

Don't let housework be a burden to you—

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 servants 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.

(If You Have Not Done So)

Mailed notices of renewal now cost approximately
ten cents each, and it is impossible to repeat them.
Accordingly, after having mailed individual letters
to subscribers, we made a note recording overdue
renewals or arrears on page one. That involved
much work.

We hereby thank those subscribers who gave
attention to that notification.

In self-protection we shall now have to pass on
unpaid arrears for collection.

THE "GET-ACQUAINTED" OPTION

TO LEAVE NO EXCUSE for ignorance of the
B. C. M. to citizens or homes interested in any
phase of Community Service, and articles thereon,
mainly by OUR OWN WESTERN WRITERS, we
some time ago instituted a "Get-acquainted" option
of \$1 for twelve issues.

For the same reason, we hope to continue that
campaign; but as city mailing alone costs one cent
for each copy, and the outside postage rate for
publications has now been INCREASED IN ALL
600 PER CENT.

is likely to remain the best rate possible. We shall,
therefore, value all the more subscribers GIVING
ATTENTION DIRECTLY by mail to arrears and
renewals.

THE BRITISH COLUMBIA MONTHLY

1100 Bute Street, Vancouver, B. C.

To the prospective Bond purchaser two
questions are of primary importance:

1st—IS THE INVESTMENT SAFE?

2nd—IS THE INCOME RETURN HIGH—
CONSISTENT WITH SAFETY?

As security to purchasers of Bonds, the
Canada Permanent offers a first charge
against its 39 millions of assets—over 90%
of these being cash and first mortgages on
carefully-selected, revenue-producing Farm
and City properties in Canada.

Rate 5 1/2%

WE WOULD BE PLEASED TO EXPLAIN
TO YOU IN PERSON

(Established 1855)

Paid up Capital and Reserve, \$14,000,000.00

British Columbia Branch:
432 Richards Street - Vancouver, B. C.

For
Quality --- Price --- Service
Use

*"You can pay more, but you can't
get better"*

Complete line of House Paints, Shingle
Stains, and all Interior and Exterior Fin-
ishes.

Seymour 1494

From the Factory

Anywhere in the City or loaded
for Shipment.

National Paint Company
Granville Island Vancouver, B. C.

Magazine Interest Should "Begin at Home!" Pass on the Good Word with the B. C. M.