

A Birks' Watch for Christmas



This dainty little watch has a very reliable 15-jewel movement and is fully guaranteed.

In white gold filled

\$20.00

In 14-kt. white gold

\$26.00

We show a wide range in the newest models of bracelet watches, and invite inspection and enquiries.

Send for our 1925 Year Book

Henry Birks & Sons Limited
DIAMOND MERCHANTS, VANCOUVER

"Useful Gifts Make Pleasing Gifts"

Your Christmas Shopping

You can shop wisely at INGLEDEW'S--we've collected a world of lovely gifts--each one chosen to bring delight to some one--each one built up to a quality that we insist on--assuring you that when you shop at INGLEDEW'S your gift is the best, and will be received as such.

INGLEDEW'S

Good Shoes and Hosiery

666 Granville St.

READERS—

Because this issue MUST go to press without more than a few Business men being interviewed, we have space for a message to you.

Will you please note the LEADERS who now — and in the coming months—use advertising space in the BRITISH COLUMBIA MONTHLY, and in your own way, let them, their representatives, or agencies selling their goods, know that you notice their interest in this Magazine?

There have been so many experimental publications employing dunning agents in different departments, that it is no wonder if it takes time for even some live leading Business Houses to learn how to

Discriminate in Advertising

Business Leaders who advertise with us, like contributors and subscribers, are practical partners in Community Service. We say what we mean, and mean what we say.

Among other things, we hope to produce evidence as to how many Business "BOOSTERS" of "B. C. PRODUCTS" are practically interested in the life and work of THIS B. C. PRODUCT, established in 1911, and being published "Independent of Party, Sect. or faction" to—

Serve the Canadian West

BUSINESS MEN

BIGGEST, BUSIEST, BEST IN B. C.

AFTER 14 YEARS SERVICE, we are expanding every department. Through improved printing conditions, we are arranging to publish a CENTRE INSERT in TWO COLORS, on coated stock, similar to the cover. Positions shall be allocated among the SELECTED LEADERS IN EVERY LINE, wholesale, retail, etc., whom we find time to see, or who first ask for reservations. Many have been called upon rarely—or not at all!—but we believe that most business leaders, worthy of the name, have only to KNOW THE FACTS concerning this Magazine's Community Service, to be ready to use space according to the size and importance of their business.

We wish at least ONE LEADER IN EVERY LINE OF BUSINESS, and the question is—Are YOU to

Be Among the Leaders!

Our representative will call upon you before next issue if time permits. But, if you are awake to the work of this BRITISH COLUMBIA MONTHLY Magazine, why not write to us with your copy, mentioning space desired? Read the note on "BUILDERS," and be a Business and British Columbia Builder with

—The B. C. M.