

Advertise Your Homeland!

The B. C. M. suggests new slogans

Our winter months - November to February - are coming, but it is more than time that, as citizens of British Columbia, we advertised more fully, to our kin across the sea, our U. S. friends and others that British Columbia is

A Sunny Summer Land for Six Months in the Year:

Certainly the weather of 1925 has demonstrated again that British Columbia can be A PREMIER ATTRACTION for holiday-makers for at least that period; and, with the Grouse Mountain Enterprise now under way, our Western Coastland should soon become

A Tourist Rendezvous All the Year Round!

(Ed. B. C. M.)