

## Get Another Chance at Your Dollar

Every time that you spend a dollar for merchandise you furnish employment to some worker, and you contribute to the up-keep of some government.

## Spend Your Money in British Columbia

and support your neighbours, and help to pay the cost of schools, roads and public works in this Province. You can do this by asking for goods that are



Issued by the Manufacturers' Bureau of the Board of Trade.

### Made in B. C.

(B. C. M. space contribution.)

## B.C. Business Men, - Do You "Mean Business"?

### WE DO!

MADE IN B. C. for ten years, the B. C. M. has now made arrangements for expansion in service as the Magazine of the Canadian West, and particularly the BRITISH COLUMBIA Monthly.

As the one Magazine representing COMMUNITY SERVICE and aiming to enter every Home (worthy of the name), and to interest and influence citizens in all that makes for the betterment of B. C., our plans are well and truly laid.

Through literary and educational articles affecting every phase of the social and industrial life, we are seeking to do our part; but we need your co-operation as you need ours.

This issue of the B. C. M. is in volume and variety, only a suggestion of what we wish to do, and of what we can and will do TOGETHER.

It was impossible for us to call upon more than a few firms before putting this Magazine to press, but we must find space to tell you that our advertising department will now have the benefit of an experienced copy writer, who will be ready to advise regarding your advertising "layouts."

#### THE NEW MAN IS WITH US IN EMPHASIZING THAT

We shall try to make advertising in the B. C. M. render true service to readers and advertisers alike.

We wish no untruthful or misleading advertisements. Truth pays in advertising. Truthful advertising, persisted in, and backed up by quality goods and reliable service, pays dividends that satisfy both advertiser and buyer.

We wish our readers to have unfailing confidence in the standard of goods advertised in the B. C. M., and we mean to make this Magazine notable for its QUALITY GROUP of advertisers.