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The Western Home Monthly

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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

August, with its broiling days tempered by cool evenings, is again with us. During the summer time, The Western Home Monthly has not been unmindful of the fact that the weather conditions call for lighter reading, and the editors have governed themselves accordingly. However long and hard you may have to work these strenuous times, a half-hour spent at noon with The Western Home Monthly as companion will prove both pleasant and beneficial to you.

Those readers who have not yet availed themselves of the special Limoges Premium offer, are warned that the stock of this wonderful china is gradually getting depleted. The one sure way of not being disappointed is to send us in a reservation now. Just three subscriptions are all that is necessary in order to obtain the cups and saucers, all charges paid.

We believe that our magazine stands at the top as a magazine for the home—with its valuable and interesting departments, the high quality of its fiction, surpassing both as to quality and numbers.

You cannot afford to lose the magazine's earnest, helpful, inspiring influence. You have come to depend upon it. Its articles are like chapters in the lives of real friends. Its departments have saved you money, given you food for thought, made the daily task lighter and more cheery. Its short stories have made you interested, have set you thinking along right lines.

It has been a great pleasure to realize by the increasing number of clubs, the prompt renewals of old subscriptions and the gratifying additions to our list of new subscribers, how firmly The Western Home Monthly is established in the hearts and homes of the intelligent, thoughtful people of this Western land. You have shown us by your loyal support that the magazine for the home containing infinite richness at a moderate price, is what you all want.

The publishers of this magazine, they themselves pioneers in Western enterprise, have watched with keen interest the all-round development that has taken place in all the western provinces, and have endeavored to keep the publication well advanced in the march of progress. That we have succeeded to a somewhat commendable extent is proved by the

favor and appreciation of our wide circle of readers. Yearly they spend their good money with us, and the general opinion expressed is that they would not be happy without their favorite magazine. It is now in its 18th year and 18 months ago entered into its fine new home on Bannatyne Avenue, which you are cordially invited to visit whenever you are in Winnipeg. Its career started when the territory which it now covers so well from the Great Lakes to the Pacific Coast was but very sparsely populated. Even in these days it quickly made its way and found a place in the affections of all people who read the English language. We are told by our canvassing agents that in some districts it is rare to find a home that does not receive the magazine and, indeed, many of our readers are now paid up to 1920. Some of your neighbors may be recent arrivals in your district, and they would appreciate your courtesy in drawing their attention to a magazine which they would really enjoy reading, and which is essentially a Western magazine, published in the West for Western people.

Dear Sirs,—I received my premium a few days ago and I cannot tell you how pleased I am with it. I am willing to get subscriptions for your paper at any time. Thanking you for the premium, yours truly, Miss E. J., Lamont, Alta.

Gentlemen,—Will the enclosed \$2.00 pay for my subscription till September, 1918? It was just purely a matter of carelessness and forgetfulness that my renewal was not sent in long ago, but will be prompter in future, as I like The Western Home Monthly coming to our home.—Mrs. A. A. M., Leslie, Sask.

Dear Sir,—The April issue of your magazine found its way through the mail to my shack, and being pleased with it, I unearthed a dollar, which you will find enclosed as a first subscription. While smoking after dinner one day, I took up the copy I received to find what it contained, and it was the middle of the afternoon before I remembered to go out plowing again, so I'm not sure if its a good magazine for a bachelor to take.—A. McG., Billimun, Sask.

The Western Home Monthly
Winnipeg,

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