

A LAST MINUTE MESSAGE

TO BUSINESS LEADERS:

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



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.

Be loyal to Canada and the Empire! Do not seek all your Magazine entertainment and nurture (by avoid-
dupois weight) from across the line. Join us in building up and developing a worth-while Western Canada based
on British and Canadian ideals.

CO-OPERATE IN CIRCULATING THE **BRITISH COLUMBIA MONTHLY—THE CANADIAN
COMMUNITY SERVICE MAGAZINE** (In Eleventh Year)

Independent of Party, Sect or Faction.

ITS SECOND DECADE MOTTO: "INTO EVERY HOME" (Worthy of the Name)

"GET-ACQUAINTED" RATE, Twelve Issues, \$1.

You may send the B.C.M. to your friends in the United States, or elsewhere in the British Empire for that sum. Why not give them a monthly reminder of British Columbia and the Canadian West?

ERE YOU PASS ON, PASS ON

A CHRISTMAS OR NEW YEAR GIFT THAT LASTS ALL THE YEAR ROUND!

Publishing Office, 1100 Bute St., Vancouver, B.C.

Good intentions notwithstanding, it's so easy to put off: Here's a form handy to put the names on. To B.C.M. Office, 1100 Bute Street, Vancouver, B.C. One dollar is enclosed for each name to be entered on list for one year at "Get-Acquainted" rate, (and put on record "per—"). (The B.C.M. Office will notify the recipient IF SO DESIRED.)

NAME

ADDRESS

Though It Need Not Stop There—Magazine Interest Should "Begin at Home!"