

Beware of the Man

who "sums up" conclusively by saying,

"BUSINESS IS BUSINESS"

Much "Sharp Practice" has been excused under that plausible plea.

Notwithstanding the cynical saying that "Every man has his price," there are businesses which would not at any price be given advertising space in this Magazine.

There are men and firms who yield advertising to "Trade Pull" and other undue influence.

But there are also men and firms, more of whom we hope to serve, who believe

IT IS GOOD BUSINESS AS WELL AS GOOD SENSE

to help to maintain a Western Canadian Monthly devoted to Social Service, Educational Progress, and Religious Life.

THE TIME SEEMS OPPORTUNE TO REMIND OUR READERS that they can share in extending the usefulness of this publication by doing business with such men and firms who by reason of their Business Advertisements, are

ACTIVE CO-OPERATORS in the PRODUCTION of this REVIEW

We ask our readers to PROVE to our Advertisers that Advertising in this Magazine is A GOOD BUSINESS INVESTMENT.

READERS: We need hardly tell you that THE SIZE of this MAGAZINE has been reduced to the minimum owing to war conditions affecting business; and also paper and printing rates.

But probably we do need to record that formerly, when we printed from thirty to fifty pages of literary matter, we did so, not that our business or advertising department warranted such action—for it did not—but because we sought to set a standard regarding the SOCIAL, EDUCATIONAL, LITERARY AND RELIGIOUS INTERESTS we seek to serve.

We hope, as our advertisement section is enlarged, to be able gradually to increase the size of the "Review." You will therefore see the force of our asking you to **Give Special Attention to our Advertisers.**