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A LAST MINUTE MESSAGE TO BUSINESS LEADERS:

To gain time (following printers' strike conditions) it is unavoidable that this issue go to press without some revisions, or the extension of space options.

We are working to increase the usefulness of this Magazine in every department, and believe you will be with us as Canadian Business Leaders,

WHO DISCRIMINATE

Of advertising schemes and recurring publication experiments, there seems no end; but, IF YOU KNOW, you will not confuse the B.C.M. with these. This is Our Eleventh Year, and we are building all departments TO LAST in Business and Community Service.

We therefore ask you, WHO RECEIVE THIS MAGAZINE, not only to place it on your New Year's advertising appropriation list, but to

GET READY DISTINCTIVE COPY FOR WESTERN CANADIAN HOMES

for-with improved printing service assured-the B.C.M. will go earlier to press in future.

THE BRITISH COLUMBIA MONTHLY

Publishing Office: 1100 Bute Street, Vancouver, B.C.



In seeking "Leaders in Every Line" of Business the B. C. M. was attracted by the QUALITY of

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