

Edmonton "West-Land" and—This Magazine

In making his report before the Synod of British Columbia, and appealing to that ministerial body for continued endorsement and support, the agent of the West-Land was good enough to remark that there was not only that publication in the West now, but also the Westminster Hall Magazine. He pointed out that their spheres were different, and we certainly agree that there need be no rivalry between them. One remark of the representative of the West-Land may, however, be noted. He mentioned the fact that the West-Land was published twice a month, whereas our publication was a monthly, and he stated further that it took "a good deal more to produce a paper fortnightly than monthly." We think it well to note that about a "paper," but if it were done in any comparative way affecting a magazine we would think it only fair to add that, while the subscription rates are the same, we have reason to know that the cost of production of one issue of a monthly Magazine equals that of at least three or four issues of a newspaper like our esteemed contemporary the West-Land.

In that connection we are reminded that McGill College, Montreal, is so enterprising as to publish a "daily," but to any one who puts good work before quick work, the printing form of that paper can hardly said to reflect very creditably on the institution; and, of course, that is apart from the question of relative values.

Perhaps we are understating the case when we say that we believe that at least four issues of a weekly newspaper with the same ideals as our magazine could have been produced for the cost of production of each of our recent numbers.

Indeed, considering the values of press work, etc., in the West, we have of late months been giving just about twice as much literary matter as we may fairly be expected to carry in proportion to our other business and our modest rate of one dollar per annum.

Onward and Upward!

As more of our "social, literary, and religious" friends, ministerial and other, become thoroughly awake to what we are seeking to do at this Farthest West base of Empire, however, and with the continued extension of our business department, we may hope to give a good deal more literary matter without much increasing the subscription rate.

Meantime we may note that we shall value the practical interest of our readers so far as exercised in the extension of our circulation.

Thanks to the business enterprise exercised by the management within the past eighteen months, our Magazine now enters not only every province in Canada, and England, Ireland and Scotland, but through friendly interests, and the exercise of the imperial spirit on the part of some of our readers, we have subscribers on our list in Australia, New Zealand, Trinidad; and at least one goes to Germany; copies are also mailed to South Africa and China; and while as yet only a few copies go to the east and west of the United States, we naturally believe in the ultimate "annexation" of "Brother Jonathan's" land.

But seriously, just as western Canada and its Metropolis and chief port, cannot ultimately be second in importance to any other province or business centres of the British Empire, so assuredly shall we keep before us our motto of ideal service: "Into all the World."