

A Word to Business Men

To all men and firms who reckon themselves among "the Business Best" we would say:—We have been working for about a year and a half now to win your business interest and goodwill, by a genuine business base, and to make the "Goodwill" and "Interest" of our business "Worth While" to you and the "Best" in all legitimate businesses, wholesale and retail.

Time does not permit us to write to, or call for more than a small percentage of those we reckon among the "Business Best" in the West and elsewhere; but if YOU are amongst them, send along your advertisement copy, or write for our rates. We have nothing to say against other publications, but we do not fear competition or comparison with any other Magazine in that respect or any other. Our aim is not to make a fortune but to establish and maintain a sound business basis on which to realise our ideal of service.

Our Magazine is not for one day a week, but for every day in the month. Our business motto is "We seek the Best." If YOU ARE among them, do not be bashful about it: From a "Business Card" to a "page" space,—still there's room!

Save your time and ours, and give yourself to feel that you have an interest and a share in the success of a concern that is being carried on not merely to ensure business success, but to further the only progress in life, individual and national, that will ultimately be worthy of the name!

Our Articles Re-produced

It was with genuine satisfaction that we had our attention called by one of the prominent women workers of Vancouver to the fact that the Editor of the Women's Page department of our oldest morning Daily had thought fit to reproduce (almost verbatim) the Editorial in our February Magazine on "The Place and Work of Woman."

We were also gratified to receive a letter from a member of the New York firm of Sir Isaac Pitman & Sons bearing on the reproduction in their Journal of the article on "Shorthand in Modern Life" which appeared in our January Magazine.

It is, of course, encouraging to find that while we ourselves are on the outlook for the best in other publications—and last month opened a department in that connection—there are others ready in an independent way to recognise the worth of what appears in our own pages. By "others" in this case we mean other publications; so far as readers are concerned, we continue to get complimentary and encouraging communications, though now and again, of course, like every one else, we receive some kind of an odd "exception" which, while reminding us anew that "Nature hath framed strange fellows in her time," also serves to impress upon us the value of "the rule."

"Well Pleased"

"I am well pleased with the Magazine." That sentence from a letter received as we go to press from one of the latest new subscribers, whose communication comes all the way from Halifax, Nova Scotia—the farthest verge of "our Eastern Hinterland,"—is indicative of the kind of messages that cheer men in their efforts to realise a worthy ideal. We thank this correspondent, and all such as he who are awake and alive not only to the place of the press, but to the value of christian courtesy in life which prompts the kindly and encouraging word,—a thing all the more welcome and inspiring when men are putting the Ideal before the dollar.