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Managing Editor and Publisher.
With an Advisory Editorial
Committee of Literary Men
and Women.

THE TWENTIETH CENTURY SPECTATOR OF BRITAIN'S FARTHEST WEST
For Community Service—Social, Educational, Literary and Religious; but Independent of Party, Sect or Faction.
"BE BRITISH," COLUMBIANS!

Vol. XVIII.

AUGUST-SEPTEMBER, 1921

No. 3

DOES THIS APPLY TO YOU?

A word of explanation is due those selected business firms who thought fit to invite B. C. M. representatives to "Call in September."

There are so many "solicitors" of one kind or another, (we are not referring to lawyers, meantime), and there have been so many experimental publications and schemes and schemers connected with "Advertising" in one form or another, that it is not surprising that the heads even of some experienced firms learn but slowly to DISCRIMINATE.

In These Ten Years

the difficulty of B. C. M. representatives has been to find time to call upon **SELECTED LEADERS IN EVERY LINE OF BUSINESS**. So that, in this year of Grace, 1921, there are not a few leading merchants and manufacturers who **HAVE NOT YET BEEN GIVEN THE OPTION** of using space in the B. C. M.

Consistently With the Message on Page One

we are planning to remedy that condition. Meantime we may note here that we are not much interested in any business for one month or even for one year. We are concerned in businesses which seek to associate **QUALITY, SERVICE and LASTING SATISFACTION** with their work. If, with the B. C. M., you believe in building B. C. British, and, in the process, building a business that will be worth continuing in fuller community service when **YOUR DAY'S WORK** is done, then you are one of those whose advertisements will be welcome in the B. C. M.

You Heads of Big Businesses

so far as mere buying and selling are concerned, please do not think the B. C. M. presumptuous when we say that we have no time for polite evasions or dallying with middlemen. Buying and selling are for the **HOUR**, but the **THOUGHT LIFE** affects **ALL TIME**; and there is yet much to be done in **OUR DAY**. We invite you to co-operate with us in that service, and incidentally to benefit your business. Don't fool yourself with "Business is BUSINESS." Business IS business, but it is also **COMMUNITY SERVICE IN GOOD-WILL** else it is little more than a miserable brain exercise for money-massing that leaves nothing behind **ULTIMATELY** but dust and ashes.

If you have any business worth mentioning, surely you have learned, or are learning, to say with Tennyson:

My own dim life should teach me this,
That life shall live for evermore,
Else earth is darkness at the core,
And dust and ashes all that is.

A Word About Present Advertisers

Said a business man to the B. C. M. representative: "Yes, I know, you have put your life-blood into this Magazine—to ensure its continuance in Community Service." It is human to find satisfaction in sincere friendly recognition of work done; and, incidentally the world will be a better place in which to live, and our lives will be the happier when we are more alert, not to flatter, but to give **DUE COMPLIMENT** and encouragement to the other fellow.

READERS, the above paragraph is written mainly that we may add this: Whatever be the worth of the ten years' foundation work of the manager of this Magazine, it is such firms as you find advertising in this issue who have ensured its continuance in progressive life. And it is these firms, and others like them, who, as practical partners in our work, will enable this **BRITISH COLUMBIA Monthly** to become increasingly a **COMMUNITY SERVANT** of the Canadian West, and an influence for good in **EVERY DEPARTMENT** of the **HOME LIFE**.

We do not use stereotyped injunctions to "mention this Magazine," but we earnestly urge you, if you value its work, to **DO BUSINESS WITH OUR ADVERTISERS**, and take your own way of acquainting them with the fact that you appreciate their practical interest in the B. C. M.

SEVERAL EDITORIALS UNAVOIDABLY WITHHELD

Because of the changes following Printers' strike conditions, and the special demands on space in this issue, and also because it is only through the enlargement of our business department that this magazine can give fuller service, the foregoing notes, particularly for business men, are given precedence of several editorials.

In next issue we shall give this space to articles on "A Common Sense Sunday," and other topics bearing on the community life and progress.