

British Columbia First

Western Canadian readers will agree that magazine interest should "begin at home"—though it need not stop there!

UNIQUE OFFER to Readers of The British Columbia Monthly

A LIFE INSURANCE POLICY FOR \$1,000 WITH FIRST YEAR'S PREMIUM PAID

We are prepared to encourage life insurance among our readers, young and old, and at the same time further our aim to have THE BRITISH COLUMBIA MONTHLY in every home in the province where ideals are cherished. The subscription rates for the magazine are \$1.50 for one year in advance and \$2.50 for two years in advance. To each reader who enlists a certain number of one-year subscribers at \$1.50, or two-year subscribers at \$2.50, THE BRITISH COLUMBIA MONTHLY offers a life insurance policy on his or her life for \$1,000, with payment of the first year's premium, the policy to be arranged through us with the Confederation Life Association, one of the leading Canadian companies.

Perhaps YOU, reader, have the character and capacity for such work. By inducing neighbors and friends to subscribe for THE BRITISH COLUMBIA MONTHLY you are surely doing a service to them, no less than to yourself and us.

Any reader, young or old, interested in this publication's work and in the enterprise we are putting into its development, is invited to write the Managing Editor at the Publishing Office, 1317 Haro Street, Vancouver, B. C., stating age, if experienced in interviewing work, and church connection.

The Value of Life Insurance

"If I were not a preacher I would be an insurance agent."

—REV. J. L. GORDON, D.D., Winnipeg.

THE BRITISH COLUMBIA MONTHLY agrees with Dr. Gordon in so far that, next in importance to ideal public service through the production and dissemination of helpful and inspiring literature and the influence on life of Christian journalism independent of party, sect or faction, we might bracket preaching and life insurance work. Both alike promote prudence and unselfishness concerning the life that now is for the individual, and that which is to come for his or her relatives who remain.

PROTECTION by life insurance is PATRIOTISM beginning at home. Many people need no argument in favor of life insurance as involving both protection and investment. They recognize that PREMIUMS PAID ARE BETTER THAN MONEY BANKED.

Neither a preacher nor a special salesman, therefore, should need to impress the value of life insurance nowadays. All-life policies and policies of 20 or 25-payment life have much to commend them. An endowment policy for 20 or 25 years carries a guaranteed payment of \$1,000 in case of death at any time after payment of the first premium, or the repayment at maturity of \$1,000 or more to the person insured.

Thus, from a personal point of view, a life insurance policy is a GOOD INVESTMENT, but it is also a SENSIBLE AND UNSELFISH PROVISION for one's nearest and dearest. Accordingly, we believe that THE BRITISH COLUMBIA MONTHLY may, in this respect as in others, do good work. We therefore purpose making this monthly extend its usefulness by promoting among its readers the prudent and unselfish course of life insurance.