

THE TWENTIETH CENTURY SPECTATOR  
OF  
BRITAIN'S FARTHEST WEST

MANAGING EDITOR:  
D. A. CHALMERS

WITH AN  
ADVISORY EDITORIAL COMMITTEE  
OF  
LITERARY MEN AND WOMEN

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The Magazine of The Canadian West  
Devoted to COMMUNITY SERVICE FEARLESS FAIR & FREE

"Be British" Columbians

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OUR BASE  
IS  
VANCOUVER  
OUR  
PROVINCE  
BRITISH COLUMBIA  
AND  
OUR FIELD OF SERVICE  
THE  
CANADIAN  
WEST

## FORWARD B.C.!

Dear Sir:--

In ENLARGING THE B.C.M. it is not possible for us to call for more than one or two LEADERS in any line of business; but we are confident that if you knew of the Community Service this Magazine is seeking to give, you would be with us.

Lest we should not be able to call for you soon, we note that our contract rates remain the same.

Yours sincerely,

For B.C. and the Canadian West,  
THE BRITISH COLUMBIA MONTHLY,

DAC/SC

Per *D.A. Chalmers.*

Managing Editor.

NOTE: Those who have received such a letter,—some of them among the biggest and busiest of business men, are hereby respectfully reminded that we MEAN EXACTLY WHAT WE SAY.

Further: We ask you, when considering advertising, not to confuse the B.C.M. with ephemeral experiments in print on the one hand, or flattery-fed, "donation"-produced compilations on the other.

"Independent of Party, sect or faction," this Magazine is being built and developed for COMMUNITY INFLUENCE by publicity service affecting SOCIAL, EDUCATIONAL, LITERARY and RELIGIOUS life and work in Western Canada. Consistently with that aim, we wish Leaders in every line of business and community service to use it for messages to the Homes of the Canadian West, not for one day a week, but for every day in the month, and all the year round.