



We are Agents for

**Waterman Waterbury Steel
Seamless Furnaces**

(See Illustration)

also Gurney, Sunbeam and Fawcett
All Cast Furnaces

Mitchell Bros.

Plumbing, Heating and Sheet Metal Co. Ltd.

564 Richards Street Seymour 1784

When Buying

BUTTER

Do not accept substitutes
insist on

THE BRAND



Vancouver Creamery

—
FINEST QUALITY

—
VANCOUVER, B. C.

*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 co-operate 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 be among the Manufacturing and Merchant Citizens who believe in being

Builders for Lasting Community Service

Pass On Your Copy!

As noted elsewhere, we are seeking to expand the usefulness of this Magazine. If you appreciate its attitude towards the British Empire, Canadian and "Community" affairs; its articles on, or criticisms of, Social Educational, Literary and other questions, will you please mention it and them among your friends, and pass on your copy? Or, better still,

List your Friends—

in Canada, the United States, or anywhere in the British Empire. By our direct-by-mail option, you may at this time have TWELVE ISSUES MAILED FOR ONE DOLLAR. Even if you are sending other gifts, is it not well worth while to have the BRITISH COLUMBIA Monthly Magazine sent to them direct.

You do well to let your Magazine interest begin at Home, but—it need not stop there! Co-operate with us as we seek to do our bit to—

*Make British Columbia
Better Known!*