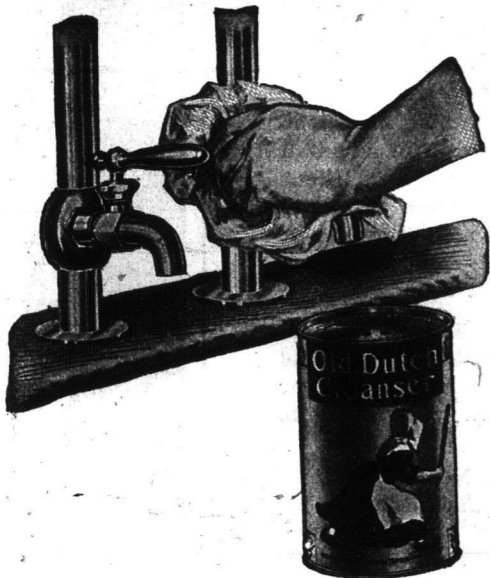


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THE WESTERN HOME MONTHLY

Vol. XII, Published Monthly No. 5
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.

Nothing is more pleasing to a publisher than the knowledge that he is in close touch with his subscribers. We ourselves delight to hear from our readers, even if it be in the way of kindly criticism, for almost every criticism that reaches us is in this form, and accompanying it generally are some useful suggestions, many of which we have from time to time availed ourselves of and which can now be found embodied in our regular monthly bill of fare. Keep on writing us, we get hundreds of letters daily, make it thousands. 'Kick' if you have to, we will endeavor to please you.

It will be of interest to our readers to know that every month sees our field greatly extended, and it is our hope to reach the 50,000 mark before the year 1911 comes to a close. Any merit that the Western Home Monthly possesses has been quickly appreciated by its readers, and they have spread the good tidings to their friends, who in their turn have swelled up our great army of supporters. We ask of every reader who is pleased and instructed by our magazine to pass the word along. In this way our circulation has been built—and indeed it is the only sure foundation for any legitimate circulation.

This issue of the Western Home Monthly, is, we think, filled with extra good things. We give the biggest dollars' worth on the continent, and if we are to be guided by our 'mail bag,' we certainly give the best. Leading writers are treating interestingly and instructively with many great questions, while we think our friends will admit that we have not failed from an artistic point of view. The large portion of this magazine that is devoted to women's work is meeting with special appreciation. Every branch of activity that women are now engaged in has from month to month the best thought of leading women journalists.

The June number, the Editors tell us, will be a decided improvement on anything that has gone before. Its fiction and illustrations will be in keeping with the joyous summer season, but there will be no neglect of the more serious affairs of life.

Twelve years ago the Western Home Monthly first saw daylight and from its slender infancy up to its present rugged manhood, it received a warm and enthusiastic welcome from Western Canadians. It is in their interest that it is published and everything that could be relied on as tending to the well being and development of this Western land has had and will continue to have its best effort and earnest co-operation.

The first issue consisted of but eight pages—six reading and two advertising, and without any guarantee that the public were willing to receive it with any great enthusiasm. Its publishers saw the need of a high class family magazine in the West; in addition had faith that the West itself was destined to become in a few years a land of great things. With these hopes the magazine was launched, and it has splendidly held its own in the march of Western progress.

Few magazines can boast of such a rapid and healthy growth. The circulation quickly crept from hundreds to thousands, until to-day it is universally conceded that the Western Home Monthly reaches more Western rural homes than any other magazine.

It is interesting to note that many of the friends who subscribed to the first

issues are still among our regular readers. They stood by the magazine in its struggling infancy and watched with pride the eight pages develop to ninety-six—its departments expand to include all topics that may prove of pleasure and profit in the home, indeed, touching upon every phase of human interest.

The success of the Western Home Monthly was made possible by the commendation of its good friends of the early days, and for the co-operation so spontaneously and generously given the publishers are very grateful. The subscribers of that period have been increased by many thousands, but neither the growth of the magazine, its prosperity as a business, nor any other consideration can lessen our regard for those who were with us from the start. They suffered our imperfections in silence, and with kindly assistance led us on to the fulfilment of our hopes.

Constant vigilance is the motto of the publishers, and there will be no resting on our oars with what has already been accomplished. The aim of the future will be to keep the Western Home Monthly well ahead, to make it of the utmost possible interest to its readers by presenting from month to month what is timely, instructive, and entertaining.

Kind Words from Other Folks.

AN EDITOR'S APPRECIATION. The British News of Canada.

Western Home Monthly,
Winnipeg, Man.

I have not seen your March issue yet. Please send it along. It is not as easy to get it here as in the West. I feel this perhaps as much as anyone in this city, as I have become quite an admirer of "The Western Home Monthly." It is well edited, well made up, and printed in first-class style, and even to a newspaper man like myself, to whom the average magazine is a bore, full of interest.

Yours sincerely,
John Richardson,
Assistant Editor.

Markinch, Sask., Jan. 9, 1911.

Western Home Monthly,
Winnipeg, Man.

Gentlemen:—Our subscription to the Western Home Monthly runs out March 1st. Enclosed find \$1.00 to renew for another year. I send my copy to friends in Hartford, Conn., and they, like myself, are delighted with it and look eagerly for it each month.

Frederick W. Dent.

Beachville, Ont., Jan. 30, 1911.

Dear Sirs:—I herewith enclose my subscription to The Western Home Monthly for another year. I consider it the best paper in Canada.

Harty McDonald.

Fredericton, N.B., Jan. 28, 1911.

Dear Sirs:—Enclosed find my subscription to The Western Home Monthly for one year. I was visiting a friend's house and was shown the magazine and at once concluded that it was one I should subscribe to. It contains such a wide variety of interesting matter that it will please every healthy taste.

Mr. Rankine Horncastle.



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