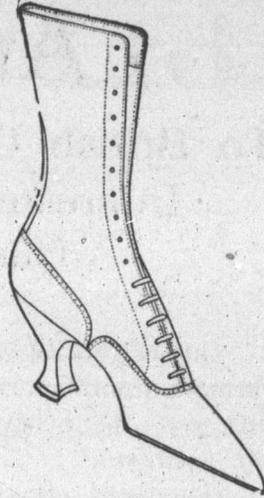


Your feet have personality

Shoes have to be suited to your feet, as well as fitted to them.

Some feet look better in severe styles, others require the extreme of grace.



Our New Footwear for Summer

includes styles that are becoming to every foot, as well as suited to every occasion. We see to it that you are correctly fitted in the style you select.

THE INGLEDEW SHOE CO.

666 Granville Street

"Vancouver's Smartest Shoe Store"

Center & Hanna, Ltd.

ESTABLISHED 1893

PERFECT FUNERAL SERVICE

Private Exchange Seymour 2425

New Location: 1049 Georgia St., Vancouver

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.