

Be Sure to Order
**Stevenson's
 Quality Bread**

For those Outing Sandwiches

If you would have the most appetizing picnic lunch, then by all means specify Stevenson's when ordering your bread. White, Whole Wheat, Raisin or Plum, baked fresh daily under the most sanitary conditions possible and so carefully and scientifically blended and baked as to assure the proper flavor and consistency that remains fresh in sandwiches for the maximum time possible. Make your outing perfect—order Stevenson's from any grocer, or should he be sold out phone

FAIRMONT 227

STEVENSON BROS., LTD.

17th Ave. and Willow

**Lifetime Satisfaction
 in Spencer's Wilton
 Squares**

Subject them to reasonable use, care for them as one should care for a fabric that is going to live with you for the best of your days, and they'll give you faithful and satisfying service. They are fabrics of beauty—with one on your floor you can start to build up an atmosphere of refinement, comfort and luxury, which is the end most housewives have in view. Our salesmen will be glad to demonstrate to you the fitness of these rugs for your home, and how fully they are worth the money we ask for them.

Size 4.6 by 7.6	\$32.50
Size 6.9 by 9	\$47.50
Size 9 by 9	\$77.50
Size 9 by 10.6	\$87.50
Size 9 by 12	\$97.50
Size 11.3 by 12	\$129.00
Size 14.3 by 13.6	\$147.50

David Spencer Ltd.

At Wembley Exhibition

By instructions from OTTAWA, the BRITISH COLUMBIA MONTHLY will this year again be among representative CANADIAN publications at Wembley.

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.

Let your Magazine interest begin at Home! Co-operate with us as we seek to do our bit to—

*Make British Columbia Better
 Known!*

The Power

Behind the Publisher

SAID a prominent Vancouver citizen whom we met the other day in a central City store—"DOES THIS MAN NOT advertise in the BRITISH COLUMBIA MONTHLY? A firm like this, obviously doing well from the patronage of Vancouver people, OUGHT to show practical interest in such institutions.—built or published to serve the community which has made their success possible."

WAS HE NOT RIGHT? What think you? In that connection we remind readers that, humanly speaking, such men and firms as use advertising space in this Magazine make its life and progress possible. All who value its work are therefore invited to take note of the firms—the number of which we trust will be considerably increased soon—who, by appealing to our readers for business patronage, at the same time prove themselves practical partners in the "Community Service" of this Magazine of the Canadian West.

**The
 British Columbia Monthly**