

TO OUR READERS

Unsupported in Church or State by "party, sect or faction," this publication has sought for nearly five years to give its readers every last page of literary matter per issue possible in connection with the "Ideal" printed on its cover. As a matter of fact, it has frequently published more literary pages in an issue than its business side covered. That simply means—whether or not it is readily credited in Western Canada—that we have again and again put the ideal before the dollar.

Considerable and valued as are our subscribers' lists—and our subscribers are increasing even in these times—the advertisement section is not less vital, and *our readers, by attention to it, can help us to give them and Western Canada an increasingly attractive and useful monthly.*

Thanks to goodwill on the part of the management of certain firms, and sustained business enterprise on our own, the advertisement section is being enlarged.

You believe in this REVIEW and its ideal, and would see it—an independent periodical—not only live but flourish in British Columbia. We therefore ask you to *note who are advertising with us month by month and—other things being equal—give them a share of your home's trade.*

When ordering goods or paying bills, etc., will you kindly let such firms know that you are influenced in trading with them by seeing they use advertising space in this REVIEW. Thus you will give them the satisfaction of knowing beyond question that *discriminating advertising is worth while not only for the sentiment it supports, but for the business it brings.*

Sincerely valuing your co-operation,

THE MANAGING EDITOR.

TERMS OF SUBSCRIPTION

In the British Empire: \$1 a year (4/6) in advance; \$1.25 in arrears.

CONTINUANCE OF SUBSCRIPTION

In each case the month and year up to which the subscription is paid are printed beside the subscriber's name as a record and receipt.

Prompt attention to renewals is valued.

No subscriber's name is deleted from our list without notification in writing from the subscriber and the payment to date of any arrears.

Changes of address should be notified in writing.

Payment should be made by postal orders or notes. When personal cheques are used, unless they are payable in Vancouver, 15 cents should be added for Bank commission.

All communications should be addressed to the Magazine Manager, 1600 Barclay Street, Vancouver, B. C.