

Stand not upon the order of your Buying—
Practise this till you do it without trying:

BUY GOODS

(1) Made in B. C.; (2) Made in Canada; (3) Made Elsewhere in British Empire;
and Then Made by the U. S. and Others.

A Correction and A Challenge

TO CANADIAN (Including B.C.) MERCHANTS and MANUFACTURERS

The other week the question of Canadian taxation of U. S. Magazines was under discussion at Vancouver Board of Trade. A member of a firm doing business in Vancouver and Victoria, which firm happens to sell U. S. goods, alleged as an argument against the proposal of the Board's committee or bureau, that "CANADA COULD NOT PRODUCE SUCH MAGAZINES."

So far as mere BULK is concerned that may be true: but OTHERWISE we believe such a statement is not correct. Bulk itself is dependent mainly on the size of the population of a country, and the amount of National and Provincial business done.

We observe such exchanges as the CANADIAN EVERYWOMAN'S WORLD, (published in Toronto), seeks to give as good color effects as the bulkiest publications from the South; but in it, too, some of the advertising comes from that side of the line.

If Canadian (including B. C.) Merchants and Manufacturers will awaken more fully to the value of discriminating and attractive advertising, and use Canadian periodicals, they will further their business interests and also foster Canadian Magazines for Canadian Homes. With increased business interest shown in it, the B. C. M. itself will undertake to get as good printing work done in B. C. as is done in any part of the American continent.

As for mere bulk, we'll undertake to give that too—ACCORDING TO BUSINESS AND POPULATION, which latter we have for ten years been awakening to relative values.

Because we believe in the order of buying noted above we believe such words are timely for B. C. Business Men, as well as for those citizens and homes which profess to be interested in COMMUNITY SERVICE and the DEVELOPMENT OF B. C. and the Dominion.

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INCREASED POSTAGE AND SUBSCRIPTION TERMS

Though we are facing a second substantial increase of postal rates and arrangements for improved printing service, the REGULAR subscription

price of the B. C. M. will remain \$1.75 for one year, and \$3 for two years.

Subscribers who value the work of this Magazine are HEREBY INVITED TO DEMONSTRATE THAT PRACTICALLY, if possible on receipt of this issue, by mailing their RENEWALS for one or two years.

Present subscribers who choose to pay TWO YEARS IN ADVANCE (\$3), may get the benefit of the "Get-Acquainted" Campaign rate of \$1 by being credited with a THIRD YEAR for \$1 extra—or THREE YEARS in all for \$4.

As we are to resume our "Get-Acquainted" Campaign, so that no B. C. HOME (worthy the name) shall be ignorant of the B. C. M. and its work, present subscribers may have twelve issues sent to any of their friends for \$1.

**PUBLISHING OFFICE, 1100 BUTE STREET,
VANCOUVER, B.C.**

THE PRINTERS' STRIKE

has seriously affected the work of this Magazine. Extended patience re time and service by the publishers has had to be followed by change, inevitably involving further delay.

We value the patience and consideration extended to us by advertisers and subscribers alike, and we hope to be able to gain time steadily after the publication of this issue, which is unavoidably made a double one.