

**WHAT ABOUT A CHRISTMAS
or NEW YEAR GIFT
that lasts
ALL THE YEAR ROUND?**

Why not send that relative or friend the B. C. M.

**BUSINESS-BUILDERS of B. C. and
BUSINESS MEN of the EAST
and Elsewhere, now awake
to the Value of the
CANADIAN WEST:- Greeting!**

Established 1911, this publication is the COMMUNITY SERVICE MAGAZINE of Western Canada, and wishes only the advertising messages of reliable leaders in every line of wholesale and retail business.

Because we are BUILDING FOR LASTING SERVICE, not for one day a month, but for every month in the year, our representative may not yet have called upon you, and a "marked copy" may be all the communication you have received—or can receive—whether or not your office is far distant, or at the Dominion's Perennial Port.

If you have a message for the homes and business men of the Canadian West, we invite you to communicate with us.

**IN B. C. and THE CANADIAN WEST
BE A LEADER IN YOUR LINE**

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MONTHLY**

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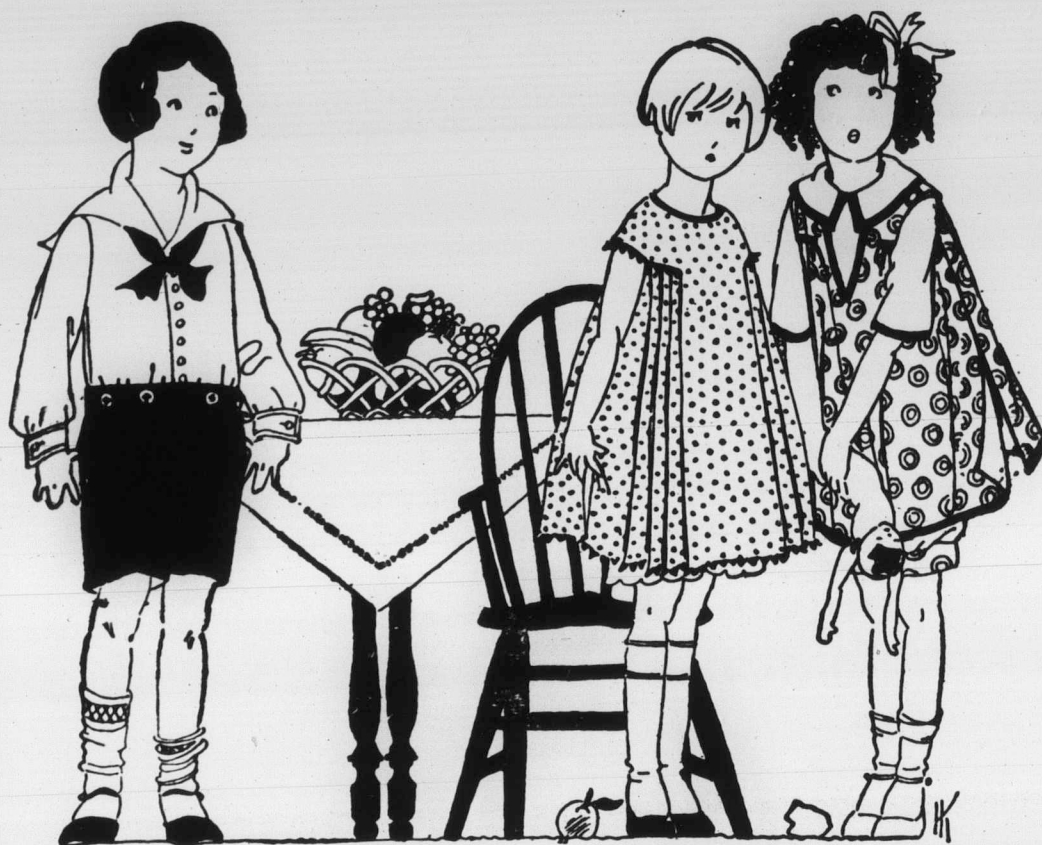
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