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A Chat With Our Readers

THE war is over and everybody in Canada is thankful for it. We are now face to face with new problems, new business conditions and requirements for which we must plan and provide. The situation in Canada is viewed with optimism for a speedy return to normal conditions is assured, not as they were before the war because Canada has a new vision. Canada has made progress in energizing its citizens and placing Canadian business upon a new and advanced plane. There are many years of profitable business ahead, particularly for the farmers of Canada. They have been, and are, most prosperous and will be for years to come because they must help to feed the world. The Western Home Monthly, in keeping with the new conditions, is gradually casting aside everything appertaining to the war and substituting literature of a more reconstructive nature.

Among the many Western Canadian publications, The Western Home Monthly is easily the best suited to the interests of the Western home. It is a friend whose acquaintance once made, no one would willingly relinquish. Its healthy tone and distinctly Western "atmosphere," as well as its strong moral uplift, carry instant appeal. Being the pioneer magazine of the West, it has seen and recorded history—and if for no other reason, it stands unique as a Canadian institution.

We have endeavored always to place the public welfare ahead of mere commercial success and the happy result is seen in the constantly increasing subscription lists and in the numerous letters of appreciation which come into the office each day from readers whose common cry is: "We simply couldn't do without it."

It is a sobering thought to reflect that one's influence may reach from the heart of a busy metropolis like Winnipeg out to the very remotest corners of our great land. The best is none too good to offer the readers of The Western Home Monthly. So, now, early in a new year it is good to know that we are to receive "the best" each month all through the year, as in the past—the best in history, science, fiction, and in all of the various departments which go to make up an all-round family magazine. One of the finest features of The Monthly is the page captioned "The Philosopher." Condensed news from all over the globe is given us under the heading "What the World is Saying."

The departments "The Young Man and His Problem" and "The Young Woman and Her Problem" and "The Woman's Quiet Hour" are read and re-read in many thousand Western homes. The pattern pages and those devoted to fancy work have a very large number of admirers, judging by the many letters of enquiry which reach us by every mail.

Mr. Bonnycastle Dale's interesting and often humorous accounts of life along the Pacific Coast are regular items of our bill of fare, and Dr. Leonard K. Hirschberg's medical talks have been a veritable boon to students of hygiene and to all who have at heart the physical welfare of our rising generation. A feature of the fiction section are the gripping tales of early days on the prairies. They carry us far back to the era of the buffalo and the redskin, and give us many sidelights upon the lawless life of the 'seventies and 'eighties when conflicts between the Royal North-West Mounted Police and whisky smugglers were matters of everyday occurrence.

This is the day of the short story. As never before, there is a crying demand for this type of fiction—the crisply written, graphic, thoroughly "live" tale with a plot and a "punch." The Western Home Monthly is fortunate, indeed, in being able to number amongst its contributors many whose names are favorably known in the world of literature. Preference is always given to stories which reflect the Western life in its truest aspect. This will continue to be our editorial policy during 1919.

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The Western Home Monthly - Winnipeg



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