

SEASONABLE WORDS.

A WORD TO NEW SUBSCRIBERS

The announcement made this month on the third page of our enlarged "Insert" may be left to speak for itself. As a consequence, of course, we expect our circulation to be largely increased before the New Year is very old.

So far as the past month is concerned, however, we are in the happy position of having to give a word of explanation, if not of apology to the numerous subscribers who entered our list in October and November. Because of the pressure of work in other departments, it proved impossible for us to have these new subscribers attended to until well into December; but with additional assistance, we hope to be able to keep pace with our fast-developing publication.

Because of certain inquiries we have received, we think it well to note that if the Magazine is not duly delivered to every subscriber on our list, the cause will not be that any have been struck off through their overlooking payment for a month or two after due date. We do not wish to encourage dilatoriness in that matter, but it seems to be necessary to make this note. As our subscribers' list increases, and the work of every department becomes more onerous, omissions may occasionally occur. In every case of non-delivery we shall be obliged if subscribers will send a card of notification. Please remember that unless we are given your *present* address, your Magazine is likely to be returned to the publishing office.

A WORD TO ADVERTISERS

To the chiefs of many firms or their representatives whose goodwill and business consideration we have earned, we wish to say that the same reason as before has kept us from "calling again." We have continued to give primary attention to those departments of our publication which will not only justify but ensure their having a business interest in our pages. We are more concerned to have a common business interest with them than to have their "patronage" in any objectionable sense; and we hope to enlarge our advertisement section shortly.

A WORD TO EXCHANGES

As the foregoing paragraphs may suggest, we are not only alive to the great opportunity which the Last Best West offers to a publication with the ideal we have set before us, and towards which we are unstintedly devoting our energies, but we are already beginning to enter into our inheritance.

It is no empty foolish "boosting" to say that we recognise that the city of our publication must become one hardly second in importance to any city within the British Empire. We are at the great gateway of the Golden West, the first port of the empire of the Pacific, and at a coastland which, for eight months of the twelve is, in attractive climate and natural beauty, much of an earthly paradise; and we are in touch with its educational life and not indifferent to anything affecting its well-being.

Because of our belief in the place and power of the press in its various forms, and the value of exchange in viewpoints, we have entered