

HOW TO BRING PROSPERITY TO BRITISH COLUMBIA
the "SWITZERLAND OF AMERICA".

During the period from 1843 to date, approximately half a million people have settled within the borders of British Columbia, and we are inclined to think we have achieved wonderful things, but if we compare our progress with that of other more remote parts of the Empire, we shall find there is not so much reason to sit down and feel entirely satisfied with the results obtained during the past seventy-eight years. For instance, take the Dominion of New Zealand which was first settled in 1839, (four years ahead of this Province), and which now has a population of approximately 1,200,000 people on her 103,000 square miles of territory, although the New Zealanders have been colonizing under an enormous handicap in some respects compared with ourselves. Why is it they have so far outstripped us in the race for settlement and development? The reason is, because they have consistently exploited and developed their principal asset - the pastoral and agricultural land. Everything else has been of secondary importance. They knew perfectly well that industries of all kinds would follow population.

What line have we taken? The assets which have absorbed our attention are fish, minerals and timber, each of which requires a large preliminary outlay, and employs only a normal amount of labour, and it might be added that a large percentage of the labour employed in these industries is Oriental or Slavic. The process of building up a population, and continued prosperity, in a territory as large as ours, out of the three assets mentioned, will be so slow that generations will be required to do it, without we make further effort and we have entirely overlooked the greatest feature we possess, namely, the Scenic Beauty of the Province. This is in every way the largest and most valuable asset we have, if we develop it and exploit it in an aggressive and consistent manner.

British Columbia has an approximate area of 356,000 square miles, of which 148,000 square miles are mountain tops; 144,000 square miles timber land; 40,000 square miles water, rock and muskeg, unproductive, below timber line; 20,000 square miles suitable for use when cleared and 4,000 square miles improved and