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When writing advertisers please mention The Western Home Monthly.

The Western Home Monthly

Vol. XVI. Published Monthly By the Home Publishing Co., Ltd., Winnipeg, Canada. No. 10.

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 it 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

The month of October usually starts the subscription season ball rolling and especially so will this be the case this year when an early harvest has been the rule in nearly every locality. During the past year, The Western Home Monthly realizing that money was rather tight very willingly agreed to extend subscribers a few months' credit. The subscription price of The Western Home Monthly is, as is well known, strictly payable in advance—just as any other commodity is paid for at the time of purchase—and we have no intention of changing our business methods in this respect. As stated above, however, we made exceptions in the cases of certain subscribers who were anxious to keep on receiving their favorite magazine, but whose financial condition did not warrant paying at that time. We now appeal to those readers to give us a ready response to our appeal for subscriptions. By remitting at once you show your appreciation in a very tangible manner and incidentally save us a great deal of trouble in having to write you.

The months of November and December are always very busy for the circulation department because we have between ten and fifteen thousand subscriptions expiring during the last two months of the year. Some subscribers are considerate enough not to wait until their subscriptions have expired before sending in their renewals, but forward us their remittance three or four weeks in advance. This is an excellent idea. It saves us the necessity and expense of sending out bills and saves you the annoyance of receiving them while it is an iron-clad guarantee that your paper will not be stopped. We ask our readers to show us every possible consideration in this respect and we believe that our appeal will not be in vain.

We have at the present time under consideration several premiums—some of which will be offered our readers in due course in return for a certain number of subscriptions. Western Home Monthly premiums always bear the hall-mark of excellence, and this year's offerings will be no exception to the rule.

Keep your eye on our premium offers!

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 over 40,000 subscribers. Yearly they spend their good money freely with us, and the general opinion expressed is that they would not be happy without their favorite magazine. It is now in the seventeenth year of 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 1916, 17 and 18. We appreciate the fall is a busy season for many of our people, but even while in the midst of work in connection with the harvest many opportunities are accorded our friends for saying a good word for The Western Home Monthly. 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.

We have not published any appreciations lately but don't think it was because our subscribers have ceased writing us in a kindly strain. We append a few extracts from recent letters.

"I was introduced to The Western Home Monthly last January, finding it at the house of a friend, who had been taking it for about twelve years. A magazine has to be pretty good to stay in a family for that length of time, so I took the copy home with me and decided that I wanted it too. It was the Christmas number, and everything about it, from the cheery girl on the cover to the very last page looked good to me."

"I first became acquainted with The Western Home Monthly by receiving a sample copy. I got interested in the stories and went to our leading book store and asked them to subscribe for me. I think it is the cleanest, best paper I ever read."

"When I tell you that I was a subscriber to The Western Home Monthly in 1902 and have taken it without a lapse ever since, it will give you some idea of my opinion of it. Everyone who subscribes through me tells me that the quality of the magazine amazes them, and they wonder how it can be issued at the low price asked for it."

"I first became acquainted with The Western Home Monthly about six years ago, and ever since then if I did not get the paper each month I should think some very important part of my reading matter was missing. I intend to take The Western Home Monthly the rest of my days. All my subscribers are delighted with the magazine, in fact I do not remember getting a single complaint about it. It is never any trouble to get renewals."



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