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## The Western Home Monthly

Vol. XXII.

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

No. 1

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

By the time this issue of The Western Home Monthly reaches its readers the year 1919 will have passed into history, and a new year with its problems will have entered.

The Western Home Monthly wishes every reader a Happy and Prosperous New Year. Its resolution at this time is to be of greater service than ever in every home that it enters. To bring with each issue a message of gladness and comfort to father, mother and young folks. To be the friend of every member of the family. To be of practical assistance in facing the responsibilities of life's battle. It realizes that its first duty is to its readers and to present to them only what is helpful and wholesome.

We quote the following from a letter received from a lady reader of The Western Home Monthly who has been in close touch with Western rural and urban life for some years, and who has the additional advantage of being very familiar with Eastern conditions. It should prove of much interest to manufacturers and merchants who are seeking the trade of the progressive Western home.

"In every farm home in which I have yet been I have seen The Monthly, and the farmer of to-day is 'no slouch' when it comes to home comforts, as I daresay you know. A car, a piano or a pianola, nice rugs and furniture, and labor-saving devices in the kitchen are quite ordinary features of farm life now and the women dress in as nice clothes as the city women, and more sensibly I think. I have numerous rural friends and I know they read your ads. diligently. One purchased suits for her two boys, another a piano and a third a kitchen range from ads. found in a recent Monthly. As to the more urban subscribers I have noticed that it is usually the refined and 'leisured' element who take your splendid Magazine.

"Naturally their tastes fix themselves on the luxuries more than on the necessities, but as all the world is interested in food, food ads. will not be overlooked by any, no matter how wealthy. The rich woman is as keen for a good bargain as any other. Incidentally there seems to be more wealth out here in the West to the square mile than down East. I should think Eastern advertisers wouldn't want a more promising field. Some conservative souls in Toronto still think we are living on pemmican out here and rubbing whale-oil on our faces."

AFTER TWENTY YEARS

Calgary, Alta.

Sirs:—Kindly send me 10 extra copies of the Christmas number of your paper, as I am always so delighted at this season of the year to get such a grand holiday number to mail to my friends! Enclosed find cost. The Western Home Monthly is indeed an instructive, entertaining and valuable paper.

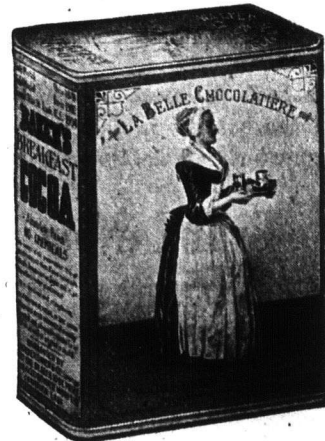
H. N. SLATER,  
Subscriber for twenty years.



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