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We hesitate to use the word. It has been so over-used, not to say abused! Yet a patriot is "one who loves his country, and is devoted to its interests."

This Magazine aims to serve our country — beginning with our community. What we say to Business Leaders may be gathered elsewhere. Will YOU, readers, please remember that the men and firms whose business advertisements appear here are our

Practical Partners in Community Service

As you readers have interest in the work and ideals of this Magazine, we ask YOU to use the goods or do business at the offices or stores of our advertisers.

IT IS ALSO TIMELY to invite you to consider entering the names of a number of your friends — in B. C. or elsewhere in the Empire — on the B. C. M. subscription list.

One Business Leader entered ALL HIS EMPLOYEES' names on our subscription list a number of years ago, and he has continued the gift each year. Is this A SUGGESTION FOR YOU?

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(Established 1911)

*The Community Service Magazine of the
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CHANGE OF ADDRESS should be notified by postcard—both the old and the new addresses being recorded.
RENEWALS: The month up to which the subscription is paid is noted beside the name of the subscriber. Direct payments shall be welcomed at the Publishing Office, 1100 Bute Street, Vancouver, B. C.
REMITTANCES should be sent by cheque or Money Order, payable to THE BRITISH COLUMBIA MONTHLY.
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with the B. C. M.

Because of special articles appearing in the B. C. M. it has been suggested to us that we might give the option of a "Get-acquainted" rate for six months or so.

Accordingly, while our regular rate remains \$3.00 for two years, and \$1.75 for one, we undertake to mail six issues of the B. C. M. (IN ADDITION TO the first special one ordered,) for ONE DOLLAR.

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