# British Columbia Monthly

(Continuing "Westminster Review," Vancouver)

VOLUME XIII

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VANCOUVER, B.C., APRIL, 1918

No. 2

THE SOCIAL, LITERARY AND RELIGIOUS MAGAZINE
OF THE CANADIAN WEST

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# Season's Showing of Wonderful Fabrics

Nothing has been neglected or left undone to make this display of textile fabrics the

most beautiful and most comprehensive assemblage we have ever made.

Plain and staple ranges of Woollen, Silk and Cotton Materials were bought direct from the world's best and most reputable looms long ago, before present scarcity and high prices prevailed—ensuring for our patrons dependable materials at lowest prices possible consistent with high-grade qualities.

Novelties and fashion's newest creations were bought more recently. I have just returned from an extended search through the eastern markets at New York, Philadelphia, Boston and Chicago, and every express train coming to Vancouver now is bringing the result of my many purchases in the shape of Novelty Silks, Novelty Dress Goods and Suiting Weaves, and beautiful Cotton Fabrics.

The spacious departments for Silks and Dress Goods are now replete and resplendent with a magnificent display of

#### FABRICS FOR FEMININE FINERY

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You will see what you can save—you won't be importuned to buy.

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Fine Quality Pure Thread Silk Hose, made with lisle sole and lisle garter top, in black, \$2.25.

Also a heavier grade similar to above, \$2.50.

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## Sends him away with a smile

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## "Dominion" Matches

They are reliable, safe and economical.

Accept no substitute, but DEMAND

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## Fresh Strawberry

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HOME-MADE CANDIES

and

FAMOUS CHOCOLATES

## R. C. PURDY

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675 Granville Street Vancouver, B.C.

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## A Friendly Injunction Worth Heeding

Month by month, if not day by day, men and women are, in a national, provincial, civic or neighborly way, reminded

#### ABOUT THE UNCERTAINTY OF LIFE

#### FRIEND TO FRIEND:

"I myself was exercised about not carrying any reasonable protection for my home circle in the event of sudden death or disability, and you know you have even more reason to make provision for others.

"Every married man OUGHT to set aside something every month in this way, just as surely as he pays the rent or household accounts.

"Surely it is worth while to plan NOW to INVEST a certain sum per month in life insurance, which will (1) protect your home in case of death or serious illness, and (2) also become a reserve fund for the future if you live.

#### "FOR YOUR OWN SAKE

AND FOR THE SAKE OF YOUR OWN,
CONSIDER IT WELL

now, before you are really old, and give me the genuine satisfaction of influencing you not to delay in taking a protective and investment step which you will never regret."

Reader, has a friend ever written in such a way to you? Or would such a message be timely now? If it be, and you wish information to be given you on the subject of life insurance at your convenience, phone Seymour 6048, making an appointment, or send a line of enquiry to

B. C. M. Department

## Confederation Life Association

Bank of Ottawa Building, Hastings Street West

OR

C. L. A., Representative, 1317 Haro Street, Vancouver, B. C.

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## THE BRITISH COLUMBIA MONTHLY

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#### IF THE JITNEYS GO, WHAT THEN?

THAT question must arise in the minds of members of the public who, without wishing to be inconsiderate towards Vancouver City Council's authority, the British Columbia Electric Railway Company, or owners of autos for hire, are concerned primarily about convenience and rapidity in civic and suburban transportation.

Though it may be true, as a learned Scottish judge once said, that "a corporation has neither a body to kick nor a soul to damn," citizens who put any value on their city's credit will approve of bona fide investors in its utilities or improvements receiving fair and reasonable treatment. As to whether such treatment should involve support of a monopoly, even if the transportation and lighting and heating systems belonged to the city itself, may be a debatable question. Certainly if any city council inaugurates or tolerates conditions which ensure exclusive rights to public service to a corporation, or to themselves, it will be equally their duty to see that the city is given increasingly efficient and economic service.

The arguments pro and con, so far as the British Columbia Electric Railway Company and the jitney owners are concerned, are familiar to all. Perhaps, as in the case of any writing or comment on a political question, the parties involved will suggest that any criticism, however independent, is inspired for or against them. But there is such a thing as considering a cause or a principle before a party. The main question here is public service and modern needs in transportation, and—as so many men out west are ready to say, when it suits themselves and helps to relieve them of the impact of a moral obligation—"it's a business proposition."

Should the present city councillors of Vancouver (and then Victoria?) in their wisdom so exercise the powers just conferred upon them as to eliminate the jitney traffic, they had better at the same time have under review progress and improvements in the present transportation system.

Some considerable time ago this magazine ventured to suggest that double-decked cars might be considered, and that a fair number of open cars should be provided in the summer season. If the former suggestion is too onerous an undertaking, or for other reasons held impracticable here, the provision of more open cars (than the one or two since provided?) for ordinary fares and routes is an improvement which any enterprising company should seek to carry out—even in times of financial stress.

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#### THE BRITISH COLUMBIA MONTHLY

But no electric company, however owned or controlled, can stop there, and restrict and monopolize transportation in these days. Just as the motor car and motor truck have superseded, or are fast superseding, horse traction, so motor buses, or some improved methods and less noisy means of transportation, are not only likely, but practically certain to supersede the lumbering, heavy, and at times nerve-wracking electric cars.

City councils, like political parties, may, by combinations (no matter how arranged or inspired) try to control a policy or limit a service; but in the long run the public is the master. Just as the community gets as its leaders in public life, according to its desserts, either mere politicians, time-servers and limelight-hunters, or men who aspire to earnest community service and statesmanship, so no transient council or transportation corporation, whatever their manipulations and influence, monetary or otherwise, can prevent the wheels of progress from becoming "tired" and then "winged."

ARE CITY AND SUBURBAN MOTOR CARS INEVITABLE?

OWEVER strong may be the arguments against jitneys using the city routes most frequented by the public, and that at the rush hours selected by themselves, there is no doubt that motor services, whether or not they are called jitneys, between such a city as Vancouver and places five or ten or more miles distant, deserve and ought to be given very different consideration and treatment.

Nowadays time-saving itself justifies ordinary people in seeking, wherever possible, to travel by motor car, and the day has come when a plain but busy man may own a motor car without being accused of snobbishness. Not everyone, however, who wishes to remain honest while working hard, can arrange to own his own car, and it would be unreasonable in any city council or provincial parliament to interfere with the running of motor cars or buses by any man or company for public convenience between cities. It has been suggested that the Vancouver City Council may stop at the city's limits persons or companies now providing such transportation. We think the city council will be well advised not to attempt any such course.

In this connection it was interesting to hear in the provincial legislature at Victoria the other night-or rather early morning-one of those young lawyers, thrice armed with assurance, professional fluency and emphasis, and a majority's passport to the legislative assembly, while arguing for the granting to the city council of the powers of elimination, admit that "he himself used the Blue Funnel-was able to pay twenty-five cents, and made money on it." We believe there are other citizens equally able and certainly willing to pay the twenty-five cents-whether or not they "make money on it"—who should very much prefer, for comfort in travelling as well as for time-saving, to continue to take advantage of the option of travelling by motor car to New Westminster and other points. Should such transportation systems be "held up" at the city limits by direction of any year's council of Vancouver city, we do not think the public should or will allow that council or any other legislative body to prevent for long such options being open to all who choose to travel in that way to and from the heart of the city.

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### Messages to the People of British Columbia

FROM REPRESENTATIVE MEMBERS AT VICTORIA

A REPRESENTATIVE of THE BRITISH COLUMBIA MONTHLY had the privilege of being in attendance at the provincial legislature during the closing days of the session. Among other matters following therefrom, we are pleased that we are to be able to publish a number of short messages to the people of British Columbia from representative men on both sides of the house.

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Towards the end of the session at least many of the representatives on the Speaker's right, and particularly the Ministers of the Crown, and naturally the opposition leader, Mr. W. J. Bowser, on the left, were exceptionally busy—as busy for the time being as most journalists, with their minds and hearts in their work, are all the time. Premier Oliver was overworked, and when THE BRITISH COLUMBIA MONTHLY representative spoke to him after the evening sederunt, about midnight on the Saturday, he remarked that his head was "going like a gristmill." viously, Premier Oliver was one of the most heavily exercised men in the place, but again and again he seemed to come back smiling.

From the Minister of Finance, Hon. John Hart

it was of interest to learn in conversation that he is an Irish-born Canadian, a home-ruler and also a conscriptionist. For nineteen years he has been a Victoria man, and before his election to the house he was engaged in business in the capital city. Mr. Hart seems to be an old-young man, though closer acquaintance suggests to the observer that his grey hairs must have come from undue exercise of the "grey matter,"

rather than from lapse of years, for we gathered that he is still a young man on the sunny verge of forty, and so from the standard set in some parts of the empire in intellectual pursuits and statesmanship he is a comparative junior.

The advance of the present Minister of Finance in the public life of Western Canada may be reckoned as in some measure a tribute to the opportunities of the country no less than to the native worth and work of this bright young Irishman, who, like many others from the centre of empire, has found his home and his life-work in the Farthest West.

The following is the short message of the Minister of Finance to the people of British Columbia, prepared at our request for publication in this magazine:

"With the close of the legislative session the government is left with the responsibility of carrying into effect the policies to which the members of the Assembly have given the sanction of legislation. Sincere and honest in its desire to serve the province faithfully and well, the government asks for the cordial co-operation of all the people in the solving of the problems which will come to British Columbia, as to all other portions of the empire, with the ending of the war, in the utilization of its resources and in the bringing about of increased production along all lines. With an honorable and a lasting peace, brought about by a decisive victory for the Allied arms, a bright future is spread out before this province. It will be the duty of government and people alike, taught by the lessons of the conflict now waged in France for right and liberty, to show themselves worthy of the heritage which is theirs and of the corner of the empire which is allotted to them to guard and develop. Existing conditions have made it imperative that a greater amount of revenue be derived from taxation, but we desire that this shall be levied justly and fairly over the whole

Page Nine

community. During the session which has closed we have effected some changes which will alleviate the situation, and we ask for the sympathetic support of the people in the working out of the act for the coming year, during which this very intricate and difficult subject will continue to receive careful consideration."

Message from Lieut. MacKenzie, Soldier Representative

Because of his khaki uniform we asked Lieut. MacKenzie, as a soldier representative, to give us a message. Lieut. MacKenzie, whose home is at White Rock, represents the Delta riding, and was born in Ontario, though he has been thirty-six years in British Columbia. His father was Scottish-born and his mother Irish. Brought up on a farm, he later became a chemist and druggist and practised that business or profession in New Westminster up to the time he joined His Majesty's forces. A Conservative candidate, he has for ten years represented his stituency at Victoria, and can boast that in the 1912 election he not only defeated the present Premier, Hon. John Oliver, nearly three to one, but caused him to lose his deposit.

Asked what impressed him during the session from a soldier's point of view, Lieut. MacKenzie referred to the big advantage this province had in owning its own lands. In that connection he thought the present government was making a mistake in handing the lands over to the Dominion government in trust for our own soldiers. He thought these lands should not be taken out of control of the government of British Columbia and placed under that of a government 3,000 miles away. He said that the more emphatically in view of what our experience as a province had been with the Ottawa government, which had not, he believed-irrespective of

its political partly complexion — given the affairs of this province the attention which the people of the province desired.

Lieut. MacKenzie added that in his opinion the Victoria government's action in deliberately handing over the control to Ottawa showed that the present provincial government had no desire to face the land settlement problem from a soldier's standpoint. British Columbia was not in the position of Alberta and Saskatchewan, the lands of those provinces being vested in the federal government. There might be some excuse for those two governments looking to Ottawa, but the government of British Columbia held the key to the situation within their grasp, and he thought they should have retained the lands within their own control.

#### WILL-O'-THE-WISP

Twinkle, twinkle, in the night,
O'er the water flits the light;
Siren, with the distant gleam;
El Dorado of a dream;
Seeking out the darkest place,
Casting there its silv'ry trace,
Floating by the noisome pools,
Nigh the haunt of shades and ghouls,
Drawing, with mesmeric ray,
Ever near, yet far away.

Fools and sages onward race,
Kings and beggars join the chase,
Reaching for the glitt'ring prize
Dancing ever 'fore their eyes.
In their clutches, seeming naught;
Never yet by mortal caught;
Taunting, luring, beckoning;
Neither ghost nor living thing:
Twinkle, twinkle, in the night,
O'er the water flits the light.

-ROBERT WATSON.

Vernon, B. C.

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## The New Party and Its Leader

By a Member of the Party

THE Federated Labor Party is an organization entirely distinct from any other body. It is not a section of the recognized trades and labor organization, although it was conceived and brought into being by union labor officials. It is an amalgamation of workers, all the forces of labor, organized or otherwise, for the purpose of securing direct representation in the legislative assemblies, provincial and federal.

The platform of the party has been confined to a sentence. The primary object is to secure "industrial legislation," and the ultimate aim is "the collective ownership of the means of wealth production." The work of organization has been going along successfully for some time, and progress is reported throughout the

province.

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The most remarkable feature in the development of the movement has been its favorable reception even by the most radical wing of the Socialist party. All classes—union members of the "limited objectives" type — are working with radical socialists and unorganized workers in this new league of labor. One of the most enthusiastic advocates of the new party is the member for Newcastle, Mr. J. A. Hawthornthwaite, the sole labor representative at present in the provincial house.

As Mr. Hawthornthwaite is the recognized leader of the party, the writer arranged an interview with him for the purpose of ascertaining his views of the prospects of the Federated Labor Party. The member for Newcastle takes his duties very seriously. He kept the appointment in the labor room of the house

while taking a brief rest after a long morning and afternoon session. "We sat until 2 o'clock this morning and I have been at my desk in the house most of the day," declared Mr. Hawthornthwaite. "I feel rather tired. It is necessary to stay on the job as much as possible. I don't waste much time in speaking, but have tried to work in as many useful amendments as possible."

He was assured that the interviewer had no desire to add to his burdens, but simply wished to hear Mr. Hawthornthwaite's views of the

Federated Labor Party.

"It is what many of us have been looking for," he said. "Many times I have been urged to form a labor party which would rally the workers and bring the various elements together, as in Great Britain. But it was useless to attempt to bring about this condition in past years. Circumstances have changed and now the time is ripe for the formation of the party. It is well under way now."

The speaker went on to show how the scattered efforts of labor forces had been unsuccessful in the past. He believed that the door would be opened to brainworkers and the party enriched by the addition of trained minds who would accept the platform of the new party and add intellectual force to the movement. He was hopeful of bringing the workers into closer touch with the fighting men, who, he claimed, had been misled concerning labor's attitude.

War conditions have aroused all classes of workers. The unorganized elements now see the value and power of united effort, while union labor

Page Eleven

after the experience of the last federal election realizes the need for a league of workers which will use its voting power to secure direct representation in the provincial and federal parliaments.

In answer to a question Mr. Hawthornthwaite admitted that the aggressive attitude of labor and socialist propagandists had alienated the sympathies of many they sought to interest and convert. The war

with its economic consequences has done more than all the agitation of labor leaders. It has been the great testing time.

"The Federated Labor Party is doing well. It is founded on a practical basis. The first endeavor of the organization will be to secure industrial legislation. The greater end, 'the collective ownership of the means of wealth production,' will always be kept in view."

#### Where Is Canadian Literature?

FROM THE VIEWPOINT OF A BEGINNING WRITER

WITH reasonable application, an ounce of intelligence and the muscles of a small canary, a blacksmith's apprentice can, in the course of three or four years, become sufficiently skilled and useful in his trade to pass muster among the journeymen therein. Also a law student can become a lawyer within the same stipulated time; or a baker's boy can become a baker; or a devil a fullfledged printer. But not so easily or so soon-and I am saying this without fear of contradiction-may a beginning writer become a successful literary man.

It takes years, special temperament, inherited or acquired talent, and enough reserve capital to float a small-sized battleship. All successful writers will bear me out. It is an established fact.

That is all merely a prelude. What I am trying to do in this short article is to answer a question put by the Canadian Magazine in February, "Where is Our Canadian Literature?" and I am replying from the viewpoint of one who, for a number of years past, has endeavored to work out his particular salvation through the media of ink,

paper, imagination and perseverance.

What and where is our Canadian literature? Our Canadian literature is a thousand miles wide and two thousand miles long. It is beauty and love and romance and adventure. It is the breath of the pines, the blue of the rivers, the azure and purple of the hills. It is to be found in deep valleys and on serrated mountain peaks, over the limitless green or golden western prairies, in the orchards of Ontario and the fishing hamlets of Nova Scotia. It is a living, breathing, palpitating thing, which is always crying out for expression. Animate or inanimate, beast or person, wood, earth or clay-each and all are the plastic substance awaiting the mould of Genius.

But Genius is writing very little these days. He's busy collecting street car fares, working in munition factories and serving his country overseas. He is the lawyer without practice and the merchant without means. He is the round peg in the square hole.

Years ago, before the bitter experience, there were dreams for Genius, and a broad, incomparable visioning. Sunshine flecked the places of the

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earth. Life loomed large and mysterious. The splendor of God's beautiful world fitted quietly into his mood or sent his pulses leaping with the joy of creative work.

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Eventually, Genius got a job. He had to do it because it was a case of bread and bacon or no bread and bacon. His faith had shrivelled to less than that of the lilies of the field. He was discouraged, but not beaten. For a short space would he go down and mingle with his fellows in the surging, resounding paths of trade and commerce.

Here, and here only, could he hope to achieve the means to an end. He had a plan in view. He would work and save, work and save, work and save, until finally he had put away enough gold for his purpose. The gold would purchase paper, stamps and a typewriter, and furnish his body with the fuel of energy and endeavor. Thus fortified, he would begin afresh his systematic attacks upon the magazines and their trusted guardians, the editors.

At the end of eighteen months, by conscientious self-denial, he had achieved his purpose. He had money in the bank. He had purchased a new typewriter. In a few more weeks he would resume his interrupted course

that led straight away along the thorny road to fame and fortune.

The weeks elapsed into a month; months slipped by; a year passed. They had given him a "raise." He was earning more than he had ever dared hope. He had become a "something" in the mechanism of a great machine.

Besides, he was in love with Betty. More than his typewriter and his manuscripts and his ambition was this growing passion for a little, dark-haired stenographer. He wanted her above all else. Betty and her happiness meant more to him now than Canadian literature. A home! A wife! A baby, perhaps! Faugh! What was the use of wasting his years, his savings, and losing Betty, all for the sake of a glimmering ideal which might never be realized?

The chapter closes with the marriage of our Genius. Ambition broken on the rocks of matrimony! A baby born into the world; larger apartments; more babies; then, finally, a house and automobile. Betty is happy, so are the offspring, and Genius himself long since has forgotten his youthful aspirations. No one has lost anything except Canadian literature.

## A Threnody

- Where St. Croix' stream runs blithely to the sea,
  - Within a cot where Passamaquoddy smiles,
  - Bearing upon its breast its beauteous isles,
- A mother's heart gives forth this threnody:
  - ROBERT
- "Youngest wert thou, and yet the first to fall,

- As first thou wert to hear thy country's call,
  - Where 'Frightful Hun,' seeking to terrify,
- Used war-banned methods—you were called to die,
- And Glencoe's children once more paid the price
- Of loyalty—and sacrifice.
- "My heart is filled with woe, my eyes with tears.

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#### THE BRITISH COLUMBIA MONTHLY

What love will comfort our declining years?

Why should'st thy life been given? My heart with grief be riven?

Hush, Soul! God knoweth all. His way is best,

So trust-and rest!

#### RANDOLPH

"Oldest of all my flock—thine not to lead;

Content with life, thy ev'ry act and deed

Proclaimed thy life sincere; Thy conscience void of fear

Save of thy God. 'Mid Ypres' bloody strife

You yielded-life.

"My longing arms would clasp thee once again!

Instead, the aching void, the bitter pain.

Why should'st thou, too, have gone

Ere yet thy eyes saw Vict'ry's dawn?

Oh, Soul, be still! Hast thou no trust?

God ruleth! It is just.

#### HENRY

"Oh, thou whose merry laugh and glances bright

Filled this poor mother heart with keen delight,

Whose careless spirit often won reproof,

From danger ne'er thou kept'st aloof.

Daring thy birthright, when I would show

Thy duty was to me, thou whispered'st 'No!

'There's duty, mother — I must

Page Fourteen

"'The Raven's Rock!'\* I hear thy merry call.

Oh! God, that this one, too, should fall!

I had but one—but one lad left. Oh! cruel war, to leave me thus bereft!

Yet I can hear thy dear voice to me say

'Look up-and pray.'

#### JOHN

"Last, but not least. Where lie the brave

Thou sleepest also in a soldier's grave.

Steady and fearless, loyal thou, and true.

Why could not God in mercy have spared you?

Was it for this that thou wert sent to me?

Fain would I see!

"Thy vows when round our inglenook

Our converse would upon the future look.

'Let them fare forth who may! With thee, dear mother, I will stay.'

How bootless did they prove! Oh!
God above,
Is this Thy love?

"What! Did I hear you speak to me From resting-places far beyond the sea?

'Look up, dear mother! Look and pray.

'Tis morning, mother. Lo! the

Breaks on the world.' Dear heart, have rest!

My God, I thank Thee. It was best.
I bow submissive to Thy rod.
For Love is God."

-C. N. H.

Th

\*Glencoe's battle cry.

## BRIGHTEN UP!

The season is coming when your home and other buildings will require freshening up, to be in keeping with Nature's work. The dull, drab appearance of so many of British Columbia's buildings, which has been commented upon by many of our visitors, could have been avoided had

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VANCOUVER, B. C.

## Shortens the Miles

WHEN a fellow's feet need a friend that makes acquaintances mighty quick, bearing his burden, rain or shine, whither or thither without complaint—that's when they pick on that "easy-going, good-looking fellow"—

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JUDGING by appearances, you couldn't find a more serviceable boot. Then, notice the unequalled quality of its hemlock-tanned sole, conceded to be the most durable in Canada. Try it on your foot; feel the springiness and ease that make it a winner. Wear it—watch how "it shortens the miles."

The Leckie Boot Co., Ltd.

VANCOUVER, B.C.



Page Fifteen

## NEARER TH

#### An Interview with Ralph Connor

By PETER MCARTHUR

I began with a straight question: "What do you think of the work of the

Y. M. C. A. in the war?"
He hunched his shoulders slightly, and slipped down a trifle in his chair. From the expression on his face I was afraid that he was going to offer an unfavorable criticism. But his answer made it clear that that was not what disturbed him.

'It is doing a lot of work that the Church

should be doing.'

Now you can understand why my ques-on caused him a shade of discomfort. The tion caused him a shade of discomfort. minister in him-a touch of the old Free Kirk spiritual guide that made him feel the responsibilities of his calling - made him regret to confess that a purely lay institu-tion is carrying practical Christianity to a point that is as yet impossible for the Churches—"beating them to it," as the soldier boys would say.

"Don't misunderstand me," he protested. "The Churches and their chaplains are doing a wonderful work, but the Y. M. C. A., being without a propaganda or dogmas, is able to adapt itself instantly to any needs that may arise, either at the battlefront or wherever the boys may be located. It meets them at all hours and in all places with a spirit of good cheer, comfort and helpfulness."

"Then you are of the opinion that the man who supports the war work of his Church is not doing all he can to help the boys?"

"Assuredly. The Y. M. C. A. is able to go a little farther. Though the work of the Church may be nearer to the ideal of what I want to see done, the Y. M. C. A. gets nearer to the boys."

That struck me as a very important point, and I decided to question him from an angle that might not be pleasing to a clergyman.

"You know," I insinuated in a spirit of half confession, "that there are a lot of boys who would be inclined to look at a Y.M. C. A. at home as a sort of sissified institution, beneath the notice of young men of

the world who like to affect a sort of m wildness. Does the Y. M. C. A. get near

"Yes. The helpfulness of the Y.M.C. has won out over every obstacle. In beginning the officers of the high com had something of the attitude you sugg But whenever there was anything to done to help the boys the Y. M. C. A. there to do it, and do it well. By its s of unassuming helpfulness the Y.M. has won the hearts of both officers and no matter what their Church connect may be or may not be. It gives, and it not ask anything in return. Its sole revise that it helps freely all who need he The thing to emphasize about its work that it gives—it is an organized spirit giving, and it gives without a string to

"But I often hear comments—not all friendly—about the prices that the ! C. A. charges for some of its supplies."

"Such comments have no justificati The prices are as near right as they can made. If there is any profit on the to the boys in the camps or back of lines, every cent of it goes to provide the free-absolutely free-to those who are the front line trenches. As a matter of it the canteens and other organizations until the control of the Churches and chaple have pretty much the same schedule prices as the Y. M. C. A."

Here I asked a concluding question: "Then I may tell the people that in war work, especially in the matter of or ture comforts, the Y. M. C. A. is nearer the boys than anyone else?"

"Yes. It stands nearer to them than a thing else except the military organization under whose discipline they live-and You see, they are specially organize trained and outfitted for this kind of which the special —and they are a mighty spiritual for too."

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e following refer relation to the rector of St. Pa efficient instrur ch. Innumerabl from England, r velopes bearing ngle, testify to inthropic service

v. T. T. Shields, ist Church, Torc tatement: visited all the p camps in Engla and again in 19 is a ministry ir way to spirit, so nder its auspice most effective p denominations. nessage of salv soldier who w s multitudes ha he value of the provided and o ed on in the c ated. In view life and the ter

#### Rev. I

v. Dr. W. H. 1 writes: ne amazing rec by the Young n overseas is th stianity. It is ple of the rap tian Church car well as norm of the Christian est traditions c for our soldier everybody kn

## THE BOYS

#### rchdeacon Cody's Tribute to the Y.M.C.A.

e following reference to the Y. M. C. A. s relation to the Church was written by rector of St. Paul's Church, Toronto: he Red Triangle is a symbol of a great efficient instrument of the Christian ch. Innumerable letters from the front from England, many of them enclosed velopes bearing the stamp of the Red ngle, testify to the helpful social and nthropic service rendered to our sol-

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diers by the association. Its officials and its equipment are ministering to their material, social, intellectual and spiritual needs. Its organization of study classes behind the lines is a stroke of genius, for mere amuse-ment finally palls. Whatever helps to give our fighting champions cheer, comfort, education and religious faith deserves and will receive the hearty support of the homeland."

#### v. T. T. Shields Speaks from Experience

v. T. T. Shields, pastor of Jarvis Street st Church, Toronto, makes the followtatement:

visited all the principal Canadian mili-camps in England in the summer of and again in 1917.

is a ministry in a very real and effec-

way to spirit, soul and body.

nder its auspices many of the ablest
most effective preachers of the world, denominations, have carried the gosnessage of salvation and comfort to soldier who would hear it. By this s multitudes have been won to Christ. he value of the wholesome entertainprovided and of the educational work ed on in the camps cannot be overated. In view of the monotony of life and the temptations which inevitably beset the lonely soul, such mental diversions as the Y. M. C. A. provides are as necessary as food, and as welcome as clear shining after rain.
"Only those who have tasted of camp life

can properly appraise the value of the Y. M. C. A.'s physical ministry to our men. The canteen work alone would justify the presence of this organization in all our mili-

tary camps.
"I regard the military work of the Y. M. C. A. as being one of the greatest military enterprises, and one of the noblest philanthropies in the world today. With all my heart I support its appeal for funds to enable this splendid organization to continue its great ministry to those heroic men who deserve the best that we can give."

#### Rev. Dr. W. H. Hincks' Warm Praise

v. Dr. W. H. Hincks, LL.B., of Towrites:

by the Young Men's Christian Asson overseas is the last word in muscular tianity. It is also an outstanding ple of the rapidity with which the tian Church can adapt itself to abnor-is well as normal needs. These young of the Christian Churches have upheld est traditions of Christianity in their for our soldiers, sailors and aviators. everybody knows, the world's best

athletes organize the games; the world's ablest ministers conduct the religious services; and the leading talent in music and entertainment takes care of the boys' desire for a good laugh. Words simply fail us in describing this work throughout its many ramifications. Of the religious work it is sufficient to say that it is a manly presentation of robust Christianity. Thousands of decision cards are being signed, and scores of thousands of men spiritually refreshed and toned up for the great task they have taken up.

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## Organized Christianity with the Canadians in France

By Captain C. R. Carrie

WHEN the original "Contemptibles" first went to France they took with them, as a representative of organized Christianity, a minister in civilian clothes. His purpose in being there was to bury the dead: in fact, for some time the army chaplain was little more than chief of the burial parties. Then, as the first winter approached, the repeated applications of Bishop Taylor at the War Office and the appeals of churchmen in the forces overseas began to have their effect. Chaplains were appointed, but on arriving in France were, in the majority of cases, held at the bases to minister to the troops in camps and hospitals.

In December of 1914 the British Y. M. C. A., after repeated attempts, finally got located in the base camps in France. Immediately there grew up between these two, the chaplains and the Y. M. C. A., a feeling of mutual helpfulness and dependence. The Y. M. C. A. depended very greatly on the chaplains for much of their religious work, while the chaplains looked to the Y. M. C. A. huts as the centre of their activities. Without these buildings and the social work carried on within them, the chaplains would have had little or no opportunity to prosecute their work. Today, although conditions have changed greatly, although both the Church representatives with the army and the Y. M. C. A. are allowed in increasing numbers to go right into the war zone, the sense of mutual helpfulness and dependence still exists, even to a greater degree than formerly. Many of the old antagonisms and misunderstandings of an earlier stage have disappeared in the earnest and sincere attempt of both parties to serve the troops sympathetically and thoroughly and to promote the religion which they both represent.

If this is true amongst the Imperials, much more is it true amongst the Canadians. Many of the chaplains and Y. M. C. A. secretaries are old associates in the religious life at home or in college days, and although the slightest different point of view of the chaplain and Y. M. C. A. secretary could easily have created situations that might have proven awkward for both, the previous bonds of friendship made frank statement and simple understanding of the problem possible. It is well that the two organizations in the Canadian forces that represent the Christian Church, working along different lines, should co-operate in such harmony.

The Canadian Church has every reason to be proud of her regimental chaplains. Wherever the regiment is, whether in dugouts, in reserve, doing a turn in the front-line trenches, or engaging in the more active warfare of "going over the top," there you will find the regimental chaplain, encouraging the troops by his cheerfulness and coolness under fire, or attending to the wants, physical or spiritual, of the wounded. By his sterling humanity and readiness to serve in any capacity the men under his charge, he has endeared himself to both officers and men. So impressed was one commanding officer with the work of his retiring chaplain that

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#### COLUMBIA MONTHLY BRITISH THE

on greeting his successor he informed him that his position gave him the opportunity of being the most valuable officer in the battalion.

During the days of a "big push," chaplains attached to dressing stations work with the Y. M. C. A. secretaries in providing comforts in the form of coffee, biscuits, chocolates and cigarettes for the wounded men. In any attempt to minister to those in need nothing but the most perfect harmony will satisfy the ministrants, be they Y. M. C. A. secretaries

or army chaplains.

But the greatest work that the Christian forces are called upon to do is in the rest camps immediately behind the lines. Here the men, relieved from the strain of the line, are free either to let their minds wander over the loss of comrades, to brood over the frightful scenes of the trench, to seek relief from the nervous strain in riotous living, or, on the other hand, to rest their minds and bodies from the strain and prepare themselves physically, mentally and spiritually, for their return to the line. On this testing ground organized Christianity has put up her fight, and even in the opinion of men interested primarily not in the religious sphere, but in the fighting efficiency of the troops, it has won out.

The fight put up for character by the organized forces of Christianity has been of two kinds. There is the insistent frontal attack of the appeal of the Christian gospel, made in attractive and popular, though in its challenge, uncompromising form, and there is the flanking attack against all forces of evil. The easiest way and the surest way to get air out of a drinking glass is to fill it with water. So the easiest way to defeat the powers of evil in their attempt to degrade our men is to fill up their time to such an extent with healthful, pleasant, enthusiastic sport and entertainment that the devil does not even get a look-in. Mankind prefers the good and the wholesome in preference to the vulgar and indecent, and

when that is provided the vulgar and indecent disappear.

In this great positive campaign of organized Christianity too much cannot be said of the Y. M. C. A. That organization has pioneered, financed and put into practice almost the entire programme. The opportunity of drawing on physical directors at home to direct the programme of sports has made the sports not only of a high type, but also efficient; while the having on our staff men who are proficient in the great game of entertainment has brought that side of our work to a very high level. The consequence is that the higher command, being confident of the association's ability to do its work, has given every assistance asked for, and the men of the Canadian army today, instead of spending their rest periods in gambling, drinking and other equally degenerating vices, are to be found in and around the various institutions erected by the association for their recreation and amusement.

But not only does the association conduct this flank attack: it assists the Church very materially in the frontal attack of presenting the gospel. Few church parades could be held by the chaplains in the rainy and cold seasons were it not for our building and equipment. Sunday is generally a very busy day in the Y. M. C. A. hut, from 8 a.m., when the Roman Catholic priest has charge, right through the morning for the various

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qualif active denominational services, through the afternoon for the Bible class, to the evening song service, with its closing Communion celebrated by one of the chaplains. But the Y. M. C. A. does not wait for Sunday to preach the gospel. Throughout the week our special speakers are busy conducting the frontal attack. Today no man can say that he has spent a week or even a few days back at rest from the trenches without an opportunity of hearing the gospel preached. And the troops seize the opportunity. The gospel when rightly presented appeals as much in France as it does here at home. Experience has proven that the men crowd the huts to hear the message from the lips of those that have been sent especially to France for this work.

Has Christianity failed? Some say so; but not those who have watched it in France. It is alive there, in method and in spirit, and its old message in its proper setting still stirs to the depth the hearts of men who daily face realities.

#### Notes and Comments

By Rev. R. G. MacBeth, M.A.

#### WAR-TIME SPEAKERS

in

IF the Great War has produced a large output of books, some of them quite remarkable publications, it has also led to the appearance of many speakers of widely divergent types of oratory, but all excellent in their way. If earnestness and conviction are the necessary precedents to effective public address, these characteristics have been abundantly evident in men who have thought and felt deeply as a result of seeing the redness of battlefields. Within recent days we have had Birks, McNeil and Wishard. Taking them in the order named and leaving out the titles, which none of them really requires, Birks is a well-known business man of Montreal, McNeil a Baptist pastor of Toronto, and Wishard for many years a Y. M. C. A. worker and at present a sort of commissioner-atlarge by appointment of President Birks has no oratorical qualifications or gifts. He is an active, altruistic business manager of

the Canadian Y. M. C. A. work at the front, and in his addresses contented himself with giving a plain, statistical type of speech, accompanied by the frank declaration that he would leave the real-life story to McNeil. Both speakers had their contributions to make to the discussion of the tremendous situation facing the world, but it is manifest that, after knowing the facts, people need to have their emotions awakened by the imaginative and vivid narrations of men like McNeil and Wishard, who have cultivated the supreme gift of consecrated eloquence. And it is an interesting thing for some who affect to despise religion that the men who are stirring this continent to action today are men who are chosen by their respective countries chiefly on account of the religious convictions that can stir the emotions of people to highsouled action. Atheistic and agnostic speakers, unless their hearts have been changed, as some of them have been, are sidetracked by the terrific

Page Twenty-one

should not be tolerated any longer. To fight plague with clinics while breeding-places of disease are allowed to flourish in the locality is a laud-

able endeavor, but it is hopelessly handicapped from the outset.

necessities of the hour, while men like those mentioned above, as well as churchmen like the Archbishop of York and evangelists like Gypsy Smith, become the spokesmen of idealistic nations in their conflict against the crass and brutal materialism of the enemy of Christian civilization and peace.

#### CLEANING UP CHINATOWN

The Chinaman is an importation to this country rather than an immigrant. He was brought here in the old days of the Onderdonk contract, when public men and people generally were willing to do anything to get the first transcontinental railway to link up British Columbia with the confederated sisterhood of provinces east of the mountains. There seems now no way of finding out whether the Chinaman was supposed to return to his own land when his railway work was completed. But in any case he not only did not go home, but has kept coming ever since more or less strongly. His presence leads to complications which we are not dealing with in this item, but it has also led to the establishment of Chinatowns, which are a terrible menace to the physical and moral health of many In Vancouver even the patience of the city council seems to have been worn out, and recently a statement was issued that Chinatown was to be cleaned up or cleaned out. This resolution should not be allowed to fall into "innocuous desuetude," as Roosevelt would say. This whole matter must be dealt with in a way that will leave no uncertainty in the minds of Chinamen and their exploiters. The gross overcrowding and vice of Chinatown is an open cesspool in the centre of the city and

#### SCHOOL LEGISLATION

While the details are not yet fully known, it seems that the minister of education intends to introduce some highly interesting changes in the school system of this province. The proposal practically to abolish the examination for entrance to the high schools will meet with almost universal approbation. That examination has broken the heart and crippled the aspiration of many a child whom a written effort to answer puzzles set by experts threw into a nervous trepidation which prevented success. Education does not consist so much in examination tests as in the impressive guidance of the pupil by the personality of the teacher. The suggested change will throw more responsibility on the teacher, but a sense of responsibility will be a psychological impetus to the teacher's personality. This will lead to a fine realization of power by the teacher, which a mechanical system tends to suppress. Generally speaking, anything that will be of vital service to school-teachers ought to be encouraged, because they perform a task of incalculable value and importance in the community.

#### PIONEERS PASSING

Many times lately we have been reminded by the passing of the pioneers of British Columbia that this new land, as it is sometimes called, is in reality entering into a new era with a new generation. But the men

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who blazed the trail must ever be gratefully remembered and must always be given their place amongst the immortals. They were a strong and valiant race of men - the Mackenzies, Douglases, Frasers, Thomsons, Campbells, Murrays, Grants, MacGregors, McLennans, Camerons, and the rest-an openhanded, open-hearted body of giants who had few, if any, of the smallnesses that come in with artificial and conventional modes of life. Over many a man of them could be fittingly written the epitaph I read once on a stone at a grave in the far north of the Peace River country: "Pioneer, pathfinder, trader and miner. He was a friend of every man and never locked his cabin-door." And that is a goodly thing to be able to say of anyone.

#### THE RED CROSS

The original Red Cross was the one which was incarnadined and ensanguined by the blood of the crucified Son of Man. And so it has become a great emblem of sacrifice and salvation in our day amid the raging hell of the battlefront. We have never yet known of an infidel hospital or an atheistic children's home. Christianity is the mother of our greatest efforts to alleviate the sufferings of the sick and the wounded, and the supporters of the Red Cross work ought to have the joy of knowing that they are having a share in a sacred movement for the well-being of humanity. A vivid realization of this fact should make it unnecessary to resort to fantastic and irregular methods to secure funds for this great enterprise.

#### The Educational Page

#### HISTORY

HERE are few subjects which can by sympathetic treatment be made so interesting as history, and few which, if made merely the subject of an examination, fail so hopelessly in coming home to the average student. We teach the dry bones of the subject and insist that young children should know lists of battles, dates, clauses in peace treaties, etc. True, these are of essential importance, but in their own place; and they are not of equal importance to all students of history. The military student naturally turns to campaigns, battles, and other movements of war; the student of diplomacy to treaties of peace, international agreements, etc.; while the student of politics will study carefully political precedent, bills, acts, and the growth and development of the machinery of government. But these are all highly specialized branches of the subject, and to attempt to teach them to the child is worse than useless, for not only does he not remember these minutiæ any longer than he can help after the examination period, but the labor of mastering them creates a distaste for a most fascinating study—one which, if properly handled, would be throughout life a source of genuine pleasure.

There is another aspect, however, which, while it can be specialized into a study as profound as those other branches mentioned above, also lends itself to a more general treatment of absorbing interest to the child. "The proper study of mankind is man"—a platitude so true that it is often

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forgotten in dealing with that subject in which man is the chief thing under discussion. In a long experience of teaching both history and English literature I have found that the one thing that held the pupils' imagination most strongly-both in high and grade schools-was the description of former conditions of life, of the gradual development of the social order, customs and dresses, the laws-very generally handledand institutions of the past, with their gradual change and progress until they arrive at the ever-shifting present. Can we who live in the stirring present, who endure the strain of the present conflict, and through all the passing night of disappointed hopes and disaster firmly hold to the conviction that freedom and justice will conquer, at whatever price - can we submit to the idea that this palpitating present shall, through faulty standards and methods of instruction, change into a dead, uninteresting past to those very after-comers who will profit most from the blood and sweat of this our Plegethon? Now, it is this broad handling of the social movement in history that should be emphasized to the young student at the expense of lists of battles, dates, etc. These will not be passed over—they, too, have acted on the destinies of mankindbut they will not be the main things to be learned.

Carlyle has frequently said that the history of any nation is the history of its great men, and up to a certain point this is undeniably true; its truth has been seized upon by our Department of Education in their recent ruling that history in the earlier grades of the school should be entirely biographical. The children of these grades are to be introduced

to history through the lives of great men, with just enough atmosphere to make it interesting and intelligible. And since this work is done without text books, and is, within certain limits, left in the hands of the teacher, it is safe to say that the result is good. Here is where each school should have the use of a good lantern and a large assortment of good colored slides. If it were not practicable for the board to supply each school with such they might be able to supply two or three peripatetic lanterns and slides, with a fixed route over certain sections of the city, to illustrate the work of the past month or more.

It is after leaving these primary and junior grades that the damage is done, for the work in the entrance grade has in the past been so heavy that with the best will in the world, even the best teachers could hope to make it little more than a burden to the memory. It is here, then, that some real change should be made, something more fundamental than merely leaving out some of the history in the grades and adding it to an already over-crowded high school curriculum.

The idea of teaching history by biography should be slightly broadened and brought into play in the upper grades; but here periods of time should be taught, without text books in the hands of students, but with frequent recourse to the lantern, and the matter emphasized would not be so much the mere facts, though the more important of these would be narrated in such a way as to make them real, and would be illustrated by reproductions of the world's great pictures dealing with these events and by portraits of the chief actors. But the chief points would be the Nота

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gradual change in social conditions, and the way of life of the past, the point of view of the people, and the development of social consciousness, all of which, as we know, can be made intensely interesting and profitable in an understanding and appreciation of the past, and therefore also of the present.

After such an introduction, first biographical, then epochal, the student will be better fitted to take a fairly intelligent interest in detail, though this, too, should be carefully selected. This treatment should be received in the high school, but only in the course of a wider view of history, namely, a history of the world as at present used in the matriculation division. Later the more specialized aspects are taken up at the military academy and universities as need arises and as the students' future careers demand.

—S. B. M.

#### Church Life and Work

By Rev. A. E. Roberts

Notable Undenominational Missionaries

MR. and Mrs. Thomas Hindle, who conduct an independent mission in Mongolia, have been in Vancouver for a few months and have now left for the land where they have spent over seven years in preaching the gospel.

Mongolia lies between China proper on the south and Siberia on the north; between Manchuria on the east, and on the west it extends almost to the borders of Tibet and Turkestan, and is about one million three hundred and sixty thousand square miles in area. It has a population of about three millions, and yet Mr. Hindle reports that there are not more than eleven foreigners, including missionaries' wives, who preach the gospel to the Mongols. Missionaries have gone into the country, but have found the difficulties so great that they have drifted back into China and have carried on their work there.

Mongolia has been one of the great world empires of the past, we are told. Sometime about the thirteenth century it extended to the Indian Ocean and included a large part of Russia; they even took Moscow, but the empire soon went to pieces and now only covers the territory described above. In a pamphlet published by Mr. Hindle he states:

"The Mongols are a dying race; their religion is killing them. It is a degenerate form of Buddhism called Lamaism, and is identical with the religion of Tibet. It came from India to Tibet and from Tibet to Mongolia. The story as it is told is something like this: Away back a few centuries ago these people believed that the air around them was filled with demon spirits that oppressed their lives, oppressed their bodies, hindered their progress and made life hopeless and a miserable burden. Under these conditions, real or supposed—real to a large extent—a follower of Buddha came from India to Tibet and declared his ability to quell the demons and put them in their place. story goes that he was triumphant and reduced the demons to such straits that they had to seek terms of peace, and so an agreement was

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made by which these evil spirits were to become members of his religion and in return were to be worshipped and fed. So the very foundation of their religion is a form of demon worship. Having arisen triumphant in the conquest, he next instituted the order of Lamas to keep the demons in their place lest they should become unruly. Their priests are called Lamas, and in a family of five boys three at least are supposed to be set apart for the priesthood. Thus over 60 per cent. of the male population are priests. These boys are set apart for the order very early in life, at the same age, perhaps, as parents here consecrate their children to God. They wear certain colored garments, yellow or bright red, and as you ride over the plains in Mongolia you can tell whether a man is a priest or a layman before you meet him. They have a ceremony to set the boys apart for the priesthood, and select the brightest and most intelligent. They are dedicated to the order and in due time sent away to the temples that are dotted here and there throughout the country,"

Mr. and Mrs. Hindle are not supported by any denomination, neither have they at their back any missionary organization. Eight years ago they felt the call to preach the gospel to the neglected Mongols and consecrated themselves to the work, trusting God to supply them with all necessary means. Their testimony is that God has never failed them, and they still live this life of faith. They brought with them to this country a little Mongol girl, a bright little child of three and a half years of age, who by her parents had been left to die.

Recently Mr. Hindle, in the Turner Institute, told the story of his work,

and this was his last public service before returning to Mongolia.

## THE B. C. METHODIST CONFERENCE

The thirty-second session of the British Columbia Conference of the Methodist Church will be held in Wesley Church, Vancouver, commencing May 15th, with President Rev. R. Wilkinson in the chair. As this is the session immediately preceding the quadrennial meeting of the General Conference, there will be many interesting debates regarding suggested changes in the discipline of the church. The question of the removal of the time limit will be one of these; then a proposal will be made for a thorough survey of the work of the church throughout the province, looking to increased efficiency in the work and the better covering of all phases of work for the extension of the Kingdom of God in every city, town and settlement. Other questions of vital importance will be brought forward, and members of Conference are looking forward with a good deal of interest to the gathering.

Rev. R. J. McIntyre, of New Westminster, is the secretary of Conference, and he has been working hard to complete the arrangements for the meetings so that everything will work smoothly. The all-important Stationing Committee meets on Monday, May 13th, and all other Conference committees are called to meet for organization early in the week, so that there may be no delay when the session opens.

Among the visitors from the east will be Rev. J. H. Arnup, the associate secretary for Foreign Missions, and possibly Rev. Dr. Moore, of the Social Service department.

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#### Abracadabra

The Wayside Philosopher

(All Legal Responsibility Assumed by Author).

HOW have the mighty fallen! "Felix Penne" advocating the use of slang as "so expressive"! "Lallygag" and "Goo-goo," for example!

Perhaps Brother Felix will give us a few examples of the slang he finds so expressive, together with their equivalents in standard English.

Convocation cannot congratulate itself on the recent elections to the senate. There were too many unfortunate features.

Only two Old Country universities were represented by the nominations.

More unfortunate still, fifteen of the nominees were the graduates of one Canadian university.

Most unfortunate of all, the alumni of that university officially nominated a ticket composed solely of its own graduates and in number double that to which it was entitled on a per capita basis. What an example of the unselfishness of higher education!

May we hope that it will not be necessary to provide rules to check such unseemliness in future elections.

The Kaiser can now recall with such comfort as may be the well-known lines:

"The mills of God grind slowly, But they grind exceeding small."

"God's in His heaven, all's right with the world." What sufficient reason, then, for neglecting the duties and opportunities of the hour here to indulge vain fears over the war and its results?

With our abundant natural resources, our splendid climate, our strategic position, and all the other advantages of British Columbia, let us prove worthy of our blessings and act as if we really believed in God, British destiny and ourselves.

Cheap optimism has no place in any sound philosophy, and the blatant optimism of yesterday was the cringing pessimism of the opening days of the present "drive," and equally disgusting in either form.

What we need here is that sound and sufficient reliance on God which realizes that it was not for naught that His divine decrees shaped in a forge like none else of recent history the virtues, capabilities and faults of the British peoples and made them "the one best bet" in the present struggle.

Nothing Paul-ine in an attack on Latin!

Come, Pauline! When you and others like you know English we will abolish Latin—if you then wish it.

The "mystery" of the "Finished Mystery" is why anybody troubles to read it.

There is an abundance of equally worthless reading matter.

If Sam Hughes would refrain from speeches and interviews about the official war reports we could forget his faults and remember only the splendid work he did in getting ready our first contingent.

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The Attorney-General and the Opposition Leader not long ago established a precedent by actually talking law in the legislature. For some reason the Premier refrained from settling the question by giving his legal opinion on the point in dispute. Apart from the warmth and feeling displayed, both precedents are good.

"More law and less politics," said the owl.

Now that the P. G. E. question is somewhat settled the Government can ask itself, "Was the plugging enquiry a failure, and if so, why?"

Re schools: "I know of no system more useless than the present British Columbia system." Is such a sweeping criticism justifiable?

Whatever the faults of our general school system, we can congratulate ourselves on the growth and development of our night schools in British Columbia.

#### QUERIES

What is to be done with the alien within our gates?

What problems are insoluble to industry and integrity?

Why not follow the example of the motherland in "thrift cultivation"?

Why not let pupils understand what they are doing?

What message did the Eastertide bring you?

Did you learn that all life was one and God supreme in it?

In regard to many things, are we not yet marching, as Carlyle puts it, "with a vengeance nowhither"?

Does that apply to the Quebec situation?

Have you felt with the spring what Browning calls "the wild joy of just living"?

#### NOTE

As usual, our space is crowded and still there is much good literary matter on hand. An article on "Provision for the Returned Soldier," the concluding part of the recruiting story, "The Trail to Happiness," etc., are unavoidably held over.

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## 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.

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#### P. S. to the "Open Letter" on Next Page

If YOU did not get a copy of the March magazine containing that letter it was because the number of spare copies was limited.

Perhaps you say you are interrupted daily by story-telling advertising men, and that one of the latest claimed, among other things, that "the minister sent him to you."

This magazine does not employ professional advertising agents to canvass for it. Consequently, after seven years' ceaseless work on its various departments, there are still leading firms at the coast, among whom may be yours, who have not yet been called upon or asked to have this monthly under consideration in a business way.

If you are fairly reckoned as among those to whom the letter is addressed, we shall welcome a note making an appointment.

## An Open Letter

#### To British Columbia Business Men and Others Interested in British Columbia Business

(Particularly to those receiving marked magazines)

Our regrets at inability to call or write must be expressed. If you find your business absorbing, and believe it so well worth while that time passes quickly with you—the weeks like days, and the days like hours—you will understand our position.

As stated elsewhere, in every case, if possible, we seek "one chief, one meeting, one decision." Why? Because there are so many real live business men to interview WHO WILL GIVE US THEIR ADVERTISING COPY JUST AS SOON AS WE FIND TIME TO SEE THEM AND SUBMIT THE FACTS.

That is a conviction AMPLY SUPPORTED BY EXPERIENCE, especially of late. The business contracts written with The British Columbia Monthly in the past two months have not only confirmed us in the belief that the change of name was apt and timely, but that we can rely upon most British Columbia business men who have any "businesses worth while" to advertise, using our space.

We hope now to be of use not only to the patronage-free governments of Canada—Dominion and Provincial—but also to advertisers at a distance from British Columbia who have a business appeal to make to

#### THE BEST HOMES OF THE WEST

For a time war conditions reduced this magazine in size, but it is in its seventh year, and at no experimental stage.

Our aim is to give British Columbia an increasingly useful monthly devoted to Christian journalism, independent of party, sect or faction.

Yours for Service and Business in British Columbia,

THE MANAGING EDITOR.

P.S.—One business man telephoned to us last month to call for his contract and advertising copy. If YOU wish us to do so, or desire more information at an interview, call Seymour 6048 and make an appointment.

#### ADVERTISING IN AN AGE OF SPECIALISTS

To The British Columbia Monthly Advertisers, Present and Prospective:

This is an age of specialists, and in keeping with our policy of seeking to make our business or advertising department more and more effective, we are arranging with a PRACTICAL EXPERT and university-trained COPY-WRITER now in business in Vancouver, that he will, by arrangement with us, call to consult with any advertiser, and if desired write advertisement copy for this monthly.

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VOLUME XIII

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REV. R. G. NOTES MENTS

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