

our readers will not only bear with us, but that many of them will be ready to help us to maintain what we have now well established—a publication devoted to the promotion of the higher interests of educational, social and religious life.

### *How Every Subscriber May Help*

The message following this about overdue subscriptions will, we trust, have the immediate attention of the hundreds of subscribers to whom it applies. We do not hold ourselves qualified to do any special pleading, but that we believe is unnecessary. Contributions to war and other funds reveal how much men and women can and will do for worthy causes—*when they know the facts.*

From correspondence, we know that our publication is valued for its literary matter and also as an educational medium not only in British Columbia, but throughout Canada and also in Britain.

We have, therefore, no hesitation in asking each of our readers who values our ideal of service to reckon it his or her duty to *secure for us at this time at least one other subscriber.* Our rate remains one dollar a year in advance, but in order to make this doubling of our subscription list the easier, we shall, until further notice, accept *subscriptions of fifty cents for six months.*

### *When Trading with Advertisers Mention the Magazine*

There is another way in which those who value this magazine and its ideals can help it. When doing business—as we assume many of them do—with the firms who use our advertising space, we would suggest that our readers be mindful to mention the magazine and their interest in it.

All along we have been working—by setting a standard in the literary department and seeking to increase our circulation—to make the business department more and more worth while. We are well accustomed to having it said of advertising: "It is a business proposition," and we would not have it otherwise. At the same time we have reason to believe that many business men do not think always and only of dollars, but have some regard for the objects and ideals of a publication such as ours. To such men we can appeal with confidence for a share of their business even now.

### *Are These Arrowhead Markings Necessary?*

"Your fingerposts have in this case had the desired effect, and I send herewith subscription with apologies for delay. With best wishes."

So wrote one courteously attentive correspondent; and he represents the attitude taken by a fair number of our subscribers since we