

My Best Friend
and Why:

\$2.50 for the Best Short Letter
on this Subject

Whether it arise through kindred or marriage relationship, or simply freewill choice, or through a combination of associations, FRIENDSHIP between human beings forms the main social bond that, in the ultimate analysis, makes this life tolerable or attractive.

In seeking to extend the Community Service of the British Columbia Monthly, therefore, we believe that the publication of short letters relating from personal experience the characteristics that have enabled the genuine friend to be a real help, comfort or inspiration for the journey or battle of life, as we know it here, might be of some little service.

We accordingly invite, our readers to send us short letters—they may be any length up to say, 500 words—setting forth as clearly and concisely as possible the dominant characteristics in their friend to which they attribute the mental, moral or spiritual helpfulness he or she has experienced. Of course such a "best friend" MAY happen to be a near relative also, as parent, sister, brother, etc.

By this emphasizing the qualities that constitute the genuine friend, we believe our readers may do real service towards the development of friendship, the value of which is priceless.

Unless otherwise desired, we shall publish the initials (instead of the names) of the writers of the letters.

Here's an Opportunity to
acknowledge your Friend's value
by furthering friendship

ADDRESS, "FRIENDSHIP," The British Columbia Monthly,
Publishing Office, 1100 Bute St., Vancouver, B. C.

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What helped me
most in
Business Building:

\$2.50 FOR SHORT LETTER

The B. C. M. invites from business readers short letters—they need not be more than 250 words—stating the cause or causes to which they attribute progress in business.

"SELF-HELP" is all right, but to pass on helpfulness is better.

ADDRESS: BUSINESS BUILDING

B.C.M. Publishing Office

1100 BUTE STREET

VANCOUVER, B. C.