

G. J. Hammond, president and managing director of the Natural Resources Security Company, Ltd., expressed his approval of the magazine in a substantial way:

Vancouver, B. C., August 3, 1910.

Dr. Elliott S. Rowe,
Vancouver Information & Tourist Association
City.

Dear Sir:—

Your letter of the 30th ultimo received and noted. I have instructed Mr. Ridington to make a six-months' contract for one page per issue. The magazine is a credit to British Columbia and to Canada.

Truly yours,
Natural Resources Security Co., Ltd.,
(Signed) G. J. HAMMOND,
President and Managing Director.

Mr. Ernest McGaffey, for years a well known newspaper man and writer, and now secretary of the Vancouver Island Development League, expressed the opinion that Man-to-Man would contribute greatly to the development of the Canadian Northwest. His letter follows:

Victoria, B. C., July 29, 1910.

My dear Mr. Ricker:

The initial number of "Man to Man" has just come. It is high-class work. The Northwest needs a real magazine, and I believe you are the man to fill the bill.

A magazine such as "Man to Man" can be made under your management, can aid tremendously in developing the Canadian Northwest and every city and district in it.

With best wishes for the success of the new venture,

Sincerely yours,
(Signed) ERNEST MCGAFFEY,
Secretary Vancouver Island Development League.

John P. McConnell, Editor of the Saturday Sunset, was one of the enthusiastic readers of the first number. He wrote:

David Swing Ricker,
Editor Man-to-Man Magazine,
Vancouver.

My dear Ricker:—

Canada has been waiting for the publication you have produced in Man-to-Man. British Columbia has felt the want of it. It needed only such a publication to give to Vancouver the finishing journalistic touch which makes this city really metropolitan. Vancouver could not send her message to the world in any form better calculated to command the attention and respect of the outside world than in such a form as you have given it in Man-to-Man. Permit me to heartily congratulate you upon the success which has attended your initial number and to express the hope that the succeeding numbers may fulfil the expectations warranted by the first.

Yours very truly,
JOHN P. McCONNELL,
Editor Saturday Sunset.

From Geo. Arthur Plimpton, president of Ginn & Co., the largest book publishers in the world:

Your magazine has given me a new idea of the metropolitanism of Vancouver. Any city that can publish a magazine like Man to Man, takes rank immediately with other great cities that have been developed by brains and industry.

(Signed) GEO. ARTHUR PLIMPTON.

From Herbert Vanderhoof, editor of the Canada Monthly, formerly Canada West:

Winnipeg, Aug. 8th, 1910.

Mr. David Swing Ricker,
Editor "Man to Man,"
Vancouver, B. C.

Dear Swing:

"Man to Man" looks like a Real One—hits you right between the eyes with a bump. You could not go by a news-stand and miss that sunset cover—it would reach right out and grab you and draw the fifteen cents out of your pocket just as naturally as if it had known you all your life. And the inside lives up to the cover; the stuff is strong and the make-up and dress are bully.

More power to your elbow—go to it, and make 'em sit up. Good luck.

Faithfully yours,

(Signed) HERBERT VANDERHOOF.

From the Chapman Advertising Agency, Portland, Oregon, came the following letter:

Portland, Oregon, August 3, 1910.

MAN TO MAN,
Vancouver, B. C.

Gentlemen:

We acknowledge receipt of the first issue of "Man to Man" magazine, and are glad to be able to sincerely compliment you upon the splendid appearance and excellent matter that you have embodied therein.

You will undoubtedly experience the degree of success that such a publication is entitled to.

We are in receipt of your letter of July 25th, containing rates, and want to assure you that any business we feel would be rewarded with returns for our clients, we shall be glad to place with you.

Yours very truly,
(Signed) F. I. GOLLEHUR,
Chapman Advertising Co.

Mr. Blethen, publisher of the Seattle Times, also was impressed by the magazine. He wrote:

MR. ADOLPH T. SCHMIDT,—
My dear Sir:

I thank you very much for the June number of "Man to Man," and want to congratulate you on the appearance of this, the first number of the magazine.

The magazine is certainly a credit to the City of Vancouver and to you and your associates in its publication. While I am sorry to lose you from the Seattle colony of advertising men, I feel that I must sincerely congratulate you on your new association.

Respectfully,
JOSEPH BLETHEN.