



"THE PROOF OF THE PUDDING"

(You Know the rest) is a small matter when compared with—

THE CHECKING OF THE PROOF

IN PRINTING

The BRITISH COLUMBIA MONTHLY Publishing Office
now undertakes to supervise

Particular Printing for Particular People

1100 Bute Street, Vancouver, B.C.

Seymour 6048



ADVERTISING FACTS

No. 1

1. ITS A FACT that if you cannot say your advertisements publish facts, this BRITISH COLUMBIA MONTHLY MAGAZINE does not wish to have them—whether your copy is self-supplied or written by a professional copy-writer.

2. IT'S A FACT that representatives of this Magazine do not say—"Because you advertise THERE, you ought to advertise HERE."

3. IT'S A FACT that we ask for business consideration independently, because we are seeking to make this a representative medium for all "BUSINESSES WORTH WHILE," and because of the Community Service this Magazine, through its contributors and editorial committee aims to give British Columbia and the Canadian West.

4. IT'S A FACT that this is the only Magazine devoted to "Community Service" in Western Canada; and that it was working for that ideal even before the "Rotary," the first Service Club, reached British Columbia.

5. IT'S A FACT that we wish ONLY BUSINESS LEADERS, Wholesale and Retail, and not more than two or three in any one line.

6. IT'S A FACT that we believe that BUSINESS LEADERS have only to KNOW THE FACTS to ensure their using space in the B. C. M.

A NEW HEALTH SLOGAN might well be

Watch Your Eyes

CARE of the eyes is the sanest ECONOMY

If your eyes are causing you the slightest strain, to say nothing of headache or nervous exhaustion, you should consult an

OPTOMETRIST and OPTICIAN

W. Lawrence Smith

49 Hastings Street, W. Vancouver, B.C.

A Real Friendly Reminder of B.C. and A Gift That Lasts All the Year Round

The BRITISH COLUMBIA MONTHLY (\$1.75 for one year, \$3.00 for two years) will be mailed to any TWO ADDRESSES in the Empire FOR ONE YEAR for \$3.00

[PLEASE NOTE NAMES AND ADDRESSES CLEARLY]

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

THE MAGAZINE FOR BUSINESS LEADERS IN EVERY LINE