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Series
(Monographs)**

**ICMH
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microfiches
(monographies)**



Canadian Institute for Historical Microreproductions / Institut canadien de microreproductions historiques

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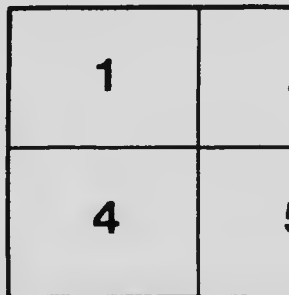
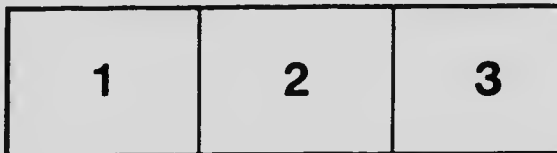
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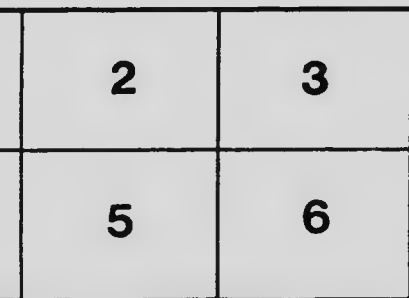
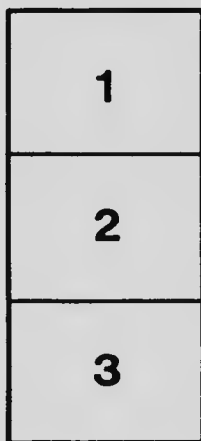
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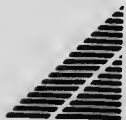
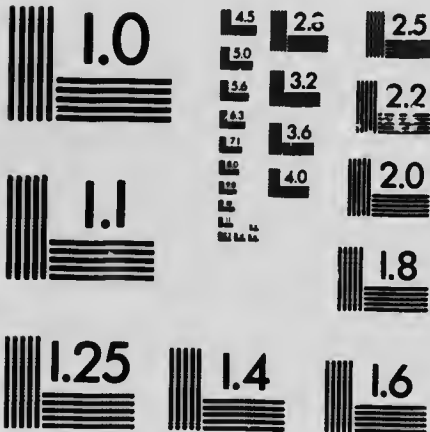
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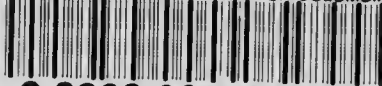
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A Story of British Columbia

*OUR NATURAL RESOURCES AWAIT-
ING DEVELOPMENT AND INNUM-
ERABLE OPPORTUNITIES FOR
PROFITABLE INVESTMENT*



To be
Told in
Picture

P

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B862

*"NEARLY TWO THOUSAND YEARS AGO WISE MEN OF THE
EAST MOVED WEST - THE WISE ONES HAVE
BEEN MOVING WEST EVER SINCE."*

Q B. C. Co-operative
Publicity League...

An Organization devoted to
the development and advance-
ment of British Columbia

A Land of Great Promise
for Timely Investment. • •

AUG 12 39

For the Expansion and Development of British Columbia

"What? You're tired and broke and beaten?
Why, you're rich - you've got the earth!" - *Service.*

¶ The power represented in the word "publicity" can only be estimated by a knowledge of the millions of dollars which are being spent annually by the advertisers throughout the world in their endeavor to hold public attention. The ultimate success of these various advertisers, however, is dependent not only upon the dress in which their copy goes before the public, a very important point, but more especially upon their absolute regard for the truth in preparing same. As an advertiser, what would you give for one column to three columns of pure reading dealing with your business, on the first page of some of the leading daily newspapers in America? What would you pay if you could have this service rendered you not *once* but *several times* in rapid succession? You could not give enough to buy it. No amount of money could purchase it. There is no way to *buy* such advertising. No individual, no corporation can secure it except by *creating news*.

*Publicity
as a World
Power*

¶ And yet that is precisely what the British Columbia Co-operative Publicity League is going to do on its tour East in behalf of the Province.

¶ The object of this organization is purely of an advertising nature, not only in carrying out the plan outlined below, but in so doing, *create news* for the daily newspapers in the

*Creating
News for
Advertising*

210731

cities which the representatives of this organization will visit. It is to acquaint the people in the East with the vast possibilities for investment and development which British Columbia has to offer. In carrying out this idea, facts will be followed exclusively. It is safe to say that even some of those living here do not know:

*Facts
Regarding
British
Columbia*

- ¶ 1. British Columbia is the largest Province in the Dominion, its area being more than 380,000 square miles.
- ¶ 2. British Columbia has the mildest climate of all the Provinces.
- ¶ 3. British Columbia's resources are unequalled in magnitude and variety. They include minerals, fisheries, timber, agriculture, ranching and fruit-growing.
- ¶ 4. British Columbia's trade is the largest in the world per capita.
- ¶ 5. British Columbia exports fish, coal, gold, silver, copper, lead, timber, fruit, furs and skins. Its markets are the whole world.
- ¶ 6. British Columbia produces about thirty per cent. of the entire mineral output of Canada, and is known as the mineral Province.
- ¶ 7. British Columbia's mineral resources comprise gold, silver, copper, lead, coal, coke, iron, zinc, and others yet undeveloped.
- ¶ 8. British Columbia's timber domain is the greatest on the continent, its forest area consisting of 182,750,000 acres.

- ¶ 9. British Columbia's fisheries produce from \$7,000,000 to \$10,000,000 annually, and their development is really only in its initial stage.
- ¶ 10. British Columbia is famed for its game fish, the rivers, creeks and lakes teeming with trout and other sporting fish.
- ¶ 11. British Columbia's opportunities for the manufacture of paper and paper pulp are unsurpassed on the continent. Several companies have secured concessions of timber and water rights, preparatory to embarking in this industry.
- ¶ 12. British Columbia's fruit industry, although in its infancy, promises to reach very great proportions, 5,000,000 acres being available.
- ¶ 13. British Columbia's transportation facilities are increasing rapidly, and before long every productive district will be brought into close touch with the markets.
- ¶ 14. British Columbia's agricultural land embraces many millions of acres. The areas best known are on Vancouver Island and adjacent islands, Lower Fraser Valley, New Westminster District, Okanagan Valley, North and South Thompson Valleys, Nicola, Shuswap and Kettle River Valleys, Lillooet, East and West Kootenay.
- ¶ 15. British Columbia affords inviting opportunities for stock raising. Although it can raise all the beef, mutton and pork required for home consumption, the money sent abroad annually for these is \$3,000,000.
- ¶ 16. British Columbia's majestic rivers and water falls contain 25,000,000 horse-power awaiting to be harnessed and utilized.

¶ 17. British Columbia's navigable rivers and lakes exceed those of all Europe, and being open the year round, make possible the settlement of many natural townsites.

¶ 18. British Columbia's largest city, Vancouver, has 115,000 population, is one of the greatest manufacturing and shipping points on the Pacific Coast, with a harbor which has been given third place amongst the harbors of the world.

¶ 19. British Columbia will soon have in operation four transcontinental lines. Two already in use, the Canadian Pacific Railway and Great Northern Railway, and the Grand Trunk Pacific Railway and Canadian Northern Railway now under construction.

¶ 20. British Columbia is fortunate in possessing natural advantages for the sportsman, chief among these being hunting, fishing and mountain climbing.

¶ These are only a few of the facts which the League will put before the public in a manner which has heretofore proved very effective in producing the desired results, through a series of illustrated lectures.

*Endorsed
by Mr.
Louis Hill*

¶ The value of this kind of publicity is strongly endorsed by Mr. Louis Hill, President of the Northern Pacific Railway, and one of the best authorities on "*How to Arouse Public Interest*" in the undeveloped Northwest. Mr. Hill proposes to equip a car with the products of the State of Oregon and, with lecturers to tell about what Oregon has for the settler, to send this car throughout the United States, stopping at many towns, so that the news of the opportunities of that particular section may be carried to them on their own doorsteps, so to speak.

¶ Our own idea was conceived before the plan of Mr. Hill was announced, but it is very similar. We expect to tell the people of Eastern Canada, the United States, and ultimately of England, of the wonderful promise of British Columbia, more convincingly than they have ever been told before.

¶ The views selected will be taken from various parts of British Columbia, which will show to the best advantage our abundant resources.

¶ Arrangements will be made for a six-months' tour of cities in Canada and the United States, pamphlets and such descriptive literature, on British Columbia, as may be obtained will be given out during this tour and a list of the names and addresses will be kept of all those enquiring regarding the Province, and sent to all subscribers, who may act on the same as they think fit. The lectures and services of all engaged in the work will be free to the public, and every effort will be made to get the interest of the Eastern people centered in this, the last undeveloped portion of the Great Northwest.

*Tour to Last
Six Months*

¶ In each of the cities visited an agency for British Columbia will be established, so that subscribers who have attractive investment propositions to offer may be kept in touch with the Eastern purchaser even though they do not come out here. In fact, the campaign as at present outlined, and the officials of the organization will, in every possible manner, strive to keep before the Eastern public at all times the advisability of looking into the prospects and future of this Province for investment possibilities, and in order that the League may carry out this idea successfully, it is necessary

*Agencies
Established*

that we have the combined co-operation of all the business men in British Columbia who realize that in their efforts, at least to a certain extent, lies the success with which this campaign will be carried on.

*Co-operation
Necessary*

¶ If you, as business men and property owners in British Columbia, can see where you will be benefited personally by the successful operation of an organization such as we have outlined, we would indeed be very glad to have you join us, and in so doing submit your aid to the extent of increasing the value of your personal holdings and enlarging your business capacity just as rapidly as possible.

B. C. Co-operative Publicity League

Phone 8811

601 Pacific Block

Vancouver, B. C.

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SOLICITORS

A. J. Kappeler

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