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EDITOR'S PAGE

A NEW BEGINNING.

In beginning the second volume of the Westminster Hall Magazine, it has been thought well to let the first number be "July." While creditable work was done by those engaged in the Magazine's initiation, other duties prevented their giving sufficient attention to the business departments of the Magazine. It is the aim of the present management to put the Magazine on a sound business foundation. We wish it to be associated with "a good business proposition" as well as with service along ideal lines. This inevitably involves a re-arrangement of the rates pertaining to the business department, but the rates have been kept as low as is compatible with good printing service and the production of the Magazine on an independent basis.

The reorganization does not affect the subscription rate, which will continue to be one dollar a year, but we think the time opportune to remind all whom it may concern that it is only by having the increasing practical interest of church people in general, and Presbyterians in particular, that we can hope to realize our ambition of making the Westminster Hall Magazine the leading publication in the West in matters affecting social, literary, and religious life and work.

We take this opportunity of thanking the many subscribers who have joined our list during the past six months. The new subscribers include quite a number from the other Provinces of Canada and from Britain.

Subscribers are not valued for their dollar subscription merely. Subscriptions, even when considerable in number, do not maintain such publications; but they increase and strengthen the usefulness of the business department. The mailed communications, while saving the time and expense of personal canvassing, have involved considerable outlay; but we believe people really concerned in church life and work and social progress, have only to know of our Magazine and its aims for their interest and influence to be assured. The only danger, then, is that they will DELAY exercising these practically.

Few magazines are published in Western Canada, and none with aims kindred to ours. We are not unaware that there is a superabundance of magazines from other quarters in the market, but many of them are devoted mainly, if not entirely to fiction. We believe there should be an increasing demand for a publication with the aims of the Westminster Hall Magazine, and the response to our mailed communications encourages that belief. Our periodical is not in any way an "endowed" one, and apart from its business department, its success is dependent solely on the practical interest of those who appreciate its position and its aims. These aims, in the various departments of the Magazine, we cannot sum up better than in the simple sentence which we have used freely elsewhere: "We seek the best."