

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.

A Chat with Our Readers

It is generally conceded that The Western Home Monthly at \$1.00 a year is a splendid bargain in periodical literature. Readers from all over the Dominion write us every year that they like it better than many of the magazines selling at higher prices, and it is encouraging to note that they find improvement in each issue. The letters that we publish on this page are but a mere handful of the hundreds of commendation from the hosts of pleased subscribers. They all tell the same story, showing that the public who read it would not care to be without it and the odd kick that is registered is to the effect that the magazine should appear oftener than it does. Flattering as such a suggestion is, this is hardly the time to put it into effect, considering prevailing conditions. We do promise, however, to continue to give to our readers a magazine that will, we trust, continue to show improvement and merit appreciation. This is really a time when we should ask more for the magazine. The unprecedented cost of paper, inks and everything that enters into the production of the publication makes it hard to continue the present low figure. Many publications, including the majority of daily papers throughout the Dominion, have already jumped their prices to their readers, but for the time being we prefer to bear the burden.

Anyone desirous of seeing the readers of The Monthly increase, would do well to explain to non-subscribers that this is the time to get in on a good thing and old subscribers should see the wisdom of renewing their subscriptions now and for a period of two or three years. This is one way not only to save money, but to save time, by obviating the necessity of renewing a subscription from year to year. It should commend itself to our readers.

Are You Getting Up a Club for The Western Home Monthly?

Now, of all times in the year, is the proper season to get up a club for The Western Home Monthly. This is the time when people are interested in subscribing for periodicals, and as The Western Home Monthly is conceded to be the best magazine published at anywhere near the price, it is a very easy matter for anyone in any neighborhood to get up a club for it. For such efforts in our behalf we give very liberal rewards. Some of these offers were described in recent issues of The Monthly. We would be glad to send particulars to anyone interested as to remuneration and premiums given for work done for this magazine. We believe that we have something to offer that will interest man, woman, girl and boy.

Edmonton, Alta., December, 1916.

Dear Editor,—With your permission, I would like to make some remarks in your pages. I have been a reader of The Western Home Monthly for probably ten years, usually buying it at news-stands, and being a reader of the best journals published, and, having the experience for years of travelling over rural Saskatchewan, Alberta, and British Columbia to the Coast, I naturally think I know their reading requirements, and I consider The Western Home Monthly the most suitable journal for our western people. There certainly is none more sane or wholesome for the younger folks. As a Canadian I admire a journal that endeavors to develop a Canadian spirit in its readers—Western Canada is potentially a great country. I suggest that young readers of The Western Home Monthly make a practice of reading western periodicals and books, such books, for instance, as the "History of the Empire of the North," dealing with the exploring and early pioneering of Canada; "Lords of the North," "Pathfinders of the West," "Canadian Commonwealth," etc.—E. J. Lyne.

Hoath, Sask., January 18th, 1917.

Gentlemen,—Enclosed find \$1.00 for my subscription for one year. I must say that I find The Western Home Monthly to be a splendid magazine.—Yours truly, Robert F. Cairns.

Meadow Bank, Sask., January 19th, 1917.

Gentlemen,—Please find enclosed \$1.00 for one year's subscription to The Western Home Monthly, and I would just like to tell you that I am highly pleased with it, the way it has developed and improved in the last ten years is extraordinary. It is a good, clean, bright paper, a credit and an honor to its publishers.—Yours very truly, John Waddell.

Pasqua, Sask., January 18th, 1917.

Gentlemen,—In renewing my subscription to your splendid journal, I may say that I think the magazine is improving from year to year, and has undoubtedly become one of the most popular Canadian monthlies published. As a western monthly magazine it has few equals. The editorials are always good, sound reading, and the stories most wholesome and interesting. There always appears to be something very western about the majority of The Western Home Monthly's stories. This feature probably accounts not a little for the great popularity of The Western Home Monthly throughout Western Canada especially, but also should prove a source of interest and pleasure to our eastern friends as well.

Wishing you and your magazine continued success, I am, yours very truly, T. E. Allcock.

Leslie, Sask., January 19th, 1917.

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.

Although now the 19th day of the New Year, I still wish the firm a happy and prosperous profitable season.—Mrs. A. A. Moodie.



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