

The B.C. Products Campaign

(By W. B. Forster)

What is the BUY B. C. PRODUCTS CAMPAIGN? The answer lies in any of the problems facing British Columbia today. It is a campaign formed for the purpose of developing a loyal spirit in support of Home Industries and their products. If the people in British Columbia do not support their own products and boost for them, how can they expect the citizens of other provinces and foreign countries to patronize them?

What the campaign asks is for the public 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. There is no sentiment in the matter, the quality and price being a cold business proposition, which the local producer must look after in competition with imported articles.

It does not apply to Vancouver or to any individual city or district in B. C. It applies to all the industries of B. C. and not to any individual branch of industry. It is elastic, in that it aims at developing every town, city, and community in British Columbia, so that the citizens will become united into one strong homogeneous unit, working in unison for a bigger and better Province.

Take any problem confronting B. C. today, taxation for example. If the demand for B. C. Products is increased, and the agricultural workers are obtaining good prices for their products, more land will be cleared, more settlers will come to British Columbia, and there will be more shoulders to bear the burden of taxation, which in time will reduce that of the individual. The same thing applies to any other industry, for if the demand is increased more workers will be employed in

producing the additional products. Even today there is room for expansion in the agricultural industry, for while in 1920 this province imported 944,612 pounds of butter, in 1923 2,553,408 pounds were imported.

The campaign is also a remedy for unemployment, for the stabilization of prices, for improved marketing conditions, and for the attraction of new capital to develop the latent natural resources of the Province. Further, it can develop that optimistic, go-ahead spirit which is necessary before a return of prosperity can be brought about.

Talk about your Province, boost its industries, its products, no finer antidote can be administered at the present time. Tell your friends—

THAT British Columbia in area is equal to three United Kingdoms, and that her scenery exceeds that of Switzerland; THAT the apples produced in B. C. if placed side by side would encircle the world;

THAT for the eleventh successive year B. C. has produced more fish than any other province in the Dominion of Canada;

THAT the largest copper mine in the world is located in B. C. THAT half the commercial standing timber in Canada is located in B. C.;

THAT, even though B. C. is the youngest province in the Dominion, she stands third as regards capital invested, the number of manufacturing plants, and the variety of articles produced;

THAT the same thing applies to Hydro-Electric development, and that there are millions of horse-power still to be developed.

Surely these industries are worth supporting, especially in the interests of the citizens of British Columbia and the Province as a whole!

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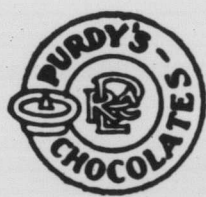
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