



**MOUNT ROBSON, B. C.**  
 "A SIGHT WHICH, ONCE SEEN, WILL NEVER BE FORGOTTEN"  
 (See article on Page Seven, Across Canada by the C.N.R.)

**BUSINESS BUILDERS OF B. C. and  
 BUSINESS MEN of the EAST  
 and Elsewhere, now awake  
 to the Value of the  
 CANADIAN WEST:- Greeting!**

Established 1911, this publication is the **COMMUNITY SERVICE MAGAZINE** of Western Canada, and wishes only the advertising messages of reliable leaders in every line of wholesale and retail business.

Because we are **BUILDING FOR LASTING SERVICE**, not for one day a month, but for every month in the year, our representative may not yet have called upon you, and a "marked copy" may be all the communication you have received—or can receive—whether or not your office is far distant, or at the Dominion's Perennial Port.

If you have a message for the homes and business men of the Canadian West, we invite you to communicate with us.

**In B. C. and the Canadian West  
 Be a Leader in Your Line**

**The British Columbia Monthly**  
 1100 Bute Street, Vancouver, B. C.

**What helped me  
 most in  
 Business Building:**

**\$2.50 FOR SHORT LETTER**



The B. C. M. invites from business readers short letters—they need not be more than 250 words—stating the cause or causes to which they attribute progress in business.



"SELF-HELP" is all right, but to pass on helpfulness is better.



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