

Recd N.Y.
(Jan. 1925)
2nd Floor
-kshire Bldg.

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.

Hudson's Bay Company

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

DUE OR IN ARREARS

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.

YES, IT'S SET FOR TWO YEARS, OR YOU CAN NOW COVER TWO SUBSCRIPTIONS FOR ONE YEAR FOR THE SAME

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

AN INVESTMENT IN FRIENDLY REMINDERS

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

ADVERTISING FACTS

No. 2

WHO SELECTS YOUR ADVERTISING MEDIUMS?

Of the value of Advertising Agencies, and the service of professional copy-writers, much might be said—and may be said later.

Meantime, we wish to refer to several cases of practical intimidation that have come to our knowledge. Several Business Managers who have previously done advertising with us, and who recognise this Magazine's "Community Service" etc., have said: "If we advertise with you, we shall then be besieged by so-and-so," mentioning periodicals which evidently seek advertising business, not on their own merits, but on the basis of "You advertise THERE, therefore you ought to advertise HERE!"

No doubt ventures and experiments in print are numerous and recurring. But should responsible Business Managers let such intimidation prevent them from exercising discrimination?

Surely to do so is not fair to themselves, and to their business and Community interests.

In doing our bit in Western Community Service through this Magazine, we respectfully invite these Business Managers, and others like them, to HAVE THE COURAGE OF THEIR CONVICTIONS.



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