

ECHOES OF LIFE

Realizing Our Ideal

"Not a mere academic publication, but a popular number of a periodical of general interest."

When in its Editorial columns one of our leading dailies opens a reference to a number of our Magazine with such a statement, we may be justified in holding that we are, at least, to some extent, attaining our ideal of service, which, as we have before noted, involves a living interest in all matters affecting "social, literary, and religious" life and work.

As will be evidenced this month in our department concerning "Church Life and Work," our interest is general enough to include a survey of the field of our Canadian Homeland, and with such a motto as "Into all the World" we do not hold ourselves restricted even to spacious Canada.

As a matter of fact, we are in communication with a writer in the Old Land with whom we hope to arrange to keep the "Farthest West" in regular touch with the present centre of Empire.

Entering Every Manse in Canada

Meantime, we have sent another "Awake" call by mail to all the "brethren" throughout broad Canada, and we have otherwise so exercised business enterprise that we hope to be able to give short notes at least of church life in every province—not ignoring "our Eastern Hinterland."

In brief, readers and friends, the management of this Magazine are not merely putting **themselves** into the work of upbuilding and developing its scope, constituency, and usefulness, but **all** the success that **YOU** have helped to bring to us is being re-invested in giving better and better value for our modest subscription rate of one dollar.

Every Reader a "Shareholder"

Indeed, as we have suggested before, while under the present system of society, the dollars cannot be ignored if progressive life is to be assured, we welcome the joint and increasing interest of our readers, and the extension of our constituency not only into every province of Canada but in Britain and elsewhere, because of our belief in the power of the press, and the limitless opportunities for helpfully and healthfully influencing the "social, literary, and religious" life of the community and the nation, which are open to a publication devoted to ideal service.

In conformity with our ideal, we have spent comparatively little time on our advertisement department hitherto; but we mean to give more attention to it in the near future. In that connection we would say to our readers—continue to extend our constituency, and so indirectly strengthen our increasing claims for consideration from "The Business Best."