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Put a Sherlock-Manning Piano in your home and insure years of delight for yourself and every member of your family. Its appearance will please your sense of beauty, and its rich, sweet tone will satisfy your musical instinct. The

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Piano and Organ Co.

London, Canada
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Expert Watch Repairing

If your watch gives you trouble pack it in a box send to us. We will look it over and estimate the cost of repairs by return mail. If not satisfactory we will return watch as it was at our expense. If satisfactory, and we repair your watch, we are absolutely responsible for our work for one year, barring accidents.

We have developed the largest watch repair business in Canada in seven years. There must be a reason. We do not experiment. We repair.

D. E. Black
Mfg. Jeweller and Optician
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THE WESTERN HOME MONTHLY

Vol. XII. Published Monthly No. 7
By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

THE SUBSCRIPTION PRICE of the Western Home Monthly is \$1 per annum to any address in Canada, or British Isles. The subscription price 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 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.

We hasten to thank our readers for the many letters of congratulation on our June issue. The extra expense and effort devoted to our Coronation number was more than compensated for when we realized that we had succeeded in satisfying the literary cravings of the most exacting. We only trust that this

—our exhibition number—will be as favorably received.

Summer is a very busy season for most of our readers but even while in the midst of work preparatory to the harvest, many opportunities are afforded our friends of saying a good word for the Western Home Monthly. Some of

The Splendid Appreciation of a Large Advertiser Who Expend Annually \$100,000 in Advertising

Kansas City, Mo., May 8th, 1911

To the Western Home Monthly, Winnipeg.

Gentlemen—You may be assured that during our advertising season THE WESTERN HOME MONTHLY will have its share to the maximum of our appropriation. It might be of interest to you to know that you are getting more space than any other three publications, and we flatter ourselves that we are pretty close buyers of space. We spend our money only where it pays us best.

THE AMERICAN COLLEGE OF DRESSMAKING.
(J. M. Stelle, President.)



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Cause ill-health and big doctors' bills. Moreover, without good teeth your appearance is such that if you would see yourselves as others see you, neither fear, time nor expense would prevent your having new ones.

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your neighbors may be recent arrivals in the Great West and they would appreciate your courtesy in drawing their attention to a magazine which they could really enjoy reading. We obtain the greater part of our circulation through the recommendations of our readers and this is why we emphasize the importance of any little thoughtfulness which you may care to exercise on our behalf. This idea of getting subscribers for us is by no means a one-sided proposition. Every new subscriber means a step in the advancement of the magazine and those of our readers who have been on our mailing list for any length of time will readily concede that we are constantly adding new features and making the Western Home Monthly more and more attractive.

When you come to Winnipeg for fair, don't forget to look us up and renew your subscription. The majority of our readers renew promptly and it might be remarked that a renewal is the surest sign to the publisher that the periodical is appreciated. The address tag on the cover always shows to what date your subscription is paid so that, as a matter of fact, it is quite unnecessary for us to write and tell you when to renew. By taking an active interest in your subscription and promptly renewing when the time comes, you save us a great deal of trouble and in addition ensure for yourself uninterrupted receipt of the magazine. Some of our readers, who on failing to renew, have been cut off our list, have expressed surprise at our high-handed attitude. A magazine, however, should be paid for the same as anything else and while some publishers are philanthropic enough to take long chances in this respect, we cannot, and only guarantee continuous receipt of the Western Home Monthly to those whose subscriptions are paid in advance.

It is no unusual thing for us to receive by a single mail, twenty or thirty letters, expressive of the gratification of our subscribers. We appreciate these kind missives and are especially well pleased with the knowledge that our readers really have the interests of the W.H.M. at heart. We are going to further encroach on your good nature and solicit your help to further add to our circulation. As you are probably aware the Western Home Monthly enters an enormous number of homes every month. Having regard to Western conditions, this is very gratifying but we are not satisfied. We want an even bigger circulation and believe that you can be of material assistance to us in achieving this object. Suppose, for instance, that each of our present readers succeeded in getting us just one new subscriber—surely a very simple thing—our circulation would double—in order words our figures would jump to over 75,000. Suppose you try this. The majority of our readers live in well-settled districts and we believe that many of their friends and neighbors would gladly subscribe to the Western Home Monthly if they saw a copy so that we are not asking you to do any hard canvassing work for us—simply to show the magazine to your acquaintances. Again, you may have some friends in a distant part of the country who might be interested in our publication. Just send us their names and addresses and we will mail them sample copies. We know that the W.H.M. has only to be seen to be appreciated and the sending of a sample copy usually means a year's subscription by return mail. With very little effort we should have a circulation of 100,000 in a short time. Let us determine that this becomes an accomplished fact.

Was it Possible?

A minister who was waiting for a train was beguiling the time by talking to a half-witted boy.

"I say, Jamie," said the minister, "were you ever at school?"

"Yes, sir, sure enough."

"And who had the honor to be your schoolmaster?"

"Maister Black, sir," replied Jamie.

"How strange! Why, Mr Black was my schoolmaster also."

For a moment Jamie was silent, then said, looking straight at the minister: "Mon, who'd ha' thoct old Black could ha' turned oot twa like us?"