



## WESTERN CANADIAN DEVELOPMENT BE A REAL PARTNER!

A word to all Citizens from the Mayors and Reeves to the latest  
HOME-MAKERS in the West.

The use by our Cartoonist (Mr. E. R. McTaggart) of the phrase "Vancouver the Liverpool of the Pacific," is timely, perhaps more timely than ever before. Vancouver's growth means development for Victoria and Prince Rupert, too, and indeed of the whole of the Canadian West, including Alberta and Saskatchewan.

But citizens of the Western Provinces must awake to do their part in developing their heritage. Among other things that involves the exercise of practical interest in public questions, and their adequate exposition and review.

By giving space to writers on public questions—industrial, social, educational, literary and religious—the publishers of this Magazine seek to provide a really worth-while and representative medium for all phases of Community service work.

In doing so, the Magazine is subject to misrepresentation and misunderstanding in various ways because: (1) of our proximity to the United States, which makes Canada the happy dumping ground for surplus printed matter of all kinds at rates which would be impossible if production took place in this country for Canadians; and (2) because of the many ephemeral and experimental publications that have sought patronage of late years.

We HAD a "Get-acquainted" rate, but have had to suspend or change it entirely, as it meant supplying Magazines at less than cost. Our rate of \$1.75 for one year and \$3.00 for two years, is the lowest possible meantime.

No one issue of the Magazine contains all the features which we hope to carry regularly as the B. C. M. is developed and enlarged. BUT WE ASK EVERY WESTERN CITIZEN AND HOME WORTHY OF THE NAME TO JOIN US IN THIS REAL COMMUNITY SERVICE—WHICH "BEGINS AT HOME!"

We wish THE MAGAZINE, with its articles by Western writers, to be value IN ITSELF, and of increasing interest to Western homes. Therefore we have no agents authorized to speak of "just paying postage," or appealing to be helped through this "course" or that. (The people who are REALLY working for a college course in vacations are not usually so ready in advertising the fact.)

This Magazine wishes the GOODWILL of subscribers no less than their practical financial interest. We are planning to increase our subscription list throughout the West. If YOU are interested in any feature in this issue, let us know, and also note and send us the names and addresses of friends to whom information concerning the B. C. M. may be sent.