

Don't let housework be a burden to you—

BUY A HOOVER

In doing so, you are buying the greatest help and comfort the household ever had. You are buying freedom for all time from the drudgery and physical work of house-cleaning.



THE HOOVER

is a lifetime help and servant to those who houseclean. Thousands of people are using them and wouldn't be without them.

THE HOOVER IS DOWN TO THE LOW PRICE LEVEL NOW—

You can buy it for \$60.00.

See it demonstrated in the Carpet Section, 4th floor.

You may buy it on easy terms if desired.

Incorporated 1670.

IF YOUR LABEL is above this— on the margin— WE THANK YOU: For that means that you are up-to-date or ahead. If you are a new subscriber, WE WELCOME YOU. If your renewal is

YOUR LABEL SHALL BE PUT IN THE SPACE BELOW THIS LINE

Letters were mailed by us to all subscribers, so we assume you "MEANT TO ATTEND TO IT,"—but—forgot! We assure you again that WE SHALL SINCERELY VALUE YOUR ATTENTION.

Wont you be even more fully a "CO-PARTNER IN COMMUNITY SERVICE," and enlist one or two friends? Why not let your friends have a REMINDER OF YOU and BRITISH COLUMBIA every month? Just try enlisting one or two for a year, and see what returns come from such

B. C. M. Office, 1100 Bute St., Vancouver, B. C.

Unsurpassed in world influence through world service: That shall be the destiny of British Columbia and Western Canada if only we, the Present Pioneers, lay the foundations well and truly now:

FIRST: Next, those of the other Provinces of Canada, then those of the Empire,

the Location, Beauty, and Natural Wealth of which Need No "Boosting" in the Objectionable Sense. For These, Known and Developed, Practically Ensure Our Country of Canada a Leading Place Among the Nations. Let us Therefore

Let Our Practical Interests BEGIN AT HOME, But Not Stop There. Thus Shall We Also Be True Cosmopolitans—Citizens With Wide Vision and World Sympathies—Who, by Practise of Loyal Citizenship in Our Own Homeland, Help to

(B. C. M. Contribution)

(D. A. C.)

"Say it with the **BRITISH COLUMBIA MONTHLY**" -- Advertise B. C. Products THROUGHOUT CANADA and THE EMPIRE