ed in the language of the countries with whom we barter; adequate Banking facilities for our export trade and for our industrial development; intensive scientific research into various projects; free ports; domestic and British capital for investment, and numerous other details. Have we the natural resources in this Province to justify our expectations that it can be made a great workshop turning out the finished products to be carried over this great future highway of the Pacific? Again I can only sketch our possibilities. This Province was one time referred to as a Sea of Mountains. It was thought a disparaging phrase. I would not so regard it. British Columbia is a Sea of Mountains, but these mountains are vast storehouses of mineral wealth. And every mountain has its valley rich in agricultural possibilities. And every valley has its stream to fertilize and invigorate the soil. And every stream has its water power crashing over cataracts as if complaining of the tardiness of man in harnessing its gigantic power to turn the wheels of industry. Sea of Mountains, forsooth! Why, these mountains according to the Geological survey, contains 75 million metric tons of Coal and so far this great reservoir of energy has only been tapped to the extent of 14 million tons. They have produced lode gold to the value of over 100 millions, coal and coke $240,000,000, silver over 60 million, lead 50 million, copped over 170 million, zinc over 25 million, besides molybdemun, tungsten, and chrome, not to mention building stone, cement and pottery, to the value of 40 million more. Moreover these mountains, whose snow-capped peaks, piercing the Heavens, precipitate the moist sea breezes of the Pacific, are the means of storing up water power to an incalculable extent. Nor is that all. These mountain chains are covered with timber to the extent of from 350 billion to 400 billion feet.

Many of these Pacific Problems involve material considerations to be grappled with from a scientific and material standpoint, but it is well at times to give the immagination free scope in the realization of the heritage that is ours. Happy British Columbia, washed by the great future highway of the Pacific! Richly dowered with wealth and beauty! Thrice blessed of Heaven! Blessed with bounteous wealth, magic charm and scenic grandeur! May it be the task of its public men, backed by United Citizenry, to so develop its resources that this Province may become the home for future thousands as the years go by; so that living under just laws, where each may receive the fair fruits of his toil, and, to quote another, "indolence alone may suffer want," this Province may become what nature intended it to be; what well directed effort can make it be, not only one of the brightest gems in the confederated Provinces of Canada, but also the stamping ground for that great future activity which is bound to come with the solution and development of these Pacific Problems of which I have ventured to speak.

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THE BUY B. C. PRODUCTS CAMPAIGN

(By W. B. Foster)

BRITISH COLUMBIA is a province blessed with an abundance of natural resources. Its agricultural lands are ten times greater than the Japanese Empire with its fifty million inhabitants; its timber stand could furnish a plank walk half a mile wide around the equator and leave enough over to form a ladder to the moon; its mineral resources are not yet measured, and new discoveries are matters of daily occurrence; its fisheries rank highest in the Dominion of Canada; whilst its manufacturing industrys stand third in the Dominion as regards number, capital invested, production and variety of manufactured articles produced.

YET in proportion to their numbers, the citizens of British Columbia are sending away more money to foreign countries than any other province, for goods that are produced at home.

THIS then, is the reason that the BUY B. C. PRODUCTS CAMPAIGN is being waged by the B. C. Products Bureau of the Vancouver Board of Trade. It is an educational and publicity campaign formed for the purpose of protecting and expanding B. C. industries by creating a greater home demand for their products.

It is not parochial in its scope, embracing as it does all the industries of B. C. and favoring none. It functions by making an appeal to the public by various means, such as public addresses, dinners and luncheons to public bodies and associations, advertising, articles in the press and other publicity, organizing B. C. Products Days and Weeks throughout the province, encouraging immigration and aiding in the establishment of new industries.

The advantages are many, including as they do increased prosperity for the individual industry by greater production, more employment due to increased demand, and a reduction of taxation owing to the attraction of more settlers to the province.

At the present time when the British Empire is struggling to rehabilitate itself, could there be a more reasonable or patriotic plea than that put forward by the Campaign, for the citizens of British Columbia to give preference, where quality and price are equal, first to the products of BRITISH COLUMBIA, second to those of CANADA, and third to those of the BRITISH EMPIRE?

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