

READERS AND FRIENDS WE NEED YOUR CO-OPERATION

Did YOU accept the gift? . . . We cannot repeat the Offer, but we shall give each subscriber who attends to his or her arrears or renewal NOW, ANOTHER OPPORTUNITY to list a friend anywhere in the three farthest west Provinces.

Magazine Postal Rates Increased AGAIN

With 1922 Canadian Magazine postal rates are again increased, but we wish none the less to extend the service of this Magazine of the West. That gift-offer letter itself involved us in considerable outlay, and we ask subscribers to

Kindly Accept This Notification

and so save us mailing them ANOTHER reminder of arrears or renewal. We know a Magazine subscription is SUCH A SMALL MATTER that it is easily neglected, but in the aggregate the numbers mean much towards a publication's obligations.

A Double Number Unavoidable

Printers' strike conditions, and an unmentionable service we too long tolerated, so severely handicapped our work, that even yet we are facing difficulties caused by them; and hence the reason this first issue for 1922 is a double number. To give us a chance of getting our date of publication ahead, January has had to be included with February. We mention the facts thus frankly as we are confident that all our business clients and most of the readers of the B.C.M. are sufficiently interested in its service to be ready to co-operate not only in its maintenance, but in its further extension.

Extension Under Way

In that connection it is timely to mention that arrangements are under way for the extension of the scope and work of this Journal in each department. The editorial committee is being strengthened by the addition of outstanding men of experience in each of the fourfold sections—social, educational, literary and religious. We have also secured the practical interest of a citizen particularly interested in what concerns Canada and the West historically.

In brief, we are doing our part towards making the B.C.M. more than ever the REPRESENTATIVE MONTHLY MAGAZINE of THE CANADIAN WEST. But WE NEED YOUR CO-OPERATION.

100 PER CENT. ATTENTION REQUESTED PLEASE

Assuming you have read the adjacent Message headed "Readers and Friends", we wish to add that we are constrained to send out the following new code call to EACH of our subscribers:

Strengthen Our Service Send On Subscriptions

That each subscriber may check his or her renewal date, and that those who "meant to do it before" may have another opportunity of listing a friend, we shall make a record form herewith:

Name (Beside address)

Your Renewal date

Time Allowance for Printers' Strike Delays *2 mos.*

Arrears to \$

Including Current Year to \$

With friend's name given—in B.C., Alberta or Saskatchewan—who may be listed by you for twelve issues at *50¢ each*

if your subscription paid to date \$

Subscriber's Name

Friend's Name

Friend's Address

We Shall THANK YOU DOUBLY for Attention NOW

We believe this record will be found correct, and we shall be obliged if subscribers will respond in person or BY MAIL. Address B.C.M. Office, 1100 Bute Street, Vancouver, B.C. PLEASE DO NOT PHONE.

It is costly to send REPEATED reminders by mail, and practically impossible to give time to correspondence about cases individually.

We are doing our best to give BRITISH COLUMBIA and the WEST a representative Magazine, and we are sure you will not disappoint us when you remember that we are RELYING ON YOUR CO-OPERATION

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