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# An Open Letter to British Columbia Business Men

AND PARTICULARLY TO

THOSE TO WHOM WE SENT "MARKED MAGAZINES."

Our regrets at inability to call must again be expressed. If you find your business so absorbing—and believe it so well worth while—that time passes quickly with you, the weeks like days, and the days like hours, you will understand our position.

As stated elsewhere, in every case if possible, we seek "one chief, one meeting, one decision." Why? Because there are so many **real live business men** to interview who **can and will give us their advertising copy** just as soon as we find time to see them and submit the facts.

That is a conviction—**amply supported by experience**, especially in these two months. The business contracts written with the "**British Columbia Monthly**" in January and February, have not only confirmed us in the belief that the change of name was apt and timely, but that we can rely upon most of the British Columbia business men, who have anything worth while to advertise, using our space.

War conditions reduced this magazine to the minimum size, but it is in its **Seventh Year** and at no experimental stage. We hope to increase the size of the next issue—which begins a new volume. If you put Quality before Quantity, join us now and have the satisfaction and credit of doing your part in a business way in giving British Columbia an increasingly useful monthly devoted to Christian journalism independent of "Party, sect or faction."

**P.S.—**One business man 'phoned us this month to call for his contract and advertising copy. Why should not **YOU** be the next to do so?

**N.B.—**The Alaska B. C. Bedding Co. who used this space last month, have not left: Like a well-known character in fiction, they are only "**SETTLING BACK FOR A SPRING,**" and will use a full page in next issue.

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