

**The Western Home Monthly**

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Vol. XVII. Published Monthly By the Home Publishing Co., Ltd., Winnipeg, Canada. No. 6

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. Stums 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**

**A**MONG the papers which were saved from destruction in the fire that ravaged the editorial offices of The Western Home Monthly on the night of the second of May, there are unfortunately not included a number of letters which we had received from subscribers to this popular visitor to so many thousands of homes every month—letters bearing witness to the warmth of the welcome it unflinchingly receives and testifying to the constant advance it is making in the appreciation of its ever-increasing circle of readers.

The loss of these letters is regrettable, we need hardly say, but the thought of them serves as an additional spur and inspiration to us to go on with redoubled energy and undoubted devotion in improving The Western Home Monthly in every possible way, from month to month, and making it more than ever worthy of such spontaneous and convincing testimonials that the Monthly is, in every truth, a Western Household Friend.

Performance shall go on proving itself better than promise in this respect. And while we think sadly of all those friendly and highly prized letters that, alas, went up in smoke, yet is our regret tempered with the confident and inspiring knowledge that to the writer of each of those letters, as to every other person in the whole Western Home Monthly Family, we are under greater obligation than ever to add to the attractiveness and interest and value of the monthly to every member of every household into which it goes.

**OUR PLANT DESTROYED BY FIRE**

On the night of Tuesday, May 2nd, the whole plant of The Western Home Monthly was completely wiped out by fire. Fortunately our mailing lists and office records were saved, but much correspondence received during March and April is lost and accordingly subscribers who, during the past two months, have sent us instructions which have not been carried out are requested to kindly write us again as soon as possible.

So the inflow of appreciative letters will continue to give proof abounding that the Monthly is continuing to build itself more and ever more solidly upon a foundation of true worthiness, and is making itself more and ever more indispensable to the home.

Which reminds us that when Rudyard Kipling last visited this country, he wrote a series of letters as he travelled across the Dominion which were widely published on both sides of the Atlantic, entitled "Letters to the Family." The letters which we are constantly receiving from readers of The Western Home Monthly may fittingly and properly be termed "Letters From The Family." And we value them greatly as such; for we know well that it is far more than a mere figurative expression to speak of The Western Home Monthly Family.

It is a matter of everyday comment that the value of the Monthly is so great in comparison with its small cost—a fact which makes it easy for those of our subscribers who get up clubs of new subscribers, as rarely does anyone who is not already a subscriber hesitate to become one when once the merits of the Monthly are brought before his, or her, attention. Anyone can afford to take it. This we mention here in connection with a reminder to those of our subscribers whose subscriptions expire with this issue—the said reminder being in the form of a subscription blank sent by mail for the renewal of the subscription.

Not only do we count upon every one of these subscriptions expiring with this issue being renewed for the coming year, but we give expression to our earnest hope that many of these subscribers, in sending in their renewals, will also get up a club of new subscribers.

Oaklands,  
Thorpe St. Andrew,  
Norwich.  
April 19th, 1916.

Gentlemen,

I am the official visitor for the Canadian Red Cross to visit the wounded Canadians at the Norfolk War Hospital, Thorpe, Norwich. Yesterday friends sent me a bundle of old copies of Canadian papers mostly "Western Home Monthly" and the joy of the poor fellows on seeing them was most pathetic. It occurred to me that I might ask if you could send me a bundle of left over copies. It does not matter how old they are. There are on an average thirty Canadians here now (the Hospital has over 1,000 men in) and I would be so grateful for copies and for any Canadian literature. The spirit of the men is fine.

Yours very truly,

Signed (Mrs.) C. M. Scott.

The many kind and appreciative letters received by the publishers of The Western Home Monthly from subscribers, advertisers and advertising agencies since its big fire of May 2nd, constitute a tribute that is highly valued and that will prove a stimulus in improving the magazine in all its departments.



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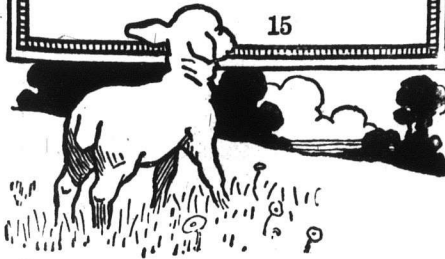


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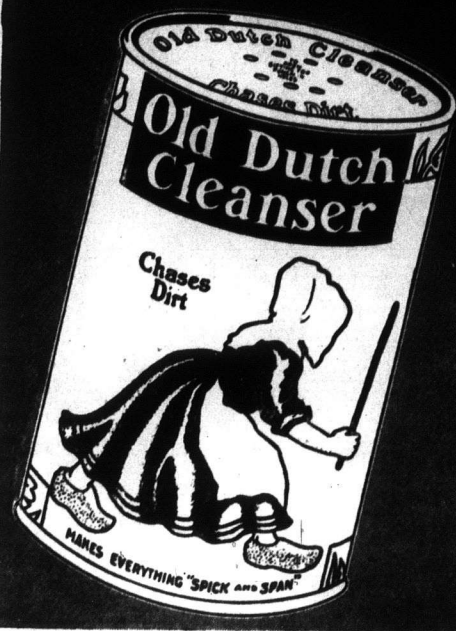
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