

much within five years of the commencement of the scheme.

When the different cities and districts can see definite results from the increase in the tide of tourist travel, they will need no urging to develop the attractions, and means of seeing those attractions which they possess; neither will the Government hesitate to spend all the money needed to augment the revenue of the Province.

If this article should meet the eye of the man who lacks faith and vision and who has a doubt about the results to be obtained, I would point out the record of Switzerland proper. It is the country which most resembles British Columbia, (the "Switzerland of America"), but is only one twenty-fourth the size. The difference between the two lies in the fact that our scenery is on a larger and grander scale; our mountains are higher and more rugged; our rivers, lakes and waterfalls are more immense; and the variety of color from forest, undergrowth and natural meadow excels that of Switzerland, because we have it in all its original beauty. Switzerland, during the course of many centuries, has cleared all its valleys, and they resemble huge meadows, nearly devoid of timber, and are all under pasture or cultivation. Before the Swiss realized the value of their country's scenic charms and when they depended entirely on the sale of dairy produce, they were the poorest nation in Europe, but to-day there is no more prosperous people, owing to the enormous tourist travel which they enjoy, not only during the summer months, but also in winter from the winter sports. Which latter could be developed in British Columbia, when the time arrives.

Take Los Angeles as another instance of the result of aggressiveness and advertising. This City is situated in latitude thirty-four degrees North, in Southern California, on the main line of the Southern Pacific Railway, about twelve miles from the Ocean, in the centre of what was a dry arid plain. In 1892 it had a population of 50,395; to-day, as the result of boosting its climate, and the magnificent community spirit which it created, it boasts of an estimated population of 611,000 in the City alone, besides a number of adjacent communities, some of which are as large as Victoria, and which were hardly in existence when their campaign was first commenced. Today, the