

Editor's Page.

Our Eighth Volume

This first issue of our Eighth Volume is published at a time when business conditions consequent on the prolongation of the war are having an important bearing on the size, and even on the continued life of many publications. Within recent months several British Columbia periodicals have suspended publication, the cost of production evidently exceeding business income.

The scope of this Magazine regarding advertising space is to some extent restricted because our ideal leads us to place quality before quantity and principle before party or even policy, and we need not hesitate to state that we are planning and working in other departments that an increasing number of leading wholesale and retail business firms may be warranted in using our publicity pages.

It is with genuine satisfaction that we record the fact that even in these greatly testing days our circulation is being steadily increased. This fact, while specially encouraging to us at this time, also suggests that even in these more strenuous and thrift-inspiring times, many people throughout the Province have only to become acquainted with this publication and its aims to put themselves and their friends on our subscription list. It also suggests that there is an increasing interest in those questions that make for larger and fuller life, socially, mentally and spiritually.

Recent increases in circulation are none the less gratifying in that most of the new readers are resident in the smaller towns and districts out from Vancouver and Victoria. While we keep before us the ambitious motto, "Into All the World," we have all along recognized that our base of operations, of practical support, and of widening influence should naturally be the Province of British Columbia.

Contributors of ability and note do not fail us; but some months it is more difficult to give variety in the more limited space due to war conditions, as some articles cannot well be curtailed or divided with justice to themselves or their writers.

We are thankful, however, that owing to the faithfulness of many advertisers and the steady increase to our subscribers' list, we are enabled to continue to "wrestle through" these months of crises with the prospect of greater progress as soon as they are over.

Though the times are phenomenal we confidently appeal for consideration and support from the business men and public generally in keeping with the individual and social worth of the ideals which this publication works for, upholds and hopes to see realized more and more.