THE BRITISH COLUMBIA MONTHLY

Page One

Yes, Subscribers, Friends, British Columbians, and Fellow Citizens:

IN THESE DAYS THERE IS A PRIOR DUTY

to reading your BRITISH COLUMBIA MONTHLY, or even remitting your subscription. It is that of

GRATEFULLY BUYING EVERY BOND YOU CAN

May you not sleep well after reading these lines if you have not done, or do not

Do Your Bond and Bounden Duty By the Boys Who Beat the Bosche! (See Editorial page 16)

Don't Grouch or Criticise the Government MEANTIME. "Count your Blessings" and your Dollars present and hoped for, then commit yourself TO THE LIMIT, thankful that you are British Born and live in FREE CANADA.

DLEASE NOTE, SUBSCRIBERS,

present and prospective

As mentioned in the first issue of the enlarged size, with a multiplied cost of production, the Publishers of the British Columbia Monthly have had to reconsider the subscription rate. We further found that owing to the increased WEIGHT of the October Number, the charges for local mailing were doubled. Nevertheless we do not wish to advance to the \$2.00 rate if we can avoid it, so we have decided that from January, 1920, the one yearly subscription rate will be \$1.75, and the TWO yearly rate \$3.00—payable in advance.

Please therefore note that only during the remainder of 1919 shall the subscription rate be \$1.50 for one year, and \$2.50 for two years.

A CHRISTMAS GIFT That Lasts All the Year Round.

By the time this Magazine reaches your home and hands you may be exercised concerning the form the reminder of goodwill shall take at Christmas and New Year time.

Why not let some of your relatives and friends have the BRITISH COLUMBIA MONTHLY to remind them periodically that your thoughtfulness and regard last all the year round?

From the adjacent note you will observe that during the remainder of 1919 a two-year subscription may be covered by \$2.50.

If requested, we shall notify such friends at Christmas-time of the gift.

BUSINESS MEN OF B. C. and MEN INTERESTED IN B. C. BUSINESS

To those of you who, after seeing this Magazine, may regret that you, as leaders in your line, have not been given the option of advertising your businesses or products here, we would say that before going to press it was not possible for us to communicate with more than a few firms.

Those in other Canadian Provinces, the "States," or the British Isles—we invite to communicate with us directly, re rates, etc. With British Columbia as its Base, this Magazine means to justify increasingly the use of its unborrowed phrases:

THE MAGAZINE OF THE CANADIAN WEST-THE CANADIAN MAGAZINE FOR BUSINESS LEADERS IN EVERY LINE.

November P.S. for Business Leaders: Because we wish to do our bit in connection with the Victory Bond Campaign, the time and space for advertising in this issue have been restricted.

PRACTISE THAT GOOD INTENTION:

ACT TO-DAY! YOUR OBITUARY MAY APPEAR TO-MORROW!! To Office Heads and Home Heads on BOTH sides of the Home: As new readers and friends, you may say "Yes, I appreciate this Monthly and its purpose of becoming increasingly the Canadian Magazine for the OFFICE, the STUDY, and the HOME, and I'll be a subscriber at least." That you too may "act in the living present," we shall give space here to A FORM TO SAVE YOU WRITING A LETTER: BRITISH COLUMBIA MONTHLY, 204 Winch Bldg., Vancouver, B. C. PRESENT RATES: One year's subscription, \$1.50; two years, \$2.50. Please enter on your subscribers' lists, beginning with this issue, the name or names noted below, for which I enclose \$______Address (The subscription rates change in January, 1920—see above.)

THE MAGAZINE OF THE "WESTERN FRONT" OF THE BRITISH EMPIRE.