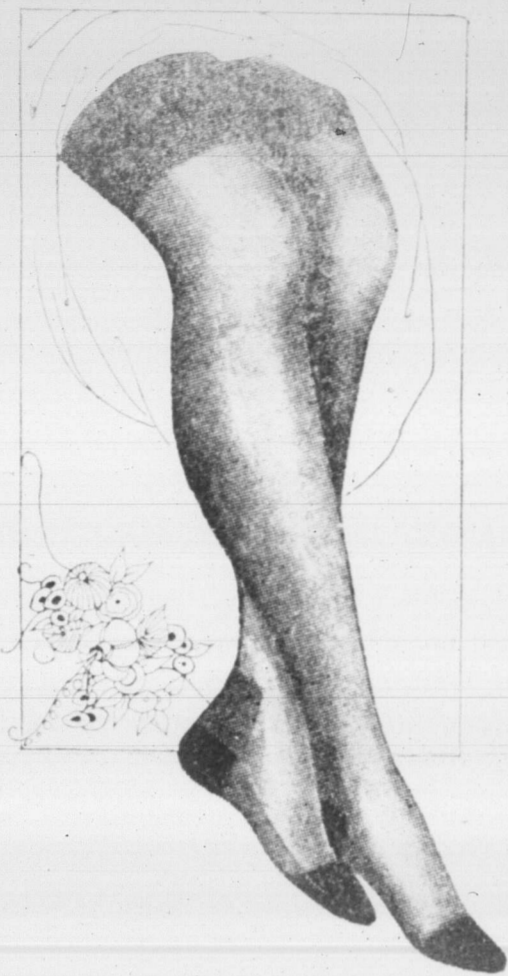


Imperial Silk Hose for Women



\$2.00
Pair

A fashioned hose of exceptional quality and service. Made of a superfine quality pure thread silk, specially reinforced at the heel and toe, and with either ribbed or hemmed top. We show them in black, white, and twenty of the season's most wanted shades, and recommend them as the best silk hose value in the Province at this price.

Pair

\$2.00

The Hudson's Bay Company

*In Knitting Sweaters
and Socks*

USE

Elasco



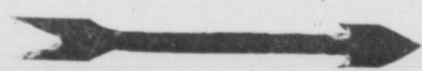
Brand

Wools

Jas. Thomson & Sons Limited

Vancouver and Nanaimo, B. C.

A
TIMELY
QUESTION



*Subscriber—Are you an
"Asset" or a "Liability"?*

FIRST, we THANK those who have paid ahead—one year, two years, or even five years! Yes, we HAD a five-year AHEAD renewal the other day, and we have had one for TEN YEARS AHEAD!

If YOUR renewal date is NOW in 1925, or ahead of that, you are an "asset," and a valuable one, whose practical co-operation we appreciate. But those who, (for so small an item) need REPEATED REMINDERS, involving stamps, stationery, clerical work, etc., become more of a "liability," and are persons whom the most patient publisher is pleased to have pay up and come off.

YOU do not wish to be in that class, but EVERY MAGAZINE MAILED MEANS MONEY PAID by the publisher to the Post Office; AND one has only to look at the B. C. M. to understand that its PRODUCTION COSTS MONEY.

PLEASE CHECK YOUR DATE, and, if due or overdue—

Remit your renewal to-day!