

Special Message to Our Readers

And Especially To The

Hundreds of New Subscribers

who have taken advantage of our \$1 "Get-acquainted rate," and whose names have been added to our mailing list at this time. We regret that the Printers' strike has delayed this issue, and that it has had to be published in an abridged form.

The experimental publications which have lived and died recently after appealing to the public on one basis or another—PATRIOTISM, PRIZES, PREMIUMS or SPECULATIVE INDUCEMENTS—and securing "YEARLY" subscriptions without any guarantee that they would live MONTHS, make it the more timely that we say a few words about the life and work of this magazine

THE B. C. M. NOW IN ITS TENTH YEAR,

offers no inducements in the way of camouflaged bait in lotteries or lands to secure "paid" (?) "circulation". It is being built up on the basis of giving the fullest possible value in Community Service. The aim of the publishers—and the representative editorial committee—is to issue a periodical that will exercise an interest and an influence in all that makes for human happiness.

Our tenth year motto "Into Every HOME" (worthy of the name) is therefore well chosen; for surely there is no home that is not concerned in "Social Educational, Literary or Religious" life.

**MEMBERS OF COMMUNITY SERVICE CLUBS,
—TEACHERS**

and professional educators should find an unrestricted medium in it. Men and women interested in literature and in Western Canadian writers particularly, should find something to attract in most issues. Churchmen in the pulpit and the pew—the earnest and alert men of all denominations—who are awake to the fact that the Canadian West

CANNOT BE "RUN" FROM TORONTO

or Montreal, should know that the B. C. M. is ready to serve them in the measure in which they are alive to relative values, and practical "social service".

IN THE PUBLIC INTEREST

as well as in the interest of publications and publishers themselves, we think it is time that something was said and done in connection with the obtaining of "yearly subscriptions" under conditions which practically amount to false pretences. As in the case of some other things, it may be quite "legal" for publications or publishers to depend upon (or exploit) organizations, and also to accept "Yearly" subscriptions, and then treat the public as if no obligation had been undertaken; in short, to give delivery of only a few issues—or even none. But such conduct, no matter what its initial basis of oral confidence or assured capital, is not "fair-play" to the Community;—to say nothing of those periodicals which are seeking to serve that community legitimately, with due regard to obligations incurred.

**A Very Personal
Service**

Whatever your type of figure may be,
the graceful lines of youth may
be retained, attained or
regained in a

GOSSARD *Front Lacing* CORSET

Trained corsetieres, who understand
this artful corsetry that makes you
slim-by-proportion, will serve
you and assume full respon-
sibility for your satis-
faction.

Gordon & Co. Limited

575 Granville St.
VANCOUVER, B. C.