

The Magazine

For the Home and the Study

Its Aim and Your Opportunity

The BRITISH COLUMBIA MONTHLY has for seven years sought to give British Columbia a worth-while monthly magazine for the home and the study—"not for one day a week, but for every day in the month"—in touch with the pulse of life and in sympathy with those things that recreate the mind and inspire the heart.

We invite subscribers to take advantage of the two-year rate. We also cordially invite new readers, who from this time may be purchasing copies at bookstalls—to send in such subscriptions, that the magazine may be mailed to them direct.

No trade and no wealth can guarantee health
Or "strength for the cares of tomorrow."
Ideals must last when all earthly is past;
How build you—for joy or for sorrow?

NO ARREARS BEYOND ONE YEAR'S

Up to last year our "Terms of Subscription" stated that "No subscriber's name is deleted from our list without notification in writing from the subscriber, and the payment to date of any arrears."

Everyone subscribing to this magazine may be assumed to be interested in its ideals of service affecting literature and life—"Social, Educational and Religious," and "Independent of Party, Sect or Faction." For that reason itself we do not wish to take the extreme course of abruptly deleting the names of subscribers who for a short time overlook the date of their renewals.

On the other hand, though for years our circulation has ensured this magazine postal privileges, every copy mailed for Vancouver city costs one cent (though not so stamped), and letters of notification or accounts—especially if they have to be sent more than once—involve considerable outlay in stationery, stamps and clerical work, and indeed sometimes represent more in time and money value than the overdue arrears.

No publication which values the good-will of those interested in any department of it would intentionally keep subscribers on its list against their wishes; but in connection with publications, as with other things, so many people are apt to be careless regarding dues and notifications given. Then when a debt has increased, some are tempted to be—worse than careless!

In seeking a solution that would be at once considerate towards subscribers to the BRITISH COLUMBIA MONTHLY and fair to the publication, we have decided that *henceforth the names of subscribers who fail to attend to their renewals within one year after the date printed on their address label will be deleted from our subscription lists, and accounts rendered in the usual way.*

MAILED DIRECT TO SUBSCRIBERS.

Our rate is \$1.50 per year, in advance; \$2.50 for two years, in advance.
Address, 1317 Haro Street, Vancouver, B. C.

Let British Columbia Flourish under the Inspiration of Worthy Ideals!