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THE WESTERN HOME MONTHLY

Vol. XI. Published Monthly No. 10.
By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

THE SUBSCRIPTION PRICE of the Western Home Monthly is 75 cents per annum to any address in Canada, or British Isles. The subscription price to foreign countries is \$1.25 a year, and within the City of Winnipeg limits and in the United States \$1 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 for 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 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.

Despite the worries or harvest time and its usual plethora of hard work day and night, many of our readers found time to send us a few lines appreciating efforts which we are making on behalf of our readers. One lady writes as follows:—

Home Publishing Co.,
Winnipeg.

Gentlemen,—Enclosed please find one year's subscription to the Western Home Monthly. Kindly begin with the September number, as I have the August one already, and I do not wish to miss one copy. You seem to have taken "Excelsior" for your motto, as every copy is an improvement on the last. I have some copies of the magazine as it

as true as gospel. The All-in-One Pattern Chart is the invention of a designer of repute, who for the past 35 years has fashioned ladies' and children's waists, cloaks, and dresses for leading pattern houses. The Pattern Charts are the outcome of years of study. They are made with mathematical precision, and are so perfect that a child could not even go wrong if directions were followed.

There are five sets of charts, viz., ladies' dress and cloak, ladies' shirtwaist, girls' dresses, and boys' suits. The great feature of the charts is that on each chart you find a pattern for any possible size in any possible style. To be more explicit, we will take the shirt waist chart as an example. Let us sup-

AS an index to the popularity of The Western Home Monthly, the following declaration from our Circulation Department is interesting.

I, Walter S. Hamilton, Circulation Manager of The Western Home Monthly, of Winnipeg, in the Province of Manitoba, do solemnly declare that on August 15th we received a list from one of our travelling canvassing agents containing the names of One Thousand, Three Hundred and Sixty subscribers, each of whom had paid in advance the full yearly subscription price of The Western Home Monthly. On these names being placed on our mailing list, we found that ninety-two per cent were new subscribers, of whom ninety-five per cent lived in Western Canada.

I further state that these names had not been accumulating for a long period, as lists had been received a short time before August 15th, while another large one has come to hand since that time.

And I, make this solemn declaration conscientiously believing it to be true and knowing it is of the same force and effect as if made under oath and by virtue of "The Canada Evidence Act."

WALTER S. HAMILTON.

Declared before me at the City of Winnipeg, in the Province of Manitoba, this 27th day of August, A.D. 1910.
JAMES D. CONKLIN, a Comr., etc., in B.R.

was eleven years ago, and would not lose them for anything, but when asking my friends to subscribe to the Western Home Monthly I always show them the very latest copy. This reminds me that two friends to whom I showed copies of your magazine are sending in their subscriptions at once.—Yours sincerely,
(Mrs.) W. O. Anstey.

Do you feel the same way about the Western Home Monthly as Mrs. Anstey does? Is the magazine just as indispensable to you as it is to her? If you are satisfied, we want to know it; and if you are not, we want to know just the same, so that we can try and merit your approval next time. Write to us anyway.

The premiums which we are offering our subscribers for the coming season are of even greater interest and more intrinsic value than those of former years. We particularly desire to call the attention of our lady readers to the Home Pattern Cutting Outfit, which is the most useful and remarkable premium we have at any time offered. To secure the exclusive rights meant a large expenditure, but we believe that the cost will be fully warranted by the service we render our readers. The All-in-One Pattern Chart is the greatest invention of its kind for women who do their own sewing. It is really so wonderful that you will scarcely believe all our claims, but the moment you get one of these charts and read the simple directions you'll find every one of our claims

pose that you have three daughters, five nieces, a mother and a grandmother, each of whom wants a shirt waist. No two of them can wear the same sized waist; no two of them want to wear the same style of waist. Under ordinary circumstances, you would have to buy a different pattern for each one of them. With the One-in-All Chart, however, you can make a perfect waist for yourself, your mother, grandmother and nieces. Wonderful! Isn't it? Now, then, how much more wonderful is it when we tell you that this same chart will furnish you with patterns for every lady from 17 to 70 in any conceivable style? It is hard to believe, but that is just what the All-in-One Chart will do, and the same idea applies to the cloak, girl's dress and boy's suit charts. With these All-in-One Charts you can cut clothes all your life for your whole family and all your neighbors' families in any number of styles. The Charts are so constructed that changes in styles do not affect them in the least. The directions furnished are so plainly printed on each Chart that it is impossible for you to make a wrong pattern. Think of it! If you are a dressmaker these patterns will save you hundreds of dollars. If you are a housewife and sew only for your family, the saving is proportionally great. The woman who desires to economize in money and labor cannot possibly allow this opportunity to pass by.

A glance through our premium list cannot fail to be of interest to every reader of the Western Home Monthly.

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