

Put Your Name on the Coupon below for Free copy of Wingold's Special Spring Sale Catalog

STARK'S Automatic Ball Bearing Washer



\$9.95

Absolutely the Best and Highest Grade Swing Washing Machine Made

The tub swings on large steel ball bearings. These ball bearings carry all the weight, and are arranged in a steel cup so constructed that they cannot get out of place.

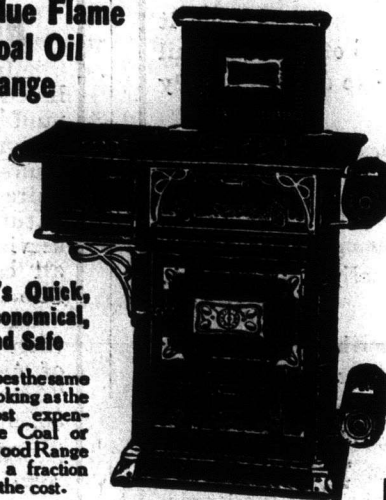
By grasping the handle and swinging it to one side, the coil tempered steel springs stop it and start it back the other way with a quick reverse motion, as the tub travels the other way another spring swings it back again.

At each swing of the tub the boiling water by centrifugal force and suction is forced through every thread and fibre of the clothes, cleaning them with three times the rapidity, and more thoroughly than any other way, and doing it with very little labor.

It's a Pleasure to bake with a

WINGOLD

Blue Flame Coal Oil Range



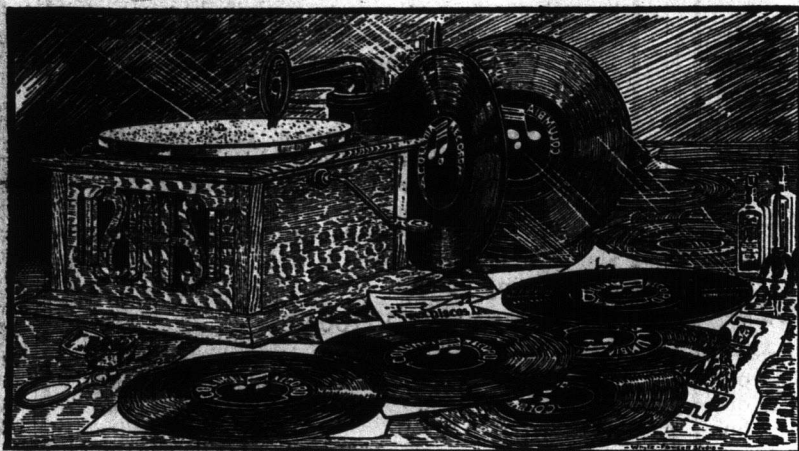
It's Quick, Economical, And Safe

Does the same cooking as the most expensive Coal or Wood Range at a fraction of the cost.

Burns Common Coal Oil without Wick, Smoke or Smell

CONSTRUCTION: Steel Cabinet Frame, Electric Welded Joints, Black Enamelled Finish. Cooking Top 17 x 37 1/2 inches. Equipped with Three Powerful Burners. Oven Bakes Perfectly. Size 18 1/2 x 11 x 12, fitted with Two Burners and Oven Thermometer. Shipping weight 125 lbs. **\$22.75** Price complete

The Wingold Hornless Talking Machine



now within your easy reach on Credit.

\$7.50 Cash puts this instrument and Six Records in your Home

YOU NOW are able to enjoy what was previously considered a rich man's luxury and even more—you can buy this machine of us on the wonderful credit terms of a third cash and a dollar a week during this special sale. Don't miss this opportunity to get a most welcome article for your home, as you don't know what pleasure it brings until you really have it. The Wingold will play all Flat Disc Records equal to any \$250.00 machine.

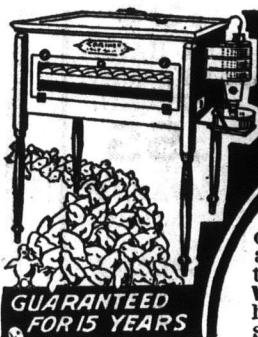
FREE RECORDS. With every order for a Wingold Talking Machine, we give absolutely free Six Double Disc Records. Send for Free List, select five—the sixth is a special record which we want you to have to show the possibilities of this wonderful instrument. Send us \$7.50 cash with order and we will ship you the outfit, you to pay balance \$1.00 weekly for sixteen weeks. Wingold Hornless Talking Machine, together with Six Free Records, **\$23.50**

This talking machine is the only item that varies from our regular cash terms. We reserve the right to withdraw this offer without notice.

THE WINGOLD CO., 181 Market St., Winnipeg:

Send me your Spring Sale Catalog

Name
Address



CABINET INCUBATORS

SEND TO-DAY FOR OUR BIG FREE CATALOGUE

You Want Big Hatches

Because this is going to be the most profitable year in the poultry business. Every chick counts for money. Dead chicks in the shell and weak scrouny chicks mean big losses. Don't take chances when you don't have to. **Cabinet Hot Water Incubators** with its pure moist, close-to-nature heat makes record hatches. No dead chicks in the heat makes record hatches. No dead chicks in the heat makes record hatches. A pleasure diseases and grow quickly into ready cash. A pleasure to raise this kind. Give your son or daughter one of these money making outfits, we'll teach them to run it profitably and back them up with all the latest information and detail which makes poultry raising successful no matter where you live—on the farm, in a country town or on a small city lot—you can make money with an outfit. They'll enjoy the work and make for themselves a nice bank account the first season. Dozens of girls and boys are making money with our outfits. Send to-day for big free catalogue. It gives full details.

Address:

The BRETT MFG. CO. LTD.
594 Erin St.
WINNIPEG, Man.

SOLD ON 30 DAY FREE TRIAL, 60 OR 90 DAYS IF DESIRED

When writing advertisers please mention The Western Home Monthly.

A PATRIOTIC BUSINESS

A business that answers the patriotic appeal of a people's need is one that serves its country just as beneficially as a company of men on the firing line. One of our British poets says the man in the khaki cannot serve his country well unless the man at home will make the wheels of progress turn.

Present economic conditions have created an atmosphere of universal self-sacrifice. Women and children at this season of the year need warm winter clothing, and men who face a Canadian climate must be comfortably clad. One enjoys health and works efficiently if he is clothed properly. This has not been possible for a large part of our western population for two reasons. First—many homes in the west are so far from the city that they cannot take advantage of shopping; and, second—prices are so high that they cannot afford to buy.

At the present period every dollar counts, and one hesitates to spend it unless he realizes full value for his purchase.

It is not possible always for would-be purchasers to realize the enormous expense under which business firms work.

Several men of large experience in mail order houses made a careful study of western conditions, and realizing that Western Canada is the most promising country of the future, determined to establish a mail order house that would meet the needs of our western men and women—and boys and girls.

It was my privilege to visit the establishment last month, and having heard little but "hard times" and pessimistic complaints about business depression, it was like a dream trip to another planet to see before me as I entered a large establishment so rushed with business orders that a big working force is kept working night and day. At the employment office new help was being hired and everywhere busy men and young women worked in that whole-souled manner that suggests the satisfaction of accomplishment.

At one table six young women opened the mail as fast as they could work. This was in the middle of the afternoon, and the unopened morning mail was still piled high. When the manager told me that the firm received its first order on the fifth of August, the growth of the business impressed me as a marvelous accomplishment of wise business management.

It was a most interesting afternoon of instruction to pass through the different departments, and see the bunks piled high with garments and other goods.

Twenty-four packers at one long table did their work quickly and thoroughly, and rushed them off to the elevator. Throughout the entire establishment the slogan seemed to be service and satisfaction to the customers.

Three new departments had been added, and they were doing a rushing business. These were the drug, notions and dress goods departments.

The visitor is anxious to get at the secret of success in a business so prosperous in hard times. In fact, I mentioned "hard times" to one member of the firm, and he looked at me with such a puzzled expression that I felt convinced that he did not understand the meaning of my remark.

"Well," I continued, "why don't you invite discouraged business men in—it would be a tonic to them—and it would be an act of patriotism on your part." Finally this is the explanation of their success. The Christie Grant Mailing House is one of the most systematic in its business arrangement of any on the continent. Every department impresses the visitor as a high type of excellence in efficiency, system and promptness. Only experienced help is employed, and this adds marked dignity to the establishment.

The employer has the understanding to recognize ability in an applicant. All complex detail work so common in most establishments is simplified.

All this makes it possible for the Christie Grant Co. to offer a superior quality of goods cheaper to the customer.

They have recognized a need in Western Canada, and they are satisfying this need by giving values such as have not been given before.

People in the city cannot buy clothing as cheap as those in the country.

For example, a woman's nice serge suit in the late style is marked from \$10.95 down to \$3.95; a splendid stylish blanket coat at \$11.95 is marked \$3.95; a fashionable silk dress is marked from \$8.95 to \$2.95; another beauty is marked from \$15.00 to \$4.95.

Women's house dresses are marked at 29, 39 and 49 cents. One of the few told me that they had ordered two days before 150 dozen of these, and they had all been sent out.

A tailored grey flannel waist was marked at 25c., and underwear equally cheap.

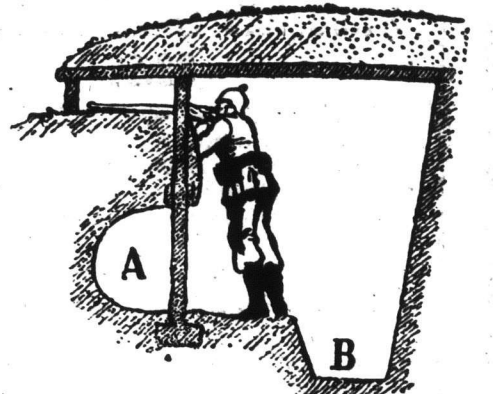
The children's clothing interested me. A child's warm bear cloth-coat was marked at \$0.89; a wool plaid dress at \$0.89.

The boot department and the department of men's clothing contains a stock as complete as that for women.

A man's suit for \$5.95; mackinaw coats for \$2.65; and a double-breasted overcoat of brown chinchilla for \$6.50 to give one an idea of the remarkable values offered to the men in the West.

The Christie Grant Mail Order House answers the patriotic appeal of the time, because it serves a commercial need of our West; in a time of business depression it is a great establishment of business progress. The management and employees radiate an influence of business optimism and prosperity. A large market is created that makes it possible to employ a big staff of experienced young women who would otherwise be out of employment—this is a feature of social service work greatly important this winter, and, best of all, The Christie Grant Mail Order House is serving the rural population of Western Canada by bringing to them the best of merchandise at little cost to the customer.

This business firm is doing a big share in moving the wheels of progress in Western Canada.



A German Trench

The soldiers are protected against bullets and are out of sight. The men are able to sit down in space A. Every ten yards there is a side trench for protection against flanking movements by the enemy.

Advantages to Buyers

We frequently question Solomon's traditional proverb that there is "nothing new under the sun." A recent innovation dispels the verity of this maxim. We refer to the ingenious method adopted by Brandon's big seed House, A. E. McKenzie Company, Ltd., in their 1915 Catalog on Page 5.

Under the caption "Special Cash Discount" it is proposed to give customers a special cash discount on orders submitted. The idea is quite original, and is but another demonstration how enterprise and skill can take even a table of cold bare Parcel Post Rates and turn it to the advantage of buyers.

The 1915 Catalog of McKenzie's is remarkable for its beauty and attractiveness. The covers are unusually handsome and masterfully designed. The color combinations are exquisite and artistically executed.

Throughout the book the engravings and descriptions depict the experienced hand of the seedsman who knows his trade and his subject.

The old-fashioned Seed Cover, with its conglomeration of colors, has been cast aside for an artistic design which will strike the fancy of all, and is quite in harmony with the high character of the McKenzie business.

As this is a year of economy when a dollar must do its full duty, it will pay our readers to careful survey and study this Catalog before buying their seeds. It is free upon request. We will be glad to have readers mention this paper when writing for it.