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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.

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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.

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

THE Western Home Monthly is in close touch with its readers because it understands their intimate interests and needs. This has been the close study of its publishers during the twenty years of the Magazine's existence. It is published in the interests of the thousands of homes where it is a welcome visitor month after month. To bring cheer, interest and helpful information to its readers is its mission and it is gratifying to be assured by many that this object has been accomplished to an appreciable extent.

Look over any issue, observe the wholesome fiction, the housekeeping pages, the patterns and fashion notes, talks on health, etc., and note the home atmosphere about them all and you will not be surprised that it is a general favorite with the good housewives of Western Canada. Consider such pages as the Editorial, the Philosopher, What the World is Saying, Talks to Young Men, Correspondence and many articles dealing with events of world-wide importance and you can appreciate why so many men young and old in all parts of the West are its staunch friends.

Just at present (though we have not been seeking circulation in the Old Land) the Magazine reaches there and has met with a wonderful reception. We presume that most of the copies reaching England and Scotland are sent by friends in the West and we do not know of any better way of remembering friends at a distance. The letter reproduced on this page from Mr. E. Denson, Liverpool, is but a sample of many received showing the value placed upon the Magazine by folks in Great Britain. Much as we appreciate such comments our aim is to keep developing and extending our sphere in Western Canada, where already the Magazine enjoys unequalled popularity. Our large circulation has been built up by the commendation and kind words of our subscribers and we ask them to continue in this good work for us. If The Monthly has been of help and interest to any reader, he should pass the good news to his neighbor if he be not one of the happy members who already make up our constituency. It would mean but little work to get a new subscriber and that work may prove to have great and beneficial results. You will not find it very difficult just trying to get us one more reader. Give your copy to any family in your vicinity to look it over and for this purpose we would send you one or two sample copies should you communicate with us. Through the efforts of our readers we would like to double our circulation. It would be a good thing for us and would be a good thing for you too, as the more revenue we derive from our subscriptions, the more we can spend in making The Western Home Monthly bigger and better.

The little yellow label on the back of your magazine tells you when your subscription expires. If the numbers are '20, '21 or '22 you need not worry, but if it is '19 look closely as it is, you know, 1919 now. It might read, for instance Feb. 19, which means, sad to say, that your subscription expired last February. Take a peep and see how you stand, and if you happen to find that your subscription has expired, the purchase of a money order at your post office in our favor will very easily adjust matters.

A Liverpool Appreciation

48 Ling St., Hold Road, Liverpool, 24th March, 1919.

Dear Sirs,—I have just had the very great pleasure of reading a copy of the Christmas Number of The Western Home Monthly, and I say right here that I never read a paper like it for purity and cleanliness. We have no paper like it on this side. That's the truth! I like it because its reading matter is pure, clean and healthy, no unworthy sensationalism, no pandering to debased minds, but pure clean, and healthy literature such as will suit every member of the family. I wish our papers this side were as clean, but it is a sad fact, that with a few exceptions, the literature of this country is greatly in need of reconstruction. It wants raising up to a higher standard. It may suit certain tastes, but if allowed to go on it will lower the standard of purity in this country. Wishing you every success, I am, dear Sirs,
Yours faithfully, Earnest Denson.

From the Far Away Northland

St. Peters Mission, Hay River, Mackenzie District N. W. T., 6th Feb., 1919.

Dear Sirs,—I enclose postal note for two dollars for renewal of three years' subscription to The Western Home Monthly, which I find very helpful away in this isolated corner of the world, nearly a thousand miles from a railway and where mails are few. We get our papers and magazines in summer only when they can be carried by boat. In winter the mail is carried by dogs and letters only are carried. The Monthly is always more than welcome. Wishing the Magazine every success.
Yours sincerely (Mrs.) A. J. Vale.

Back to the Land

Ellisboro, Sask., April 10th, 1919

Dear Sirs: Yours to hand asking why my subscription has not been renewed. I have only to say that I am sorry such is the case. I had intended sending it in but forgot to do so.

You ask if I have any criticism to make. I might say that, to my mind, you and all other magazines or papers are very fond of publishing stories in which the chief characters are, an old fossil of a farmer who cannot, or does not, talk as you or I would, but uses a kind of pigeon English, that might belong to a foreigner. His wife is prematurely old with overwork, feeding, pigs, calves, hens and doing all the chores in general and whose family have all gone to the city. Now that the great cry is "back to the land" would not a modern farmer and his wife be more to the point. One who with his sons perhaps, or if young alone, runs an up-to-date farm in a business-like way and his wife lives in a modern home. There are thousands of fine farm houses, many now have electric lights. Thousands of farm women drive their cars, some the modest "Henry" and some a six or eight cylinder.

Hoping I have not taken too much of your valuable time and that I may have given you some idea from a reader's view, believe me. Your well-wisher,
Wm. H. Olive.



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