

### What About Friends and Christmas and New Year Gifts?

Why not give a gift that lasts all the year round? Take advantage of our "Get-Acquainted" Option to send your friends in Eastern Canada, the U. S. or Elsewhere in the EMPIRE a monthly reminder of BRITISH Columbia.

### A Thoughtful Employer's Example

A keen and capable business man, entirely on his own initiative, took advantage of our "Get-Acquainted" Option, and sent us a list of his employees, ten in number, to add to our mailing list.

These are the little things that show that a man has some HUMAN interest in his staff.

Won't YOU consider doing likewise—ere you pass—busy man?

### First Things First:

Re Your Own Subscription Dues: We are trying to get our lists not merely up-to-date, but, as they should be, ahead of it.

Will YOU do your part?

Remember, that because you ARE an old subscriber, you may cover ANOTHER YEAR ahead of the current one by an extra dollar. Through our "Get-Acquainted" Option we are welcoming many new FRIENDS IN COMMUNITY SERVICE, but we do not mean to neglect the older ones.

### So Much to Read

So little read, so much to read!  
The fleeting hour, the pressing need  
Counsel: "Choose well! Life's short indeed:  
To what you read give heed, give heed.

### Therefore Discriminate

LET YOUR MAGAZINE INTEREST BEGIN AT HOME—READ THE B. C. M. Our TENTH YEAR motto is 'IN-TO EVERY HOME IN THE WEST.'  
(Is your house a HOME?)

"BE BRITISH," COLUMBIANS!