

IF YOU CONTEMPLATE ADVERTISING THIS MAY INTEREST YOU

To advertise is to work along the line of least resistance in bringing your products before the consumers.

Judicious advertising has invariably proved profitable.

The essential elements of successful advertising are quality and quantity.

The quality is the class that is the natural purchaser of your product.

The quantity should be proportional with the price paid to secure the quality.

The **Western Home Monthly** is read every month by fully 175,000 home buyers. Therefore the quality and quantity element can easily be determined.

The advertising rate is 10 cents a line for 1000 or more lines, for a less number of lines 12 cents.

Fourteen lines, each the width of this column, constitute an inch; an inch of advertising, therefore, on a 1000 line contract costs \$1.40. In other words, the **Western Home Monthly** will carry your message to over 175,000 home buyers for \$1.40 per inch.

All the theory of advertising can be summarized in one word—**RESULTS**.

The testimony of scores of satisfied advertisers is at your disposal, and one of the axioms of the advertising world of to-day is "Advertising in the **Western Home Monthly**."

Introduce yourself now to the great buying clientele of this widely read magazine, for the advertising harvest will be commensurate with the bountiful crops which the farmers of our great West will reap this Summer and Fall.

If you will send us any advertising literature you may have—letter-head, card, booklet etc.—we will design an advt. and outline a plan that should prove profitable to you.

We are as much interested in your advertising success as you are, so you can depend on securing our best efforts.

We shall be glad to hear from you. Why not let us take up the matter now.

Phone 7000

ADVERTISING DEPARTMENT

The Western Home Monthly

WINNIPEG, CANADA

Winnipeg Industrial Exhibition.

The Winnipeg Industrial Exhibition for 1908 was brought to a successful termination on Saturday, July 18th.

The management of the fair has ventured the information that it is well satisfied with the attendance and general result. For the first three days the weather behaved admirably, resulting in a larger attendance on the grounds and in the grand stands than for a like time at any fair held in this city in previous years.

On Wednesday morning the weather man apparently heard the prayers of the farmers for rain and opened the floodgates of Heaven for high on twenty four hours to their delight and the discomfort of the management of the fair. The rain interfered seriously with the racing program arranged for the week and to please patrons of this class of sport as well as to allow the visiting horsemen an opportunity to make expenses a full and complete racing bill of fare was pulled off on Saturday afternoon to the pleasure of those who were fortunate enough to attend.

The platform attractions this year were better than those presented in former years and Dr. Bell deserves the thanks of the visiting public for the sound judgment he displayed in selecting the talent for the very popular adjunct to the exhibition.

Objection was taken by some to the double somersaulting automobile performance, and when the fair management became cognizant of the fact that this feature was not popular they very wisely discontinued it. An innovation was introduced this year when the fair management secured the services for the week of a funny-man announcer for the platform attractions in the person of one Rube Shields. His witticisms, funny stories and antics were enjoyed by the patrons of the grand stand between acts, keeping everybody in rare good humour. The attractions on the

Drag provided amusement for the many who care for that sort of thing and no complaints were heard of anything of an indecent or objectionable nature being introduced in any of the various side shows.

Some complaints were made last year about the "Barkers" being permitted to locate too close to the main promenade leading through the grounds, to the annoyance and discomfort of the public. The fair management this year very wisely remembered this matter by giving them locations further away from the promenade. The Band concerts given every afternoon by Innes' Band and the 91st Regimental Band of Hamilton were thoroughly enjoyed. These Band concerts were given from a band stand erected on the grounds confronting two immense marquees in which comfortable benches were placed where tired sightseers could rest from the heat of the sun and enjoy the music.

The introduction of the marquees and seats was a thoughtful move on the part of the fair officials and they were given the kindest thanks of the visitors for providing this feature. The fireworks at the evening performances were deservedly popular and the military tattoo was a pleasing spectacle and proved a great attraction. The display of threshing machinery was most interesting and went far to convince visitors of the importance of Western Canada as a grain growing country.

The exhibit of the live stock was up to the average and some excellent specimens of horseflesh, cattle and pigs were shown. The display in the manufacturers' buildings attracted great crowds during the week. The exhibits were tastefully arranged and proved to the satisfaction of everyone that the manufacturers of Canada and the United States are alive to the importance of the increasing markets for all kinds of manufactured goods in Western Canada.

The dog show with its two hundred and eighty odd entries attracted lovers of the canine tribe and went far to prove that many city "purps" had so far escaped the new death chamber recently introduced in Winnipeg. The poultry show demonstrated that the domestic feathered family is becoming more popular in the West and a few very good specimens were on exhibition. In the dairy building the exhibits were well arranged and the butter making competition proved an interesting feature.

The display in the Art building had many admirers.

The light motor competition added interest to the exhibition and attracted many men from all parts of Canada and the United States; the latter government sending an official from their agricultural department to watch it and take notes on the proceedings.

Taking the exhibition on the whole it was a success and Dr. Bell and the directors are entitled to the thanks of the people of this province for their painstaking efforts in bringing it to such a happy conclusion.

Before concluding this article we would like to say to the business men and citizens of Winnipeg that they should decorate their premises more lavishly next year.

In Eastern cities during fair week citizens decorate their homes, using flags and bunting in profusion.

The firms there vie with one another in the decoration of their places of business. This sort of thing gives a city a gala appearance and goes far to convince visitors that preparations are made beforehand by the people to receive them in a manner befitting the occasion. We trust that next year when Fair week will arrive that private homes and business houses will display more flags and bunting than during fair week 1908.

Brandon Inter-Provincial Fair.

The Inter-Provincial Fair for 1908 in Brandon was a decided success. The Premier of Manitoba, the Hon. Minister of Agriculture, was present on opening day, pressed the button and declared the fair open. The daily attendance prior to the rain on Wednesday was large and representative. The rain on Wednesday somewhat marred the proceedings but the management and others took it good naturedly for they appreciated the fact that the rain was needed for the growing crops. Friday furnished gloomy weather again and as a consequence interfered with the attendance on the grounds.

The exhibits this year were in quality and number superior to those of other years, notwithstanding the fact that Winnipeg Industrial Exhibition was in progress at the same time. It was a farmers' fair in every sense of the word, the exhibits being thor-

oughly representative of the best live stock, dairy, and grain growing interests in the province of Manitoba.

The live stock entries were more numerous than in past years, resulting in some valuable animals having to stand under improvised sheds erected temporarily for the occasion. This the exhibitors accepted good naturedly and another year will find more barns for the accommodation of the live stock. The exhibit of Short-horns could not fail to gladden the heart of the connoisseur.

The hog entries numbered over 200 and some rare good porkers were shown.

The sheep entries showed an improvement over former years. There are no better fair grounds in the West than in Brandon, with its rows of beautiful shade trees set in a green sward, affording tired sightseers a resting place out of the sun. The ex-

hibits in the Industrial Building showed how progressive the citizens and business men of Brandon are. Several tables of Manitoba grown fruit and vegetables were greatly admired and proved that our farmers should take a greater interest in those two crops.

The Brandon Experimental Farm and the Dominion Forestry Branch made a splendid display of farm and forestry products. The dairy and poultry portion of the show provided food for thought and showed the gigantic strides made in the dairy and poultry business in recent years.

The midway, or "Drag," had its usual number of "barkers" and provided amusement for visitors who are fond of that sort of thing. Mr. C. Fraser, manager, together with the directors, are entitled to unstinted praise for the great success they made of the Brandon fair for 1908.

Portage la Prairie Fair.

The Portage la Prairie annual fair was this year held on July 9, 10 and 11 and was far and away the most successful in the history of the Portage Plains. The live stock entries were stronger than ever before, the industrial exhibits were a compliment to the management and the exhibits and attractions were of such quality as to draw a crowded grand stand every night of the fair. The Clydesdales constituted the most important part of the horse show and the judges had no enviable task in picking out the best from a number of such ex-

cellent animals. There was little competition in the Shire classes and there were no Percherons shown at all. The championship was awarded to the Portage Shire Horse Society.

A feature of this fair that is most worthy of mention was the show of heavy draft, agricultural and general purpose animals. It was a farmers' fair and a good one and the above classes were more hotly contested than were the pure-bred rings. Neither were light horses and ponies overlooked, a large number of these animals coming from all over the

West. Competition was strong in both the Shorthorn and Hereford classes and there was a peculiar incident in the yearling classes when the highest priced bull sold at the Brandon spring bull sale was placed well down the line by the judge. This fact is ample proof of the number of fine animals in evidence in this particular class.

Great credit is due to Mr. Humber and an efficient board of directors for their success in transforming the country fair of a few years ago to an exhibition of such size and importance.