

Don't let housework be a burden to you—

In doing so, you are buying the greatest help and comfort the household ever had. You are buying freedom for all time from the drudgery and physical work of house-cleaning.



THE HOOVER

is a lifetime help and servant to those who houseclean. Thousands of people are using them and wouldn't be without them.

THE HOOVER IS DOWN TO THE LOW PRICE LEVEL NOW—

You can buy it for \$60.00.

See it demonstrated in the Carpet Section, 4th floor.

You may buy it on easy terms if desired.

Incorporated 1917.

GOOD VETS
for
DIABETICS

Another large shipment of the famous

BRUSSON JUENE

Just arrived

Diabetics will find in this bread a long felt want, it is the best of its kind on the market, containing 35% protein.

CONSTANT SUPPLY
GUARANTEED.

SPECIAL PRICE
FOR QUANTITIES

Sole Agents for B. C.

LIMITED

767 Robson Street

Vancouver, B. C.

YOUR LAST WISH
If you were asked to express what might be your last wish for your Home and friends what would it be? No matter how big your "assets," we believe, if you have learned true values, and that life's first business is

through service, your wish would take some such form as this: That, with this life's necessities assured, your family and friends might be given to

With "Beyond" wisely considered, we all recognise that the character we each build is more important than the houses, or lands, or money "owned" for a few years by any growing souls.

This Magazine, established in 1911, is being built for lasting service in the Canadian West. Therefore we ask YOU, as a Leader in your Line of business, to co-operate with us NOW by using advertising space, and so help us to

Publishing Office, 1100 Bute Street,
Vancouver, B. C.

When Buying

Butter

Do not accept substitutes
insist on

THE BRAND



"Say it with the **BRITISH COLUMBIA MONTHLY**" -- Advertise B. C. Products
THROUGHOUT CANADA and THE EMPIRE