

# The Western Home Monthly

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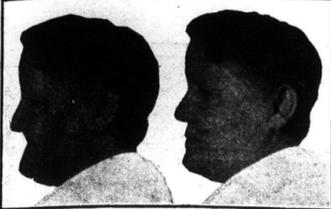
The Subscription Price of The Western Home Monthly is \$1.00 a year or three years for \$2.00 to any address in Canada, or British Isles. The subscription to foreign countries is \$1.50 a year, and within the City of Winnipeg limits and in the United States \$1.25 a year.

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.



## The Wrong and the Right Way

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## Chat with Our Readers

### Increasing the Family Income

"I have many comforts in my home, but I believe I am not different from other wives and mothers in feeling that I should like to make some extra money to spend for what some one calls 'the essential non-essentials.' There are so many things we women would like to spend that 'little extra' on each month, if we could earn it. Can The Western Home Monthly throw any light on this subject?"—Mrs. Phillips, Saskatchewan.

Such is the form of letter which now and then comes to our editorial desk as it must to the editors of any influential magazine reaching hundreds of thousands of readers, as does The Western Home Monthly.

This desire to help increase the family income is one which is sure to seize us at one time or another. Even with things going smoothly, there is always the longing for more of the good things of life, greater advantages for the children, good books, recreation, that wished-for trip to Vancouver, or Montreal, or wherever it may be. But mother's time is decidedly limited. Her life-work is close to her home. What then can she do to help make these things possible? This is a problem which we have had occasion to solve for some of our readers.

After careful investigation we have come to the conclusion that the most readily available method whereby a woman may earn money at home is the local representation of firms manufacturing useful articles for home consumption. We find that there are several large companies in this country that have built up their different lines of business by selling methods similar to the club-raising plan of The Western Home Monthly.

It is the belief of the publishers of The Western Home Monthly that its readers are its best representatives. For many years we have depended on our readers to secure for us the great bulk of our circulation, with profit and, we hope, with pleasure to themselves.

A large number of manufacturers in this country have employed this same method of local representation; and it is safe to say that there are a great many women all over this country who are making money by representing these firms. It is not difficult to locate such companies, but, like everything else, some are much better than others, from the standpoint of the representative.

Before closing negotiations with any such company or firm, first examine its literature carefully; avoid all firms that make exaggerated statements in their advertising; also be certain to examine the article which they ask you to sell—be sure that it is something your customers will want, that it is honestly made, and that it is priced fairly. Do not be tempted into selling an inferior product by the offer of a large profit. Remember that your profits in the long run will depend on satisfied customers, who will give you re-orders from time to time.

The editors of The Western Home Monthly will be glad to continue to advise its readers on this matter of increasing the family income.

### A Rare Chance for The Western Home Monthly Readers

This year we believe we have been exceptionally fortunate in our selection of premiums. Our readers will be glad to know that we are retaining the most popular of last year's premiums—the combination dinner and tea set—and we feel certain that the demand for this useful and ornamental gift will again be heavy. Remember, however, that the manufacturers have warned us that their stock is getting low and that there is not any likelihood of any more sets of this particular pattern being manufactured for some time to come, so the number of sets is strictly limited. It is a case of "first come, first served," and we advise our readers to start immediately getting the few subscriptions necessary in order to obtain this desirable dinner set. Please see full particulars and illustration on another page of this issue.

### Are You Getting Up a Club for "The Western Home Monthly"?

Now of all times in the year is the proper season to get up a club for The Western Home Monthly. This is the time when people are interested in subscribing for periodicals, and as The Western Home Monthly is conceded to be the best magazine published at anywhere near the price, it is a very easy matter for anyone in any neighborhood to get up a club for it. For such efforts in our behalf we give very liberal rewards in valuable and useful premiums. Some of these premiums are described in recent issues of The Western Home Monthly, but our complete premium list, which describes and illustrates different articles, and which all who contemplate getting up a club should have, is included in our complete outfit for getting up clubs for The Western Home Monthly, which will be sent free to any address on application. If you have not already sent for it, do so at once, for with this outfit to help you, you can secure a large club in your vicinity, and as a reward, one or more of our splendid premiums, with scarcely any trouble or labor.

Edmonton, Aug. 22, 1917.

Dear Editor:—

Herewith find my subscription for another year, as I notice I am in arrears. As a charter subscriber to your valuable Magazine, let me congratulate you on its continual improvement. I would not be without it, as it is unexcelled as a family paper.

Accept my best wishes for your continued success—Believe me

Yours very truly,

R. J. GILLIS.

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