

Another Phase of the Problem: Experimental Publications

Another phase of the publishers' problem which, for reasons that will be obvious, we have a delicacy in writing much about, is the number of publications that may, without prejudice, be called experimental. The number of these that have lived and died in Western Canada within the past fifteen to twenty years must be well into double figures.

Whatever the origin of such periodicals, they tend to make advertising discrimination difficult for business men, and, incidentally, the work of publications with a purpose more difficult—if only by making appeals for advertising seem out of all proportion to the service given. Then "donation advertising" appeals, while including some which are reasonable and well-based, often number some that are questionable—or worse: as for instance, the type that merely pander to human vanity, and publish "write-ups" that are nothing more nor less than the cheapest of cheap flattery—for which "the woman in the case" may, however, collect—as one tried to do from the editor of this magazine not so long ago—anything from \$100 up, or down.

Then there are various men, and men behind movements, who seem to think that they or their movement should have a periodical of their own. Probably most of our readers can recall cases of men who, secure in another position, yet lured by the power of print or desire for personal publicity, try experiments in the journalistic field "on the side." However good may be the intentions of such people, or however questionable be such action—especially when the men involved are being salaried by Organizations for giving their whole time to other work—it is difficult for another publication to comment upon, much less complain about such experiments and experimenters. So that the public and business men alike must be left to discriminate.

In that connection we recognize that every School of thought is at liberty to appeal to its own adherents. But we venture to suggest to all social workers and institutions, all indeed "whom it may concern," that this BRITISH COLUMBIA MONTHLY is open—as it has demonstrated in these fifteen years—to take an interest in, and give a Magazine's measure of publicity to, the menace of the drug traffic, the dangers and evils of any so-called Liquor Control system, etc.—with-

out necessarily doing so EXCLUSIVELY for any organization, or selling its independence of comment in such matters affecting social, educational, and other community interests.

HOW ABOUT THE CHURCHES IN THE WEST?

Similarly—as we demonstrated for years, by having a contributing representative from each of four denominations—this Magazine was ready to give space gratuitously to the different denominations or "Communities" of the Christian Church in our Province, but,—to put it plainly—we found the churches generally rather slow in co-operation, and perhaps, as separate "Denominations," somewhat hide-bound by their connections of one kind or another in Eastern Canada or elsewhere. Yet we believe our readers

will agree that, without the East, the West must in large measure develop its own life in Church affairs no less than in State.

Accordingly, to Churchmen, to Clubmen, and all others actively and earnestly concerned in the life and progress of our western Canadian community, we repeat **This British Columbia Monthly Magazine is here to serve British Columbia and the Canadian West.**

"WHAT ABOUT PROVINCIAL GOVERNMENT ADVERTISING?"

The other day a somewhat prominent public man asked us why this Magazine does not carry any British Columbia Provincial Government advertising. That is a subject by itself, upon which we may have something of interest to publish soon.

WHY FEATURE KIWANIS?

"Why feature Kiwanis?" will be a question natural to any reader of this magazine not acquainted with the "Community Service" Clubs of this continent.

Before any of these Community Service Clubs had been organized in British Columbia this publication was devoted to such work in the Canadian West. In considering the work in Vancouver of such Clubs, the editor at first thought of giving the local "Rotary" precedence. But, on reflection, it seemed right to "begin at home" and give the Kiwanis Club of which he happens to be a "Charter Member," such measure of voluntary "Service" in publicity as the pages of a modest "Magazine of the Canadian West" provided.

In doing so, he was not unmindful of the fact that Kiwanis, having in common with other Service Clubs, originated in the United States, had in connection with its policy or propaganda methods, a "Kiwanis Magazine" of its own, published, of course, in the United States,—to which subscription by the whole membership was not optional but obligatory. Notwithstanding that fact, and indeed partly because of it, he ventured to believe that, assuming any unalloyed spirit of Community Service was developing, provincially no less than nationally or internationally, an opportunity would be welcomed for placing on record in magazine form, the history, service, outlook and aims of Vancouver Kiwanis Club at least.

When submitted, the offer was officially approved by the then Board of Directors, who were not of course asked to face any financial obliga-

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