

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

In Which Class Are You?

B. C. M. subscribers are divided (nearly) into three classes:

(1) Those who question why we have reduced the subscription rate from \$1.75 to One Dollar, and who continue to send us \$2.00 or \$3.00 at one time.

(2) Those who, HAVING OVERLOOKED their renewal dates (appearing beside their names on EACH ISSUE), have promptly sent in a remittance, following their receipt of accounts the other month.

(3) Others, of good intentions no doubt, who have so far omitted to remit, and who are hereby respectfully requested to "DO IT NOW!"

Please also see article:

"A CANADIAN MAGAZINE PUBLISHER'S PROBLEM"

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Hudson's Bay Company

Don't be Disappointed!

Place your order now for

"The Hoover"

at our special terms of only

4.50 the **5.00**
cash balance monthly

—THE DEMAND for Hoovers during the past few days has far exceeded our expectations. It is a question with us now whether we will long be able to fill orders promptly.

—CERTAINLY, you don't want to be disappointed. You have waited for the day to come when you could buy a Hoover on terms like these. NOW IT'S HERE! DON'T LET IT SLIP BY!

—BRING in your \$4.50 now and let us deliver to your home this world's greatest electric cleaner—and combined carpet beater, carpet sweeper and suction cleaner that does all your hard work electrically.

—FOR a limited time only at these terms.

\$4.50 CASH—BALANCE \$5.00 PER MONTH.