

Women Earn \$1,000

How Farm Women are Making Money outside the Farm and Household Duties

In the great Womens' movement, which is at present sweeping over the world, one of the outstanding features is the tendency towards the economic independence of the woman in the home. The extent to which this spirit has advanced may be realized to some extent when we learn that during the year 1915, 30,000 married women were engaged during their spare hours in earning money by selling subscriptions for one of the leading American magazines. These women were not working of necessity. They all have good homes. They attend to their home duties. They are doing this work without disruption of their household affairs and they are doing it for the pleasure they derive from it as well as for the profit in dollars and cents.

These 30,000 women represent only a small proportion of the number of women in the United States who are engaged in subscription work. Nearly all the leading magazines are using the services of women in introducing their periodicals to new readers and in collecting renewal subscriptions, and a large percentage of the women who are engaged in this work are farmers' wives or daughters.

That this spirit is also advancing in Western Canada is evidenced by the fact that during the past few months 300 women living on farms in Western Canada have earned over \$1,000 in prizes and money, by engaging in work not connected with their household or farm duties. The \$1,000 mentioned represents a clear profit to the earners as there is practically no expense involved in the performance of the work.

An Experiment

The Guide decided last fall to offer a few prizes to farm women in return for their services in securing new and renewal subscriptions for The Guide. This was done more as an experiment than for any other purpose. The Guide wanted to find out if there was a real demand among the farm women of Western Canada for work outside of the regular routine of the farm and home life. Special care was taken to select prizes that would appeal specially to women. In the selection of these prizes, only articles of the very best quality and design were chosen. The appeal for women workers was made in September, 1915. By the end of February 1916, 1,000 women had shown their interest by writing The Guide. Of this number over 300 were successful in winning prizes, totalling in value over \$1,000. This total of 300 prize winners does not include all of those who have been successful. A great many more women are working at the present time, but have not yet sent in their returns. A large number, owing to the depth of the snow on the country roads, have been so far prevented from starting at work. Every day new inquiries are arriving. Considering the adverse weather conditions of the past winter and also the fact that the appeal to the women was not nearly as extensively advertised as it might have been, there is no doubt at all as to the result of The Guide's experiment. There is a demand among the farm women of Western Canada for work which will be a change and recreation from the ordinary duties of the farm and home and which will also give them an independent income of their own.

Ever since The Guide was established the services of local subscription agents have been used in securing new subscribers and in collecting renewals. Most of our local agents' positions have been filled by men. While our men agents have done splendid work for The Guide, there has always been an economic difficulty standing in the way. Very few men found sufficient time to devote to the work, or if they had time, could make more money at other more familiar work which they could easily get. In short, the demand for such work among men was not keen enough. During the last couple of years, owing to the fact that such large numbers of men have joined the army, this condition has been still more aggravated.

With the women on the farm conditions are different. There are large numbers of farm women who have spare time at their disposal which might just as well

be turned into cash and yet there is very seldom any local work which offers any remuneration to the farmers' wife or daughter.

There is no more honorable or healthful work than that of selling subscriptions for a high class journal such as The Guide. Women of the best class are engaging in such work and the woman who allows lack of self confidence or a false pride to stand in her way is making a great mistake. She not only misses the money which might be earned, but she also misses the pleasure and satisfaction that comes to every woman who earns something by her own personal efforts. The woman who secures a handsome dinner set by a few hours of personal effort will get far more satisfaction than if she bought and paid for it in the regular way.

Good Income Possible

The Guide would be glad to hear from any woman who is looking for work during her spare hours, which would be a recreation and a change from the ordinary routine. We will pay a liberal commission in either cash or prizes. There are scores of women in Western Canada who are making good at this work. Last year a lady at Carnduff, Sask. earned \$20.00 in a few weeks. Another lady at Fortune, Sask. has lately earned a dinner set, worth \$10.00, silver tableware worth \$8.00 and stationery worth \$2.00. A young lady living at Hazelridge, Man. earned prizes which would have cost her at least \$18.00 to purchase. These are only two or three out of dozens of cases where women have met with similar success. They show the actual results that some women have attained, and it should be remembered that these prizes were secured during the spare hours of only two or three weeks time. Most of these women are continuing their work for The Guide and are making a steady income. Many women prefer prizes instead of the actual cash for the reason that in securing prizes such as dinner sets, lamps, sweaters or other useful articles they are getting the advantage of The Guide's buying power. By buying in large quantities The Guide is able to secure prizes at best wholesale prices and the benefit of these low prices is passed on to the prize winner. There is no community in Western Canada in which some valuable prize could not be won and in communities that are well settled it is quite possible for a woman to earn anywhere from \$50.00 to \$75.00 during the summer.

Women May Choose Prizes

It often happens that a woman is particularly anxious to secure a certain article but perhaps she does not feel able to afford it. The Guide would be glad to hear from any such women. If she will write to The Guide stating what article she would like to secure, The Guide will let her know at once if it is possible to get the article for her and just how much work would be necessary to secure it. There is scarcely any article that The Guide cannot secure for its women workers. All letters from women asking about any articles which they would like to secure will receive prompt and courteous attention.

The Guide will also be pleased to receive suggestions from women readers as to any prizes that they think would be particularly acceptable to the majority of women living on farms. The Guide wishes to make this subscription work as attractive as possible to its women readers. Any suggestions they may have to offer will be most welcome and will receive careful consideration. Letters should be addressed to The Circulation Manager, The Grain Growers' Guide, Winnipeg.

NEW GUIDE EDITOR

E. A. Weir, editor of the Nor' West Farmer for the past three months, has joined the editorial staff of The Grain Growers' Guide, in the place of John W. Ward, associate editor, who enlisted in the "Dry and Hard" battalion a few weeks ago. Mr. Weir is a graduate of Guelph Agricultural College and was for two years with the Farm and Ranch Review, Calgary, before joining the Nor' West Farmer. He is an Ontario boy from Dufferin County, and farm bred.

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