

We hope to take an increasing interest in social and literary questions, but so far as the life and work of the Church—and the Churches—are concerned, we wish them at no time to have a secondary place. We believe that our publication can best rise to its opportunity, not primarily on business or financial success but through the hearty, constant co-operation of churchmen and churchwomen awake to the power of the press, and especially to the journal whose pages are given to articles which bear upon progress in the threefold life—physical, mental and spiritual.

Clean Advertising

June, 1914, has been memorable in Vancouver not only for the first big "Pageant" relative to civic life and local and provincial industries—which in some parts of Britain would be called a "demonstration"—but for the convention of "Ad." men of the United States as well as Canadian West, which convened for several days in Vancouver.

As was fitting the Pageant was given the fullest publicity, pictorially and descriptively in the newspapers. All students of social conditions will rejoice at such an evidence of general and particular interest in the industries of the city and province, and no doubt "Pageant Day in Vancouver" will become an annual occasion of "Advertising by Demonstration" to all worthy work and workers in the West.

So far as the "Ad." men's meetings are concerned, if such associations did no more than inaugurate or support such proceedings as were described by Attorney Evans of Portland, they would justify their existence. That gentleman gave a very enlightening address as to the progress made in tracing, attacking and extirpating all forms of "fake" advertising in a big city.

That there are many attempts at "fake" advertising, however, is really a testimony to the value of genuine advertising. In these modern days no product or business that is truly "worth while" can get along or gain its fullest success without publicity in print; and the management of the reputable press and progressive journals do well to be particular about the kind of advertising to which they give space.

Men differ even more in their amounts of "will" than their amounts of "can"; and one's individual success or failure is established more by his own amount of "will" than his amount of "can." The practical and great consideration is not—How much can I do, but how much will I do of what I can?