

A Chat with our Readers—Eleven Years of Progress.

The present age is one of growth—of development—of evolution—therefore one of progress. Progress is characteristic of man's activity, and nowhere is it more evident than in the Great Canadian West. It is difficult to realize the great strides in the path of progress that are constantly going on about us—difficult to realize that the ways and means of even ten years ago are inadequate for the requirements of to-day. Machinery that was then thought to have reached perfection is now being gradually displaced by some greater invention.

In no other line of business, perhaps, has this been so noticeable as in printing, which has undergone wonderful changes in recent years. So that the publisher who wishes to have a place in the onward march must avail himself of whatever makes for efficiency, speed and economy of production. In other words, he must deliver to his patrons the maximum in quality at the minimum in cost.

new addition we can keep pace with any demand.

In a subsequent issue we will tell our readers something about the making of the magazine, and the different departments that work together in its production. Everything is done under one roof in one of the Dominion's largest printing establishments, and this establishment, a picture of which we will reproduce in the September number, is the Western Home Monthly's own home.

Eleven years ago the Western Home Monthly made its appearance in modest form. The first issue consisted of but eight pages—six reading and two advertising, and without any guarantee that the public were willing to receive it with any great enthusiasm. Its publishers saw the need of a high class family magazine in the West; in addition had faith that the West itself was destined to become in a few years a land of great things. With these hopes the magazine

Monthly well ahead, to make it of the utmost possible interest to its readers by presenting from month to month what is timely, instructive, and entertaining.

As Readers see The Western Home Monthly.

Revelstoke, B.C.
June 6th, 1910

The Western Home Monthly,
Winnipeg.

Gentlemen;—

Enclosed please find renewal of my subscription to the Western Home Monthly. I would like very much to get it a few days earlier if it is possible. You know when one likes a magazine and is interested in it to the extent that I am in yours, patience is tried in the waiting. Indeed, mostly

Wapella, Sask.

June 10th, 1910.

The Western Home Monthly,
Winnipeg, Manitoba.

Gentlemen;—

Please find enclosed amount of subscription for three years. If it is not enough kindly let me know. I have been taking your paper since I came to the West and I would not do without it for anything.

Sincerely yours,
S. Kennedy.

Gilbert Plains, Man.

The Western Home Monthly,
Winnipeg.

Dear Sirs;—

In your March issue you asked your readers if they wished another competition begun when this one was ended. I, for one, should like to say yes, by all means, begin another. It gives us an added interest in the Magazine, makes us feel that it is our very own, and

The readers of this magazine will share the pride of its publishers at the installation of the magnificent printing press, of which the above is an illustration. It was specially designed and built for the Western Home Monthly, and is about 25 feet long, 9 feet high, weighing over 26 tons. It is the work and very latest production of the Cottrell Company of New York, the well known printing press manufacturers. It embodies every improvement known in the art of printing, is easily the finest magazine press in the Dominion—indeed, the only one of its kind—and only a few of the leading magazines of the United States can claim so complete an equipment. It is constructed with perhaps the chief idea of producing, at high speed, high class magazine printing. Through this huge machine the Monthly rushes in sections of 32 pages, and is turned out folded at a speed of something like 4,500 per hour.

Such a machine was necessitated by the increase in the Western Home Monthly's circulation, by the enlarged size made necessary by the addition of many departments, and by the active demand for advertising space. The main consideration, however, was to provide our readers with the best known service, and in the knowledge that our efforts will be appreciated by our friends far and near, we already feel compensated for the great expenditure involved in the addition of this modern machine. There is practically no limit to the facilities with which the Western Home Monthly is now furnished, and with the

was launched, and it has splendidly held its own in the march of Western progress.

Few magazines can boast of such a rapid and healthy growth. The circulation quickly crept from hundreds to thousands, until to-day it is universally conceded that the Western Home Monthly reaches more Western rural homes than any other magazine.

It is interesting to note that many of the friends who subscribed to the first issues are still among our regular readers. They stood by the magazine in its struggling infancy and watched with pride the eight pages develop to ninety-six—its departments expand to include all topics that may prove of pleasure and profit in the home, indeed, touching upon every phase of human interest.

The success of the Western Home Monthly was made possible by the commendation of its good friends of the early days, and for the co-operation so spontaneously and generously given the publishers are very grateful. The subscribers of that period have been increased by many thousands, but neither the growth of the magazine, its prosperity as a business, nor any other consideration can lessen our regard for those who were with us from the start. They suffered our imperfections in silence, and with kindly assistance led us on to the fulfilment of our hopes.

Constant vigilance is the motto of the publishers, and there will be no resting on our oars with what has already been accomplished. The aim of the future will be to keep the Western Home

every month this year I bought one at the store as I could not wait until my own copy reached me by mail.

Yours truly,
Mrs. Wm. Dunn.

Kelwood, Man.
June 1st, 1910

The Western Home Monthly,
Winnipeg.

Gentlemen;—

Please find my subscription enclosed for one year, also your premium offer No. 3 Post Card Album and set of Cards. Will you kindly send us the March number, for we have not for years missed a single copy of the W. H. M. Not only do we read every line of it ourselves, but after we are through the papers are mailed to relatives in England who are just as much interested as we are ourselves. We consider it a delightful magazine and exceedingly instructive.

Yours truly,
John H. Burrige.

Hickman's Harbor, Newfoundland.
June 9th, 1910.

The Western Home Monthly,
Winnipeg.

Dear Sirs;—

A friend of mine introduced me to the Western Home Monthly, and after looking it over, I have pleasure in sending you a year's subscription. I do not know how you can possibly give so much interesting matter for the price charged.

Yours sincerely,
Mrs. A. J. Blondell.

helps us to realize that the editors do really wish to interest us. When this present Competition began, of course, it was the substantial prize that attracted my attention, but I soon became interested, and in my keenness to ferret out the hidden post offices I think I forgot about the prize. I hope to get a prize; most certainly I do, but whatever be the results I must say that I found a great deal of pleasure and incidentally, learned not a little geography in taking part in this competition.

Wishing you, as ever, all success,
Yours sincerely,

Lillian Cooper.

Cariyle, Sask.
June 28th 1910.

The Western Home Monthly,
Winnipeg.

Gentlemen;—

Enclosed please find three years' subscription to your paper the Western Home Monthly. We have had your paper come to our home for a year now and we wish to make sure that it will reach for years to come. We find it the best and nicest magazine that we have seen. There is always something to interest everyone. Please start our three years from the 1st of October next when our present arrangements expire. Be sure that we do not miss any issues.

Yours truly,
Muriel McKinnon.