

# Our Seventh Volume

## The Widening Field

In beginning our seventh volume with this issue, it may be in place to give our readers and friends something of a report concerning the past, if not also a forecast regarding the future of this publication.

In the first place, we should thank the numerous correspondents who have by their letters shown a vital interest in our Magazine. Several recent letters have suggested the fitness of our opening a "Correspondents' Page," and that may be one of the additional departments which we shall run concurrently with others, as soon as financial conditions permit.

We wish also to thank the hundreds of regular subscribers who have joined our list in recent times, and particularly those who have been attentive to their dates of renewal. It is gratifying as well as encouraging to find that many readers note the date beside their names on the covering envelope and do not wait to involve an office in the work of sending even one letter of reminder to them. It is even encouraging to have subscribers who readily respond to one letter of reminder. A fair percentage of subscribers sent in their renewals without reminders and we trust their number will increase.

To the third class—those who carelessly involve us in the extra and, for a dollar a year subscription, comparatively costly labour of sending them two or three letters notifying them of overdue subscriptions, we prefer to say little, but we think that ordinary courtesy itself should inspire a reply by return to a "second letter." In any case, evasion of such letters of reminder will not avail; for in every case we are legally entitled to retain such subscribers on our list until the account is paid to date.

## Subscribers and Advertisers Our Active Partners

To those—the large majority—who have shown a friendly concern in our welfare, and especially to those who have added relatives and friends to our subscription list, we wish to express our sincere thanks. At the same time we venture to ask the attention of our readers more particularly than ever to the businesses of every kind advertised—or to be advertised—in this Magazine. Much as individual subscribers and readers may co-operate to help the development of any worthy publication, the business men and firms who advertise therein merit special attention. Our readers will therefore understand that in doing business with our advertisers—and notifying them that the use of our space for announcements is valued—they are indirectly but not less genuinely helping our Magazine's progress towards greater usefulness.