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DEPT. 2

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A Chat with Our Readers

I DEAL weather conditions are favoring Western Canada this season, and all authorities are agreed that prospects for a great crop are exceptionally good. The increase of acreage under cultivation is beyond all anticipation. The number of people who came to us during this season from other lands though perhaps in not such large numbers as formerly are said to be of the very best class in the lands from which they come. Men and women of energy and ambition are seeking in our Western plains many advantages denied them by the narrow environment of their former homes. From the United States many are marching in daily, bringing with them much material comfort and right ideals. From England, Scotland and Ireland every ocean liner brings hundreds, so that a constant stream of the best Anglo-Saxon and Celtic blood is flowing regularly into the Canadian national life. Others among the immigrants of this season are from such progressive countries as Germany, France, Sweden, etc., and are the very pick of their people—all joining us in the great task of building up the Canadian West.

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The aim of The Western Home Monthly has at all times been to be helpful to its readers, and to bring them from month to month ideas and suggestions that are healthy in thought, progressive in action, and which tend to make the conditions of life easier. It is not therefore too much to expect of those of our readers who find pleasure and profit in this magazine to introduce it to the newcomer as a healthy product of this Western land. The flattering comments reaching us by every mail from many subscribers are in themselves sufficient to inspire our best effort, and the endeavor of the future will be not only to sustain what has been attained, but with a keener and broader view of the requirements of our readers and the conditions which are peculiar to our land, to bring marked improvement to every department. The Editorial page will be a cheery salutation with an intelligent and impartial comment on the problems of the day. It won't be a sermon, but it will keep its readers correctly informed. All the other pages—every story—every poem—will carry its own special message, and they will all sum up and express what the magazine stands for—helpfulness. The publishers take a rightful pride in the men and women who, from month to month, contribute to the magazine. These include leaders in journalism, education, business, the church and the field of fiction. The various women's departments are in charge of those who are ripe in experience and culture, and who add to their qualifications an intimate knowledge of Western home life. It is this intimate knowledge of Western life and things Western on the part of its editors and contributors that preeminently suits this magazine to the requirements of the settler, and gives it preference over periodicals published in New York and London—separated from us by leagues of land and sea, and still more in conditions of life. The ambition of the publishers is to extend the sphere and influence of The Western Home Monthly so that by the end of 1914 it will carry its cheer to at least ten thousand more homes than it reaches at the present time. No reason that this should not be, if, as hundreds tell us—it is the best magazine they see.

A steady flow of appreciations continue to reach us by every mail. We candidly admit that we are delighted with the popular favor which the magazine has attained. Any of our readers who have anything to say—good, bad or indifferent—we will always be glad to hear from. Our aim is to issue a magazine giving pleasure and profit to all who may read it. We want our readers to understand that their interests and pleasure are first considerations with us. By the way, we want you to look over our Premium offers in this issue. These premiums are the most valuable ever offered by any Western publication, and you will observe that they can be obtained on very easy conditions. The many appreciations which we have received from our readers is ample proof of the exceptional popularity of these premiums.



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