

The Western Home Monthly

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By the Home Publishing Co., Ltd., Winnipeg, Can.

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.

WHY WE ARE LATE

The General Strike which was called in Winnipeg on May 14th and lasted until nearly the end of June is, of course, the reason why subscribers have been receiving their copies so late. Six weeks' delay is a serious handicap to overcome, but we are doing the best we can and normal conditions will prevail in the near future.

A Chat With Our Readers

Several years ago The Western Home Monthly declared itself for better home-making, knowing that thousands of women in this country were no longer satisfied with the idea that things were good enough because "mother did it that way." The coming of the war found this magazine an established authority along the lines in which women most needed help, namely, in the practical problems of home-making. The closing of the world-war will find them no less in need of aid, for the reconstruction period, which will last two years at least, will be difficult in many ways, and women will be little inclined to turn to the path of least resistance after their ordeal by fire, as it were.

During the past year sixty per cent of our editorial space has been devoted to material of a "practical and patriotic" nature. We think no magazine can show a larger percentage than this.

While we are identifying The Western Home Monthly as a practical magazine, we are not neglecting the human needs of a woman's life, nor her natural longing for wholesome entertainment. We maintain a high standard in fiction, both as to interest and literary quality.

Neutrality in the home, as regards magazines, is the rarest thing in the world. In every home where magazines are read you will find favorite magazines, and usually one is the favorite. The Western Home Monthly gets very close to the hearts of its readers. Because it is an intimate home counsellor, dealing with the management, decoration, cuisine, amusements—even the morals—of the home—it is the type of magazine which either fails to make friends or becomes a very intimate friend in the very nature of things.

Which of these two lots has befallen The Western Home Monthly may be judged from the stability of its record, its high pulling power, and its high percentage of renewals.

We, in common with other publishers, maintained a free list for business purposes, but owing to the ever-increasing cost of white paper, this has been practically discontinued. Many prospective advertisers to whom The Western Home Monthly was going regularly, wrote expressing regret at its discontinuance, and some of them sent in paid subscriptions rather than be without it. One man wrote that The Western Home Monthly had become so much of a necessity to his entire household that he couldn't think of losing so valued a friend. The way the advertising men who received The Western Home Monthly free are now sticking to it as paid subscribers is most reassuring to the publishers. It is evidence of the magazine's usefulness in its field. It is a true test of merit. Many thousand families feel the need of The Western Home Monthly, which makes it a most valuable medium for business men whose products deserve a place in good homes.

A LETTER OF APPRECIATION

The Western Home Monthly, Winnipeg.

Dear Sirs:—I received no June issue of your magazine, but supposed it was owing to the strike. I have so far received no July number. If you published the June number would you please forward to me with July number. The Western Home Monthly is very welcome each month. I have taken it for years myself and have read it since it was first published, consequently one dislikes missing any numbers. My subscription is paid up until January, 1922.

Yours truly,

MRS. C. STOCKS.

Box 35, Blaine Lake, Sask.

THE WESTERN HOME MONTHLY, Winnipeg

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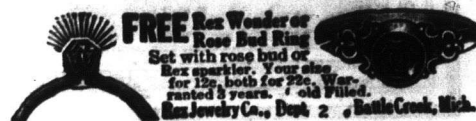
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