

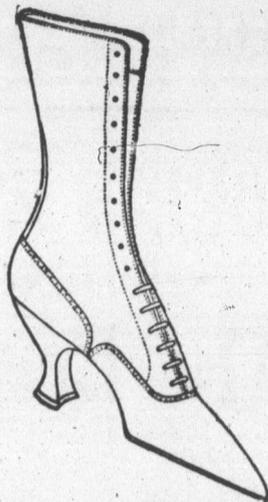
Your feet have personality

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 Spring and Summer 1918

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"

To THE BRITISH COLUMBIA MONTHLY Readers and Advertisers:

CHARACTER can be expressed in printing work as in any other.

TO GET GOOD PRINTING

the first essential is to have a *good plant*; the next, *capable workmen*; and the last, but not the least, a *careful superintendent*, experienced in directing the tasteful arrangement of attractive type.

In keeping with the expansion policy of THE BRITISH COLUMBIA MONTHLY, and because of our desire to get a first-class and reliable printing service, we have been led, through knowledge of the superintendent in charge of this department, to

GO TO THE SUN JOB PRESSES

Though this is the first issue of this magazine printed by them, it is not our first experience of their work: otherwise we might "wait and see." In whatever way the Sun Job Press Department may think fit to advertise in this monthly, we trust that their printing of it from month to month will itself be the best form of advertisement it can carry for them. If they keep up their standard and live up to their reputation for service in this department, we believe the reading and make-up of the magazine will the better please our readers, and thereby we

AND YOU WILL BE SATISFIED