

estimated number of tourists visiting Los Angeles and Southern California is 500,000 yearly, and the estimated revenue from tourist travel in the City and adjacent districts is \$60,000,000 per annum. Los Angeles is not satisfied with its record. They have started an "ALL YEAR CLUB" to bring tourists there during the summer months as well as the winter season, and are raising a fund of \$900,000.00 to be spent in special advertising over a period of three years, to explain to the American people that theirs is not only a winter but a summer climate. The "ALL YEAR CLUB" in reporting back to the main body declare that Los Angeles is the most prosperous city in the WORLD, and that, in going after the summer business, they are only insuring a continuation of the prosperity which they have enjoyed for so many years. The Committee also gives credit to the Los Angeles Chamber of Commerce for the results they have obtained, and states that their population consists of 60% of those who originally were tourists.

What Los Angeles has done we can do, only we can get bigger results. They were a city only, we are a province. They had fresh air and climate only to sell. We are the "SWITZERLAND OF AMERICA", and have the greatest aggregation of the finest scenery on the North American Continent to show to the same population they draw on. We have a summer climate that is heavenly compared to thirty-four degrees North or South, and one that will appeal to thousands who intend to take a vacation whenever possible. A trip through British Columbia by any means of transportation whatsoever, whether it be by private motor car or, for the less fortunate, by public conveyance, is an experience that will make the tourist think he has tasted paradise, and cause him to be a living advertisement for others intending to take a holiday.

Let us adopt this plan and develop the greatest asset we possess and at the same time follow the line of least resistance. The cost is small and the risk nil. One hundred and fifty thousand dollars a year will cover every expenditure for bureaus and advertising. The finishing of the roads and trails and the building of the two hotels will provide employment for the unemployed during the coming Fall and Winter, and the situation at present indicates there will be an unemployment problem.