

## New Beginnings.

In beginning another six-monthly volume of this Magazine, we are reminded that, in continuity of form and name, ours is now the oldest magazine in British Columbia. The *Fruit Magazine*, under new management, has been transformed in size and otherwise, and is now known as *Fruit and Farm*, and is understood to be in the control of the manager of a local daily; while the *British Columbia Magazine*, which began as *Westward Ho!* and evolved into *Man-to-Man* before assuming the Provincial name, has changed hands and form (though not name) again.

In the case of most publications, from the weekly newspaper to the foremost journals, unless there are, at the outset, concerned in them men able and willing to sink considerable capital in them, the "struggle for existence" is usually a keen one, and the more so when the management does not seek to build upon any political party affiliations, and seeks none but clean business, on independent lines, and at moderate rates, applicable to all business firms alike.

From the opening announcement in the new issue of the *British Columbia Magazine*, and the departments arranged for, including Finance, Insurance, Mining, Seen and Heard, Fruit and Farm, etc., it might be reasonable to expect that our contemporary would develop into a weekly publication; and, in number, the staff as published, should be sufficient to bring about such progress.

Meantime, we welcome our contemporary in its new guise, and shall watch with friendly interest the work on the new programme outlined in its February number.

## Our Own Outlook.

As the "old-timer" among the magazines of the Canadian West, we feel that our opportunity remains unrivalled, and the present management has increasing reason to contemplate the future with confidence. Our interests remain the same—those associated with "Social, Literary and Religious" life and work,—and practically all the sections that have been introduced from time to time shall have attention, and most of them shall be run concurrently as soon as we can "carry" them.

So far our work has been mostly foundational; and while we do not envy, and do not mean to copy in size or otherwise, any contemporary in Canada or elsewhere, our faith is strong and unwavering that here, in this Pacific Coast land, our publication may live and flourish as an independent organ supporting social progress, active literary interests, and all that makes for political purity, healthful mental development, and the deepening of the spiritual life through the extension of Christward influences and agencies "into all the world."