

Our Circulation Slogan for 1925

"INTO EVERY HOME, Business House, or Professional office, in the Canadian West"—in which there is living interest concerning SOCIAL QUESTIONS, EDUCATIONAL AFFAIRS, LITERARY LIFE, and RELIGIOUS IDEALS. "Independent of Party, sect or faction." In doing OUR bit toward that end, we have decided to reduce the subscription rate of the B. C. M. from \$1.75 a year to the minimum one of

\$1 a Year — 4 Years for \$3

The new rate includes MAILING to any address in North America or the British Empire. In view of this change, we shall all the more value undelayed ATTENTION to OVERDUE subscriptions. ARREARS, if paid NOW, shall be accepted at the new rate of one dollar a year; but we ask all subscribers to consider as to listing friends. The \$3 will now cover four years, or four one-yearly subscriptions—so far as new listings are concerned. Will YOU, *without other notice than this*, kindly see NOW that your subscription is paid AHEAD, and LIST AT LEAST ONE FRIEND, and so join with us to

*Make Western Canada Better
Known*

Our 1925 Advertising Business Slogan: "A Place and a Space for Every Leader In Every Line!"

Yes, in 1925 we would like to have most Western Canadian Business Leaders—or at least the selected ones with whom we get into contact—using space in the pages of the BRITISH COLUMBIA MONTHLY. "B. C. PRODUCTS" MEN and FIRMS are invited to cooperate in Community Service through a B. C. PUBLICITY CAMPAIGN by a B. C. PRODUCT, "independent of Party, sect or faction," that conveys more than advertising information, and is continued

Month by Month all the Year Round!

Some of the "BIGGEST BUSIEST and BEST BUSINESS MEN IN B. C." to whom we addressed a message the other month, assured us that they hoped to include this Magazine in their 1925 advertising appropriation. We would remind others that this life is short and duties crowd all men really "on the job." Our representative is equipped to ECONOMIZE IN TIME—yours and his; but he will gladly answer any questions bearing on our work. WHEN YOU KNOW THE FACTS, we are confident you will wish to join us and believe in being

Builders for Lasting Community Service

All we need to say to B. C. M. readers is—

WE

DELIVER COAL

direct from the Nanaimo Mines to
your home

All thoroughly screened, graded and accurately weighed at our wharf before delivery.

Phone

WM. MORROW

of the Alberta Coal and Wood Co.

Seymour 8020 or 8022

Vancouver Grammar School

1409 BEACH AVENUE, Vancouver, B. C.

J. LOCKINGTON, Principal

The number of Daily Boarders and Day Boys received is limited to 20 to 25, the Sons of Gentlemen in Business and Professional life.

The entrance ages of 9 and 10 are best for the steady progress through the Three Years Interesting Courses for the Second Year High School Subjects: Divinity, Mathematics, English, French, Latin, Canadian History, Literature and Drawing.

V.G.S. having been for Twelve Years a Junior High School, its Boy Scholars have won and are still winning—"Growing Efficiency Records" for good character, Scholarship and sportsmanship.

Large School and Playgrounds: Drill and Games.
Corner Broughton and Beach Phone: Seymour 8701

Lamatco

3 PLY COTTONWOOD VENEER PANELS

LAMINATED MATERIALS CO., LTD.

New Westminster, B. C.

Men We Meet in Business:

(Series to be continued)

"THE MEANEST MAN"—OR THE
KEENEST?

A Composite Character, Retailer and
Wholesaler.

THE TIME-WASTING "BUFFER."

THE "MANAGER" WHO DOES NOT
MANAGE.

WANTED—A SENSE OF PROPORTION:
or TOO BUSY TO BE COURTEOUS.

(A Rare Type in the West.)