

An Open Letter to our Subscribers

August Magazines Wanted

If readers who are not "filing" this Magazine return unsoiled copies of August 1915, we shall gladly credit two months' subscription in exchange. We were not able to supply the demand for extra copies of that number.

Regarding Subscriptions and Renewals Recently Paid

"In each case the month and year when the renewal falls due are printed beside the subscriber's name as a record and receipt" on the envelope. To those who have within recent months paid subscriptions or renewals, or changed addresses, we wish to say that the PRINTED MAILING LIST has now been revised, and alterations have been made IN TYPE. Will those finding any error in address or date, please notify us by postcard?

WE WISH SPECIALLY TO THANK THOSE SUBSCRIBERS WHO HAVE PAID RENEWALS WITHOUT REQUIRING ANY MAILED NOTICE. SUCH ATTENTION IS DOUBLY VALUED IN THESE DAYS.

Concerning Renewals Due and Overdue

We take this method of notifying subscribers whose renewals are NOW due, and others whose renewals are months, and, in a few cases years OVERDUE, that IMMEDIATE PAYMENT of their subscriptions WILL BE GREATLY APPRECIATED. In ordinary times the necessity of sending reminders by mail is a real tax on a periodical whose rate is only \$1. a year, but in such times as these, the need for mailing notices to overdue subscribers becomes a heavy burden above the other monthly mailing charges.

We are encouraged by a steadily increasing circulation, but business conditions resulting from the war make it imperative that subscription payments be made when due.

Relying on your attention to this matter.

The Magazine Manager, 1600 Barclay St., Vancouver, B. C.