

\$25,000

To Advertise Vancouver City?

OF COURSE

YOU have done, or are doing your share in that commendable campaign organized by the Vancouver Rotary Club. But has it occurred to you that this Magazine has for ten years been tackling a much bigger job, and that it is making steady progress in overtaking it, namely—

ADVERTISING BY SERVICE

British Columbia and the Canadian West--

yes, by "Community Service," undertaken "independent of party, sect or faction," not only for one day, or month, or year, but all the year round all the years?

"INTO EVERY HOME IN THE FARTHEST WEST"

is our Tenth Year motto. As a CITIZEN of the West, you are, or should be, getting the Magazine in your home. If you are not, you may NOW take advantage of our "Get-acquainted" campaign. By it we undertake, though our regular rate is \$1.75, to mail twelve issues for ONE DOLLAR. Thus we leave Western Canadians no excuse for being ignorant of

The Magazine Which Represents BRITISH COLUMBIA

NEXT, HERE'S A WORD FOR YOU,

BUSINESS-BUILDING British Columbians:

As a BUSINESS MAN, manufacturer, wholesaler, or worth-while retailer, you are, or should be, using advertising space in this Magazine. If you are not, will you accept this invitation, and join us in the work of advertising and representing B. C.?

We wish "Leaders in every Line" to advertise with us, because we believe the work of this "Twentieth-Century Spectator of Britain's Farthest West" to be not only worth-while, but secondary to no kind of social service.

THE BRITISH COLUMBIA MONTHLY

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OUR ADVERTISERS ARE LEADERS IN THEIR LINES.