

CITIZENS OF THE CANADIAN WEST---HARK!

NEW TENTH YEAR SLOGAN OF THE B. C. M.—OUR HINTERLAND
IS EAST TO WINNIPEG, SO HELP US

Make B. C. Canada's Front Door!

Take the first step now. Become a comrade in community service with the B. C. M. Wake up, British Columbians; We leave you NO EXCUSE.

Let Your Magazine Interest Begin at HOME!

Notwithstanding increased mailing rates, we undertake, in our TENTH YEAR, in order that you and the B. C. M. may "GET-ACQUAINTED," to send twelve issues to your address for one dollar.

B. C. M. Publishing Office, 1100 Bute Street, Vancouver, B. C.

DON'T BE PERFUNCTORY!

BE FAIR

TO YOURSELF AND YOUR HOME!

READ THIS, THEN DECIDE!

A Plain Question

For

Every B. C. Citizen and Home

No matter how crowded life is, apart from the daily newspapers, you read at least A LITTLE.

Unless you are among those who buy (and value) reading matter and magazines by weight avoirdupois, you will admit that no publication has a stronger claim on your interest and practical support than the B. C. M.

Our Part---

Our tenth year motto is "INTO EVERY HOME" (worthy of the name), and our "GET-ACQUAINTED" Campaign will demonstrate that we are doing our utmost to attain that end.

What Of Yours?

You believe with us that the Community life, literary work, and social and other service can not be adequately represented by publications emanating from the East or elsewhere:

You know we have men and women in B. C. capable of expounding social, educational, literary and religious questions in relation to B. C. and the Canadian West:

As a Citizen worthy of the name, you are earnestly interested in one or more of these spheres of activity:

Well, then, as the B.C.M. has done, and is doing its part, will YOU do yours NOW (1) by not only becoming a subscriber through the "Get-acquainted" campaign, but (2) by adding the name of a friend at the same rate?

It is difficult to get time to write letters; Why not have the B. C. M. sent to your friends as a monthly reminder of yourself and B. C.?

P. S.—From subscribers we invite comments, criticisms and suggestions for the further extension of the service of this magazine—to B. C., to Canada, to the Empire and the world.

For Reasons Apart From

THE PRINTERS' STRIKE

In January

this is the the first B. C. M. for 1921, and No. 4 of Vol. XVII.

Our subscribers will not lose by the omission, however, as in future the date noted beside the year will mean the month UP TO WHICH the subscription is paid.

"UP TO DATE?"

Though for years the B. C. M. has had postal rates allowed established periodicals, it may be news to city subscribers who receive the magazine unstamped, to learn that every copy mailed to them costs the publishing office one cent.

Postal rates for points outside the city of publication have this year been increased 200 per cent, so that, though the sum may be small in the individual case, it becomes a considerable item in the aggregate.

At this time we are trying to check all subscription dates, and we ask our subscribers—Comrades in Community Service—to co-operate with us by remitting arrears due with subscription for the current year.

Terms of Subscription

The subscription rate for the B. C. M. is \$1.75 per year or \$3 for two years. (During the "Get-Acquainted" campaign present subscribers may be credited with a THIRD year for \$1 more).

The Magazine continues to be sent to the ADDRESS ORIGINALLY GIVEN, unless notification is sent IN WRITING, and arrears paid to date.

Subscribers are particularly requested to notify us of change of address.

For

CONTENTS

See Insert, Page 9