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Exposition, San Francisco,
1915

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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 it would be well to send by registered letter or Money Order.

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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.


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A Chat with Our Readers

The readers of the Western Home Monthly trust us and we endeavor in every way possible to justify that trust. As our magazine represents the Western Home we feel that our opportunities for growth are limitless. Every year the Western home has new needs and new demands. Of all homes these are blest with the utmost—there are vast mines of wealth locked up in the bosoms of the hills and the soils of the Western farms. Courage and effort and imagination and energy never knew such opportunities as are now possible for our readers. We say "our readers" for they represent the progressive minds of the West.

We are determined to meet the needs and desires of our readers and therefore spare no time, labor or money to supply these needs and wants. We influence by aiding. Letters of appreciation and encouragement come from men and women, boys and girls in all walks of life. To have made an impression on the thinking minds of the West, to have influenced the lives of thousands, so that they see with clearer vision, feel more keenly the great purposes of life, the joy of living, the spirit of sympathetic love, and the sacredness and pleasure of work—this is accomplishment worth while—and from the letters that come to us we feel grateful that our magazine has created this atmosphere in the homes of our readers. We invest our hours and our powers for the benefit of these homes.

Our magazine is growing in influence and material value every month; it is growing because we have faith in our readers and they have faith in us. Soldiers of Hope are we and the commandment that guides the pen of every contributor is—"Thou shalt be cheerful." From our mental view point the world has much sunlight. Ours is a well balanced magazine. It weighs the desire of every member of the home and leaves out not one. As soon as the magazine comes into the home every member reaches out for his or her particular page, and the disappointment comes to the one who has to wait his turn to read it.



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Different fields of activity are intelligently handled by our different departments. A judicious review of the outside world dignifies the atmosphere of the entire magazine; the acute problem of the family income is helpfully discussed by one who knows. The Woman's Quiet Hour is full of instruction and suggestion on all important work that women are doing and must do; there are departments for the young and the old on topics that are educational and practical and then there are the stories—stories interesting, fascinating—clean and wholesome—such as make every home better and happier. If you would keep your boys and girls at home—subscribe for The Western Home Monthly.

April 10th, 1916.

Dear Sirs:—As a subscriber of several years' standing I have taken this opportunity of expressing my appreciation of the excellence of your magazine. It is no exaggeration to say that we look forward to its arrival every month, and although we subscribe to several other papers both my wife and myself agree that none of them equal The Western Home Monthly. When we have finished reading our copy we mail it to relatives in Ontario, and, judging by the letters which we receive from the East the magazine seems as popular down there as it is with us here. Enclosed herewith find renewal for this year as I believe my subscription expires next month. Wishing you all success, J. C. Watts, Portage la Prairie, Man.




A Scene on the Shores of the Gulf of Georgia, B.C.

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