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EDWARD FISHER, MUS. DOC., MUSICAL DIRECTOR.

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Vol. XII. Published Monthly No. 9  
By the Home Publishing Co., McDermot and Arthur Sts., Winnipeg, Canada.

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## A Chat with our Readers.

In nearly every community there are dozens, in many there are scores, and in others there are hundreds of people who would gladly subscribe for the Western Home Monthly if they were shown one issue. Everybody should get up a club this year. It will be the greatest year for club raisers in the history of the Western Home Monthly, and all who make an effort in this direction will be successful and secure a premium which will be well worth the time and trouble involved in getting the subscriptions.

Tell all your friends and neighbors that by joining a club, the enlarged, improved and beautified Western Home Monthly may be had for only 62½ cents. Make up your clubs of both renewals and new subscriptions — it makes no difference — both are taken upon the same terms. Clubs may be made up now in less time and less effort than ever before, therefore, you should "make hay while the sun shines" and get as many subscribers as you possibly can, and thereby secure for yourself a valuable premium — the finest ever given by a Canadian periodical. In conclusion, you will, therefore, note that while single subscriptions for the Western Home Monthly cannot be accepted for less than \$1.00; \$2.00 will pay for three yearly subscriptions; \$2.50 for four yearly subscriptions. Club raisers in addition to securing a premium should be able to make a little hard cash. The Western Home Monthly is mighty good value at \$1.00 a year and many of our subscribers are netting nearly 40 cents on each of a big batch of subscriptions.

### OUR IMPROVED PLAN OF CLUB RAISING.

In order to make it very easy for our readers to get up clubs and to overcome the objections of many who would like to get up a club and secure a premium, but who have a constitutional dislike of or prejudice against what is usually known as canvassing, we have instituted an original system, as follows: We will send you on application, free, ten sample copies of The Western Home Monthly to distribute among such of your neighbors and friends as you think would be most likely to subscribe for such a publication. All you have to do is to go out and leave one of these sample copies at the house of each person whom you think would be most likely to subscribe, or if you have a child or anyone else you can send, let him (or her) take the samples out for you. Leave the samples there for two or three days — long enough for them to read the magazine and get interested in it—then go around and take the subscriptions. You will find that by giving the people a chance to read the magazine in this way you will get five times as many subscriptions as you would by simply showing it—in fact, if you give the sample copies to the right people, and you, of course, know who in your neighborhood would be most likely to take such a magazine as this, you ought to get a subscription at nearly every house. The sample copy will do all the canvassing for you—all you have to do is to distribute the samples and call for the subscriptions—you need not do any talking at all. As you call for the subscriptions you can take up the sample copies and afterwards distribute them among ten other people, thus using them over and

over again until you have a large club. We send only ten copies at the outset, but if you continue the work for some time and your samples become worn, we will send you more. Now, we hope that you, reader, will try this plan of club raising, no matter whether you have ever tried to get up a club for a magazine before or not, for we know that if you do you will succeed in getting up a nice club in your neighborhood without the least difficulty or trouble, and thus become the happy possessor of a nice little sum in cash and a valuable premium in the bargain. Just send us a post card and we will mail you ten sample copies by return mail, and you will be ready to begin at once. It will cost you, therefore, only one cent for a post card to give our improved plan of club raising a trial. This is all we ask you to do—try it and we know that you will never regret it if you do so; on the contrary, your success will be so great that you will be both surprised and delighted.

### A FEW THINGS FOR CLUB RAISERS TO REMEMBER.

- 1.—Your own subscription can be counted as one towards your club.
- 2.—Clubs may be made up of both renewals and new subscriptions — all count alike.
- 3.—Subscribers may be sent from any number of different post offices.
- 4.—Remit by post office money order, express money order, postal note registered letter.
- 5.—Read your order very carefully after you have written it and be sure that you have made no mistakes, have omitted nothing, and that you have every name and address plainly written. Be brief and to the point; write only that which is a necessary part of your order, and write everything that you need to say on the blank. If possible mail the letter yourself.
- 6.—In the case of renewals, please put down the name exactly as it was sent in last year; do not vary it in the least. If there is any variation of the name as compared with the previous year, we are unable to connect the two, and, therefore, the subscriber receives circulars concerning renewals, which are more or less of an annoyance.
- 7.—Send the correct amount of money with every order.
- 8.—Keep a copy of the list of names of every club you send us, so that you may go to the same people next year and get their renewals.

In conclusion, we again assure our readers that club raising work is both easy and profitable if you have read carefully the foregoing passages, everything is in favor of your venture being a success.

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