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## Our Circulation Slogan for 1925

"INTO EVERY HOME. Business House. or Professional Office in the Canadian West — in which there is living interest concerning:

- 1. SOCIAL QUESTIONS;
- 2. EDUCATIONAL AFFAIRS:
- 3. LITERARY LIFE; and
- 4. RELIGIOUS IDEALS—

Independent of Party, Sect or Faction."

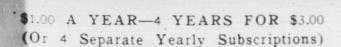
In doing our bit toward that end, we have decided to reduce the subscription rate of this Magazine from \$1.75 a year to the minimum one of

## \$1 a Year - 4 Years for \$3

The new rate includes mailing to any address in North America or the British Empire.

In view of this change, we shall all the more value undelayed attention to overdue subscriptions. Arrears, IF PAID DIRECTLY TO US NOW, shall be accepted at the new rate of one dollar a year: but we ask all subscribers to consider as to listing friends.

Will subscribers KINDLY — WITHOUT OTHER NO-TICE THAN THEIR LABEL MARKING—see that their subscriptions are paid AHEAD. We are confident that each one will wish to be an "asset," not a "liability" to us. (See back cover.)



HILLIAM HERRICAN CHILDREN CONTROL CONT

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