

Is Yours the Leading Firm in Your Line?

We wish to help to build and extend "Businesses Worth While," businesses that, like this magazine, are being developed not for a month, or a year, but to last in real community service.

So we repeat, Is yours the leading firm in your line—is it even a leading firm? Then scan this issue and see if that line is fully represented in our advertising section. Perhaps it is not represented at all. Surely we can be of some use to you after seven years?

As soon as increased advertising business permits, we shall publish a larger magazine and also re-open our department of "Independent Impressions" of "Businesses Worth While."

Will you co-operate with us as we seek to give the Canadian West, and British Columbia particularly, a monthly magazine independent of "party, sect or faction," untied to any "Interests," Clubs, Corporations or Cabals, and set on

Community Service—Fearless, Fair and Free!

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