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has the equipment, and his operators the necessary experience and high class ability, to make it worth your while to come to Winnipeg.

THE WESTERN HOME MONTHLY

Published Monthly
By the Home Publishing Co., Ltd., No. 2
Vol. XVIII · Winnipeg, Canada.

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

Unprecedented business conditions have raised the cost of everything that enters into the production of magazines. We would, therefore, be justified in asking our subscribers 50 per cent more for the magazine than we did in the past. We prefer not to do this; rather ask our readers to co-operate with us in securing new subscribers and in introducing the magazine wherever they may be. A great many of our readers do this now, for they find pleasure in extending the influence of a publication in which they so heartily believe. A little co-operative work of this kind on the part of our subscribers would enable us to extend our circulation without the cost of sending paid agents to all parts of the country.

We would draw the attention of our readers to our premiums, some of which are advertised in this issue, and others that anyone can have on application. We believe that our magazine stands at the top as a magazine for the home—with its valuable and interesting departments, the high quality of its fiction, surpassing both as to quality and numbers.

You cannot afford to lose the magazine's earnest, helpful, inspiring influence. You have come to depend upon it. Its articles are like chapters in the lives of real friends. Its departments have saved you money, given you food for thought, made the daily task lighter and more cheery. Its short stories have made you interested, have set you thinking along right lines.

It has been a great pleasure to realize by the increasing number of clubs, the prompt renewals of old subscriptions and the gratifying additions to our list of new subscribers, how firmly The Western Home Monthly is established in the hearts and homes of the intelligent, thoughtful people of this Western land. You have shown us, by your loyal support, that the magazine for the home containing infinite richness at a moderate price, is what you all want.

The publishers of this magazine have watched with keen interest the all round development that has taken place in all the Western provinces, and have endeavored to keep the publication well advanced in the march of progress. That we have succeeded to a somewhat commendable extent is proved by the favor and appreciation of our wide circle of readers. Yearly they spend their good money with us, and the general opinion expressed is that they would not be happy without their favorite magazine. It is now in its 18th year and two months ago entered into its fine new home on Banatyne Ave., which you are cordially invited to visit whenever you are in Winnipeg. Its career started when the territory which it now covers so well from the Great Lakes to the Pacific Coast was but very sparsely populated. Even in those days it quickly made its way and found a place in the affections of all our people who read the English language. We are told by our canvassing agents that in some districts it is rare to find a home that does not receive the magazine, and indeed, many of our readers are now paid up to 1918, 1919 and 1920. Some of your neighbors may be recent arrivals in your district, and they would appreciate your courtesy in drawing their attention to a magazine which they would really enjoy reading, and which is essentially a Western magazine, published in the West for Western people.

You will
of
course
visit
Winnipeg
during the
"Big 'Spiel"
February
6th
to 16th

MEMBERS of your family and friends will come also. A week in the great city with its attractions, entertainments and comforts, is just the change you need at this season of the year. Permit us to extend to you while here the facilities and courtesies of Robinson's Big Departmental Store (on Main Street for over 30 years). All cars come to the doors. Right in the centre of everything—and the store itself the centre for wonderful bargains in all lines of merchandise. Prices little, if any, higher than before war. Fresh goods from the leading markets of the world. Robinson's has served Winnipeg and the West satisfactorily longer than any other store in the city. It has developed to its present large proportions with the Western country, and knows the requirements of its people thoroughly. Shop with us and have the benefit of long and trained experience, and where there is an endless variety to select from. Make our store your headquarters. Dining Rooms, Writing and Rest Rooms, and all comforts under the one roof.

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Who's Your Dentist?

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Whalebone Vulcanite Plates	-	\$10.00
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*Bonspiel time is saved for Bonspiel visitors
—so your work may be finished promptly.*

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Birks Building
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