

An Open Letter

To British Columbia Business Men and Others Interested in British Columbia Business

(Particularly to those receiving marked magazines)

Our regrets at inability to call or write must be expressed. If you find your business absorbing, and believe it so well worth while that time passes quickly with you—the weeks like days, and the days like hours—you will understand our position.

As stated elsewhere, in every case, if possible, we seek “one chief, one meeting, one decision.” Why? Because there are so many real live business men to interview WHO WILL GIVE US THEIR ADVERTISING COPY JUST AS SOON AS WE FIND TIME TO SEE THEM AND SUBMIT THE FACTS.

That is a conviction AMPLY SUPPORTED BY EXPERIENCE, especially of late. The business contracts written with THE BRITISH COLUMBIA MONTHLY in the past two months have not only confirmed us in the belief that the change of name was apt and timely, but that we can rely upon most British Columbia business men who have any “businesses worth while” to advertise, using our space.

We hope now to be of use not only to the patronage-free governments of Canada—Dominion and Provincial—but also to advertisers at a distance from British Columbia who have a business appeal to make to

THE BEST HOMES OF THE WEST

For a time war conditions reduced this magazine in size, but it is in its seventh year, and at no experimental stage.

Our aim is to give British Columbia an increasingly useful monthly devoted to Christian journalism, independent of party, sect or faction.

Yours for Service and Business in British Columbia,

THE MANAGING EDITOR.

P.S.—One business man telephoned to us last month to call for his contract and advertising copy. If YOU wish us to do so, or desire more information at an interview, call Seymour 6048 and make an appointment.

ADVERTISING IN AN AGE OF SPECIALISTS

To THE BRITISH COLUMBIA MONTHLY Advertisers, Present and Prospective:

This is an age of specialists, and in keeping with our policy of seeking to make our business or advertising department more and more effective, we are arranging with a PRACTICAL EXPERT and university-trained COPY-WRITER now in business in Vancouver, that he will, by arrangement with us, call to consult with any advertiser, and if desired write advertisement copy for this monthly.