

Editor's Page

A Special Appeal to Our Readers

Were we to collect and reproduce the kind and complimentary references made to this magazine in voluntary letters received in recent months from readers in the Farthest West and elsewhere, we would require several pages of space. These letters would themselves encourage us to take our readers into our confidence at this time; and we have had no difficulty in deciding that it is right to do so.

That the times are abnormal goes without saying. Temporarily at least, most businesses are being affected by the war. With our steadily increasing circulation among the best class of readers, we have reason to believe that this magazine may more and more become a medium of publicity for clean, commendable and trustworthy business of all kinds, and we are not therefore going to grumble because one or two leading firms deem it essential, during the temporary dislocation of business, to curtail or altogether cease their advertising.

The reflex effects of such action, however, are such that we must, in turn, make the after noted facts clear to our readers.

Strange as it may seem to many in these days when commercialism is often allowed to dominate where it should only serve, this publication has been run for two and a half years on the principle of putting the ideal of service before the dollar. We do not mean this to be interpreted as a statement that the business side of the magazine is not planned with a view to developing and enduring on a self-supporting basis; but what we would emphasize is that the main question governing the management in its production has been, not "How much can we get out of it?" but "How much can we give—how many pages of good reading matter can our business side carry?" That principle has been allowed to influence us so much that in seeking to set a standard of varied excellence, we have consistently carried month by month almost twice as much literary matter as our business side justified.

In the same way, notwithstanding that Western rates are usually much higher than those of Eastern Canada and the Old Countries, we have kept our subscription rate at the one dollar per year standard, which, when costs of mailing, cover envelopes, etc., are allowed for, our readers may reckon brings our post-delivered single copies down to something like five or six cents.

It thus follows that, with a reduced advertising business, we simply could not continue to give the same amount of reading matter, and must inevitably, until business conditions are readjusted, reduce the size of the magazine. We are confident that with this explanation,