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IMPORTANT POINTS

for

B. C. M. READERS

1. From reports occasionally received, we learn that copies of this Magazine go amissing in the mail. Please notify us when the Magazine is not delivered, and also of any change of address.

2. To any subscribers disposed to suggest that this BRITISH COLUMBIA Magazine should, in every detail, follow the methods of U. S. publications, we would respectfully repeat the reminder that "THIS IS CANADA."

3. This Magazine—published for "Community Service" in Western Canada—is now mailed direct at the minimum rate of One dollar. Mailing alone means one cent each copy each month—which charges, like printing bills, have to be met monthly.

4. The practical co-operation of subscribers by prompt payment of renewal dues is valued, and makes for success and continued progress in the work.

5. The BRITISH COLUMBIA Monthly — whose editor has associated with him a group of literary workers of experience and ability—aims to give the WEST a Magazine that shall fairly represent it, and help to give British Columbia its due place in the

British Commonwealth of Nations

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The Power Behind the Publisher

SAID a prominent Vancouver citizen whom we met the other day in a central City store—"DOES THIS MAN NOT advertise in the BRITISH COLUMBIA MONTHLY? A firm like this, obviously doing well from the patronage of Vancouver people, OUGHT to show practical interest in such institutions.—built or published to serve the community which has made their success possible."

WAS HE NOT RIGHT? What think you? In that connection we remind readers that, humanly speaking, such men and firms as use advertising space in this Magazine make its life and progress possible. All who value its work are therefore invited to take note of the firms—the number of which we trust will be considerably increased soon—who, by appealing to our readers for business patronage at the same time prove themselves practical partners in the "Community Service" of this "Magazine of the Canadian West."

The
British Columbia Monthly