

CANADA HAS NO PURE BEDDING LAWS

— WE HAVE —



Brass Beds—Steel Beds—Springs—Mattresses and Pillows

also the famous

OSTERMOOR MATTRESS

All made in Vancouver

by

The Alaska B.C. Bedding Co., Ltd.

“GOOD ADVERTISING HERE”

is a remark often made regarding the BRITISH COLUMBIA MONTHLY. The time seems opportune for emphasizing to readers that not only is ALL our advertising good, but it has all been got or given

without any wire-pulling or undue influence

The business firms using this Monthly do so out of regard for its ideals of service. That is not only a good reason for commending them to the consideration of every home, but an evidence of the genuineness of their goods, and a guarantee that their service is likely to be first-class and reliable.

And because we decline to use “story-telling” advertising agents

the Management of this Magazine appeals directly to the leaders in every line of business. After seven years' foundation-building, there are still leading B. C. firms with whom time has scarcely permitted us to communicate—much less to visit. OUTSIDE BRITISH COLUMBIA, not many business firms have yet been given opportunity to use the BRITISH COLUMBIA MONTHLY, because we believe that **Business-building and Service**, like Magazine-interest, should “**Begin at Home.**” But it need not stop there, and the time for expansion is at hand—indeed, the hour has struck! Are YOU ready?

If you are a **Business-builder in British Columbia**, or (being a manufacturer elsewhere) wish to be a **British Columbia-Business Builder**,

You are Invited to Communicate Directly

Addressing the Advertising Dept., B. C. M., 1317 Haro Street, Vancouver, B. C.