

Please take another look at the picture on the cover.

As we go to press we have no idea how much cash may be realized for the Under-privileged Child from the Kiwanis Club Advertising Show, or more correctly, Sale of Goods—generously donated by manufacturers and others. But though the B. C. M. did a little bit there, we wish to do better.

Not in the interest of any club, but because of the object for which the fund is started, we use this page to give readers and friends an opportunity of supplementing their contributions (by purchase) through this magazine.

The B. C. M. has a "Get-Acquainted" campaign, by which the relatives and friends of its readers may be listed for twelve months for one dollar. We shall give 50 per cent. of the amount of new subscriptions sent direct to us (not through our agents) before the end of 1922 to the Under-privileged Child fund.

The B. C. M. management is aiming and working to give the Canadian West a magazine nearer sixty than sixteen pages, and meantime our space is specially valuable. But we hold such practical "Community Service" as the Kiwanis Big Brother Movement worthy of a page, or even a tithe of our space; and we trust readers and friends in all sections of the community who value such

DEMONSTRATED CHRISTIANITY

will co-operate. (See the article by Mr. Nelson Harkness in this issue). Is not this YOUR OPPORTUNITY to send the **British Columbia and Canadian West Monthly Magazine** to several friends—to whom you often "intend to write"—as a monthly reminder of you (in place of a letter), or a

Christmas or New Year Gift That Lasts All the Year Round?

(Form for your convenience)

B. C. M. Publishing Office, 1100 Bute Street, Vancouver, B. C.:

In accordance with your undertaking, please mail twelve issues of the B. C. M. to the hereon noted, for (each of) which I enclose One Dollar.

Sender's Name.....Address

Name(s) to be listed: Address(es)

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