, foliage and floral sprays. Irregular gold edge, gold decorated handles. In a few month's time this china will be very hard to get at any price. The city of Limoges is very close to the battlefields and there is little china industry being carried on these days. We have never before been able to make our subscribers such a liberal offer and possibly may be unable to again. The quantity at our disposal is limited and when it is exhausted, we shall be unable to obtain more. It is a case of "first come, first served." Better play safe and start getting us those three subscriptions at once.


For your convenience we append a subscription blank in case your subscription has expired. Please note that we have not yet advanced our rates—many other publications have. Our rates are still \$1 a year or \$2 for three years.

The Western Home Monthly,  
Winnipeg,

Gentlemen:—

Enclosed find \$..... in payment for ..... year's subscription.

Yours truly,



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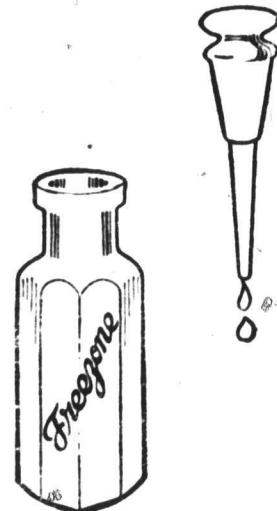
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