

# BUY B. C. PRODUCTS

**I**N your daily shopping, never fail to ask first for the Products of British Columbia, second those of Canada and third the British Empire. Even though you cannot obtain what you require from these sources, you will be doing your part by instilling in the minds of the Public that you intend to give preference to Home Products where Quality and Price are Equal.

## Build B.C. by Buying in B.C.

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(By W. B. Forster.)

There has been considerable comment recently on the fact that the provincial debt and expenditure of British Columbia is higher than that of any other province in the Dominion of Canada.

It must be remembered that British Columbia is one of the youngest provinces, and many of her undertakings are still in their infancy. Just as in opening up a new industry, the initial overhead expense is always heavy, it becomes lighter in the course of ordinary successful development.

A comparison with the Province of Nova Scotia, whose population, according to the census of 1921, is 524,579, against 524,582 in British Columbia, is enlightening.

With population practically equal, the provincial debt of Nova Scotia is \$33.76 per capita, compared with \$94.19 in British Columbia; whilst her per capita expenditure is \$8.88, as against \$29.08 in B. C.

As the former is the older province, she has naturally had a longer time to reduce her debt and dependent expenditure, but her administration must be exceptional in that her provincial debt and expenditure are 40 per cent. below the average for the whole of Canada.

On the other hand, the average farm value per acre in B. C. is \$174, compared with \$41 in Nova Scotia, and in the matter of industries the former with 1786 plants, producing 216 million annually, far exceeds the latter with 2125 plants, producing 133 million.

British Columbia is maintaining her position both in agricultural and industrial expansion, but in the matter of population her development is slow. She is in that stage of economic development when her population is small in relation to her wealth of natural resources, and when the export of raw materials must pay for imported capital to develop them.

Within the Dominion of Canada there is every indication of a new era of prosperity governed by the remarkable expansion of her export trade, and the influx of new capital to increase the exploitation of natural resources and the development of industries.

It is therefore incumbent upon the citizens of the province to do everything in their power to attract new settlers and industries, and at the same time expand existing industries, by giving an increased buying preference to HOME PRODUCTS.

## CONTENTS

	Page
PROBLEMS OF THE OKANAGAN FRUIT GROWERS:	
By Capt. F. C. Brown .....	3
CITY PLANNING:	
By Wm. Elgie Bland .....	5
B. C.'S EXPORTABLE PRODUCTS AND PROSPECTIVE MARKETS:	
By J. B. Thomson .....	7
NOTES AND QUESTIONS .....	8
THE LIBRARY TABLE .....	11
THE ACCEPTABLE GIFT:	
By M. E. Colman .....	13
JUST BETWEEN OURSELVES: A CORNER FOR MOTHER AND THE GIRLS:	
By Winnogene .....	15
THE GROWTH OF THE VANCOUVER SCOT-TISH SOCIETY:	
By G. D. ....	16