

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

The British Columbia Monthly

1100 Bute Street, Vancouver, B. C.

Established 1911

The

British Columbia Monthly

The Community Service Magazine of the Canadian West

TERMS OF SUBSCRIPTION

In Canada, elsewhere in the British Empire, and in the United States

**\$3. For Two Years**

\$1.75 for One Year

RENEWALS: The month up to which the subscription is paid is printed beside the name of the subscriber.

REMITTANCES should be sent by cheque, money order or registered letter, and made payable to the British Columbia Monthly, Address 1100 Bute Street, Vancouver, B. C.

DISCONTINUANCE. No discontinuance messages can be taken by phone. Unless the subscriber notifies the B. C. M. Office IN WRITING that he or she wishes the name deleted, it is assumed that continuance is desired.

ARREARS: Payment of arrears to the date of notification is necessary in every case. The B.C.M. office may delete the name of any overdue subscriber, and collect arrears in ordinary course.

CHANGE OF ADDRESS should be notified by postcard—both the old and the new addresses being recorded.

# Bon Voyage Baskets

NO TROUBLE FOR YOU

The custom of Bon Voyage Gifts is not a new one. For years the friends of those about to sail have sent some token of love and good wishes.

As tourist travel out of Vancouver has grown by leaps and bounds in the last few years, it was natural that a Service Store like McTAGGART'S, carrying everything that belonged in such a basket, should make a feature of this line.

By telephoning Sey. 2212, you may order a basket of whatever size and price you wish—delivered direct to your friend's stateroom.

You merely give us the name of your friend, the name of the steamer—and we do the rest.

BUT OH

HOW PLEASED YOUR GUEST WILL BE

McTAGGART'S BASKETS are not standardized—each one is delightfully different. A few of the finest big, red Okanagan apples—some of those luscious Crawford peaches with nature's bloom still on their cheeks. Big, fat Bing cherries, or a few bananas and oranges—and all topped off with a great big bunch of blue grapes. If your guest has a preference for raisins or mixed nuts, or perhaps a box of chocolates, just mention it to us.

Wouldn't you enjoy such a gift if you were a stranger in Vancouver? These Bon Voyage Baskets are priced from \$1.00 for the small ones, right up the scale—\$2.50, \$5.00, \$10.00—and for the very large and elaborate ones \$25.00 and \$30.00.

USE OUR TRANSCONTINENTAL SERVICE

Those wishing to extend courtesy in the form of a Bon Voyage Basket to friends sailing from other ports—such as Seattle, San Francisco, Montreal, Halifax, New York, or Boston—may also place their orders through McTAGGART'S. Baskets ordered to be sent to other ports in this way are filled by firms similar in character to McTAGGART'S in those ports. You are caused no more inconvenience than if the basket ordered were leaving from Vancouver, and, it costs you no more.

We are in close touch with local florists also—so that you may have flowers included if so desired.

**J. McTAGGART & SON, Ltd.**

Grocers and Fruiterers

767 ROBSON ST.

VANCOUVER, B. C.

Phones Seymour 2211 and 2212