

**"If Winter Comes"--**

AND HE IS AT THE DOOR — THE WISE CUSTOMER IS PREPARED, FOR HE HAS BOOKED ANOTHER

**Order**

OF

**KIRK'S COAL**

Delivery Guaranteed  
within a Day!

Phones: Seymour 465, or 9057, or 1441

**KIRK & COMPANY, LIMITED**

927 Main Street, - - - - Vancouver, B. C.

THE  
**Rat Portage  
Lumber Co.**

LIMITED

**Lumber  
Manufacturers**

DOUGLAS FIR, SPRUCE, CEDAR  
and HEMLOCK

We Specialize in  
AIR-DRIED CEDAR SHINGLES

ESTIMATES GIVEN FOR HOUSES AND OTHER  
BUILDINGS

Phone—Bayview 354

OFFICE AND YARD

1816 Granville St. Vancouver, B.C.

**Are You a Patriot?**

We hesitate to use the word. It has been so over-used, not to say abused! Yet a patriot is "one who loves h's country, and is devoted to its interests."

This Magazine aims to serve our country — beginning with our community. What we say to Business Leaders may be gathered elsewhere. Will YOU, readers, please remember that the men and firms whose business advertisements appear here are our

***Practical Partners in Community Service***

As you readers have interest in the work and ideals of this Magazine, we ask YOU to use the goods or do business at the offices or stores of our advertisers.

IT IS ALSO TIMELY to invite you to consider entering the names of a number of your friends — in B. C. or elsewhere in the Empire — on the B. C. M. subscription list.

One Business Leader entered ALL HIS EMPLOYEES' names on our subscription list a number of years ago, and he has continued the gift each year. Is this A SUGGESTION FOR YOU?

A NEW HEALTH SLOGAN might well be

**Watch Your Eyes**

**CARE of the eyes is the sanest ECONOMY**

If your eyes are causing you the slightest strain, to say nothing of headache or nervous exhaustion, you should consult an

**OPTOMETRIST and OPTICIAN**

**W. Lawrence Smith**

49 Hastings Street, W. Vancouver, B.C.

**A Real Friendly Reminder of B.C.  
and  
A Gift That Lasts All the Year Round**

The BRITISH COLUMBIA MONTHLY (\$1.75 for one year, \$3.00 for two years) will be mailed to any TWO ADDRESSES in the Empire FOR ONE YEAR for \$3.00

**[PLEASE NOTE NAMES AND ADDRESSES CLEARLY]**

**B. C. M. Office, 1100 Bute Street, Vancouver, B. C.**

THE MAGAZINE FOR BUSINESS LEADERS IN EVERY LINE