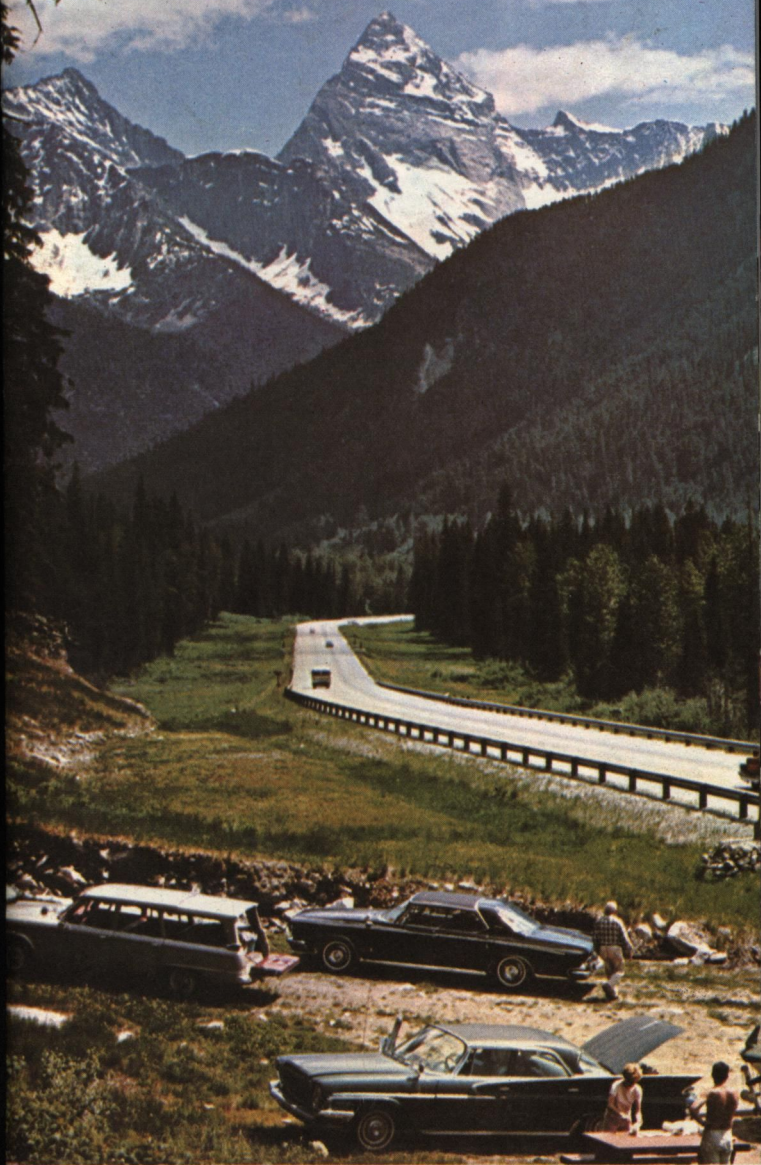


Beautiful BRITISH COLUMBIA CANADA



1866
1966

— TWO —
CENTENNIALS

1867
1967



BRITISH COLUMBIA

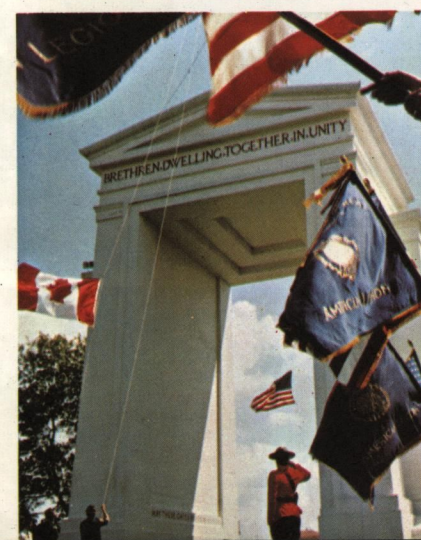
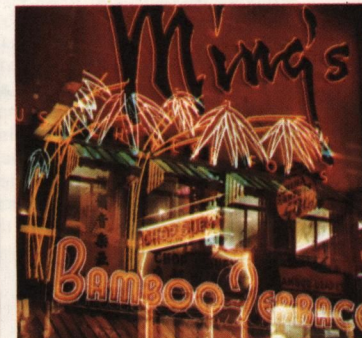
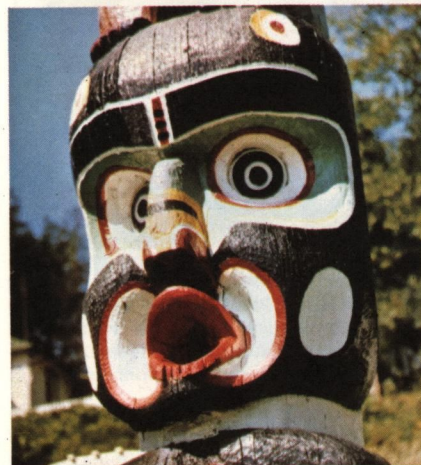
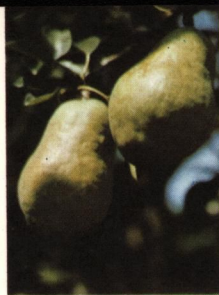
so different... yet so near

British Columbia offers you a new world of vacation variety, blending the unusual with the unique to add a friendly, foreign flavour to everything you will do. In this big province you will see scarlet-coated Royal Canadian Mounted Police, servicemen in the uniforms of famous regiments, turbaned Sikhs, Chinese in Cheongsams, and Indians in their fascinating tribal dress. Mail boxes display the Royal Coat of Arms. And notice the flags. You'll see British Columbia's own distinctive flag, the Canadian Maple Leaf and the Union Jack. These are just a few of the points to convince you that British Columbia is a new and exciting place.

You can forget your passport when you come to British Columbia, though proper identification papers will make your re-entry into the United States easier. You do not need a vaccination or a visa.

To get to British Columbia is easy. You can come directly from Seattle (U.S. 99), Wenatchee (U.S. 97), or Spokane (U.S. 6). Or you can take a car ferry from Seattle (CPR), Port Angeles (U.S. 101, Black Ball Transport), or Anacortes (Washington State Ferries) to Victoria. You can also get to Victoria from Highway 99 via British Columbia ferry at Tsawwassen. If you are coming from Alberta you can travel via Banff, over the Kicking Horse Pass, and choose either spectacular Rogers Pass on Highway #1, or cut south through Kootenay National Park into the scenic Kootenays on Highway 93/95. You can also enter British Columbia through the Crowsnest Pass on the Southern Trans-Canada Highway, #3.

Something else: British Columbia has world-wide rail and airlines connections.





VICTORIA British Columbia's beautiful capital. Cruise to this city through calm, island-studded waters. Delight in its truly different atmosphere of English-style homes, customs and manners. Visit world-renowned Butchart Gardens, show piece of blossoms and site of open air concerts in summer. Shop for antiques in Tudor-type buildings. Fish for salmon just off the shoreline. See the sights in a horse-drawn tally-ho or double-decker London bus. Take scenic marine drives to Sooke and Saanich Peninsula. And see the Parliament Buildings outlined in thousands of lights at night.



Vancouver Island



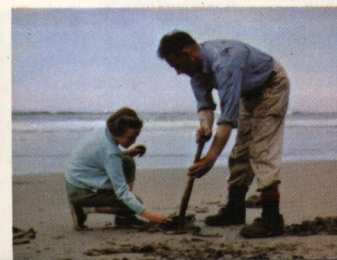
ISLAND HIGHWAY From Victoria north to Kelsey Bay, the Island Highway follows the ocean and links one attractive resort with another. Your views change by the mile . . . from dramatic panoramas of the Malahat Drive to pastoral loveliness around Duncan, from Nanaimo with its historic Bastion, to the lonely grandeur of Forbidden Plateau near Courtenay. Branch on to Highway 4 at Parksville, through Cathedral Grove, to the Albernis. Then on to Long Beach and the great booming rollers of the open Pacific. Whatever your choice, there is good fishing, excellent swimming, scenery in abundance, and accommodation ranging from quaint inns to lavish motels.

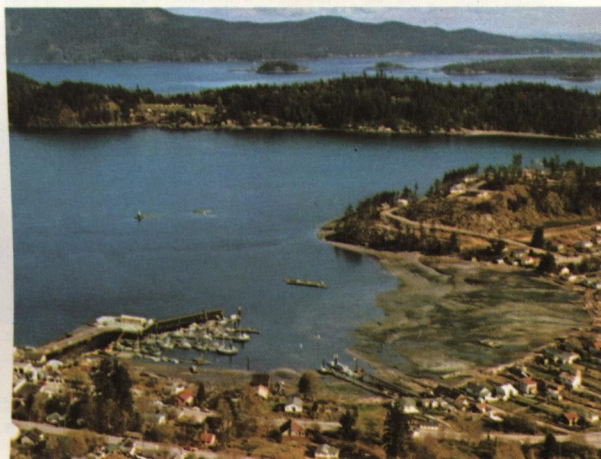
For an outing that reveals the splendour of the entire west coast of British Columbia, board the new ferry liner from Kelsey Bay to Prince Rupert on a thrilling 330-mile ocean voyage.

GULF ISLANDS Here's a refreshingly different world. Go by car from Swartz Bay, near Victoria, or Tsawwassen, near Vancouver on the British Columbia mainland, to one of the larger islands like Saltspring. Or take one of the scenic day cruises. Charm, unhurried pace and the quiet beauty of bays and coves result in a delightful feeling of exquisite relaxation. The islands are noted for their home cooking and unique friendliness. Accommodation is excellent, with plenty of opportunity to swim and fish. Yachtsmen will appreciate the exceptional cruising possibilities.

For further information, write:

Vancouver Island Publicity Bureau,
786 Government Street, Victoria, B.C.





VALLEY OF THE LEGENDARY FRASER Just for a day, or on your way to explore more of British Columbia, few trips offer such a variety of attractions. East from Vancouver, smooth highways on the north and south sides of the Fraser River carry you through verdant valleys, with many pleasant places to stop and many delightful spots to stay for a few days. Drive on to Yale, site of British Columbia's second oldest church, then feel awe-inspired by the magnificent canyon spectacle as British Columbia's longest and most famous river boils and tumbles on its way to the sea. This was the route taken by explorer Simon Fraser during his epochal search for a route to the Pacific Ocean. Later, in the 1850's, it was the heart-break of gold-seekers pushing their way north by mule, camel and rope ladders. Since then, the Fraser Canyon has been tamed and moulded into one of British Columbia's most scenic areas. Watch for the Hells Gate fish ladders north of Yale.

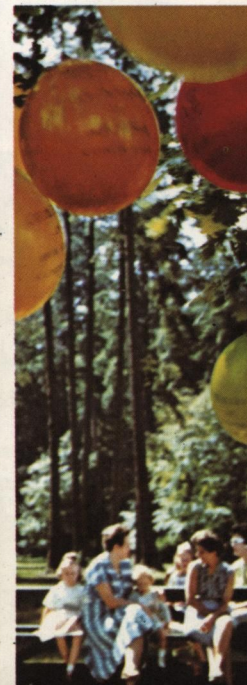
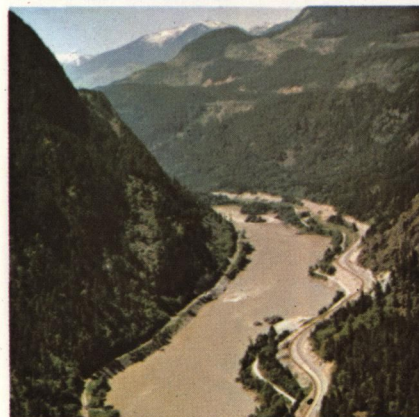
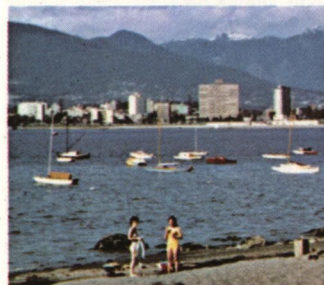
B Vancouver and Southern Mainland

GREATER VANCOUVER Canada's third largest city is a rare blend of the unspoiled outdoors and sophisticated city fun. Its magnificent harbour compares with Rio and Hong Kong. Seagirt drives, including the Squamish Highway in its fiord-like setting, are without equal in North America. Ride chairlifts to mountain-top resorts. Dine in sky rooms, and shop in enchanting plazas and world-famous department stores. 1,000-acre Stanley Park is a vacationland in itself. Visit Capilano Suspension Bridge, University of British Columbia, Simon Fraser University, and exotic Chinatown. You'll never run out of things to do in Vancouver.

SUNSHINE COAST From Horseshoe Bay, terminus of West Vancouver's Upper Levels Highway, you car-ferry across Howe Sound to Langdale. From Langdale north to Powell River and Lund the motorist can look forward to a 95-mile panorama of ocean, mountains and forest. Spend time in one of the delightful summer resort towns, among the most picturesque in British Columbia. See the Indian Village at Sechelt. Visit Pender Harbour, fishing centre and favourite of yachtsmen. Drive northward and ferry across Jervis Inlet. See one of the province's huge pulp and paper industries at Powell River. Small boat rentals are available, so don't miss the chance to battle wits against a fighting salmon.

GULF TRIANGLE An ocean cruise in miniature, and one of the highlights of your British Columbia holiday. Go to Victoria via Tsawwassen, half an hour south of Vancouver. Return via Nanaimo to Horseshoe Bay. Or start your Vancouver Island tour at Nanaimo. However you go, you'll enjoy a thrilling vista of sea, mountain and the fresh tang of Pacific air as you dine in elegance aboard. Crossing time is 100 minutes on modern car ferries.

For further information, write:
Greater Vancouver Visitors & Convention Bureau,
650 Burrard Street, Vancouver 1, B.C.

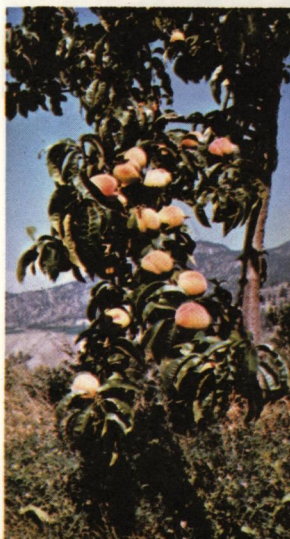
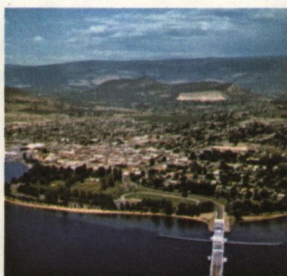
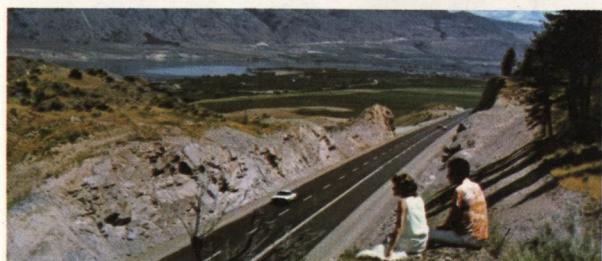
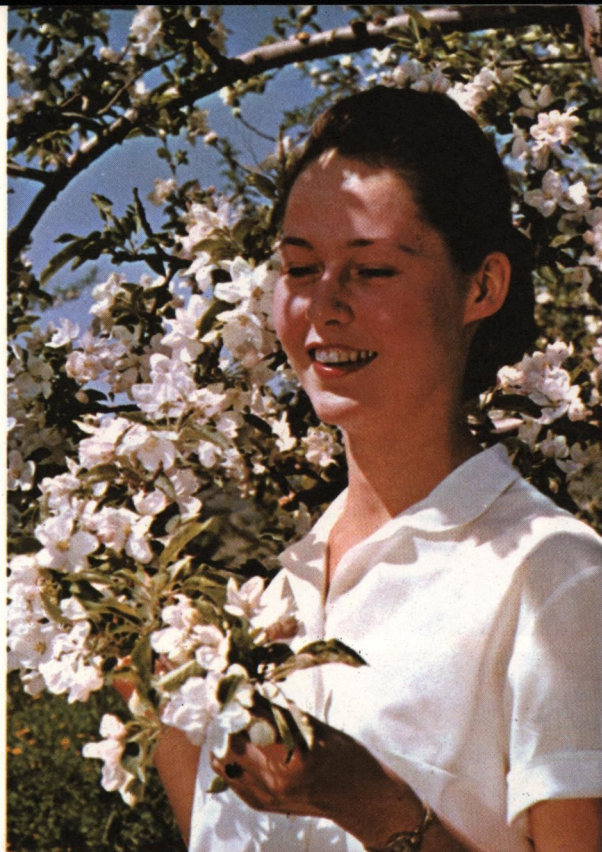


Okanagan and Similkameen Valleys

HOPE-PRINCETON HIGHWAY Eastward from the Swiss-like town of Hope, graceful and modern Highway 3 is your entrance to the resort-studded Similkameen and Okanagan Valleys. Towards the summit of Allison Pass you'll see wild rhododendrons in 179,313-acre Manning Provincial Park, popular campsite and ski area. Watch for the beaver pond a little way beyond the chalet. Princeton, a favourite centre for rockhounds in search of semi-precious stones and fossils, is gateway to the ranches and fishing resorts that surround Merritt.

SUNNY OKANAGAN Here is a land full of the enjoyment of nature's year-round pleasures. Each season sparkles and radiates its special charm. In spring, a million blossoms foretell the tremendous bounty of fruit to come from lakeside orchards. Summer paints a grand picture of golden sandy beaches and warm blue lakes, with every water sport and activity in full swing. Come winter, and towns turned to fairyland centres, and the skiing fraternity heads for top-rated sports resorts. From the United States border to the city of Vernon you have a wide choice of modern motels, private and government campsites, boat-launching facilities, delightful inns and restaurants. This playground of nearly 7,000,000 acres has more than 2,000 hours of bright sunshine annually.

For further information, write:
Okanagan Similkameen Tourist Association
c/o Chamber of Commerce,
3700 - 33rd Street,
Vernon, B.C.

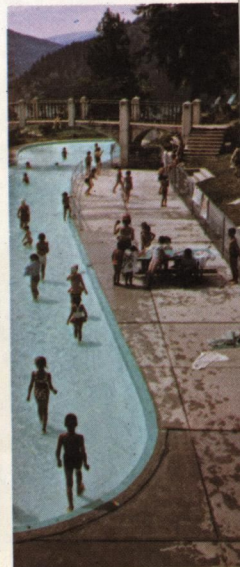
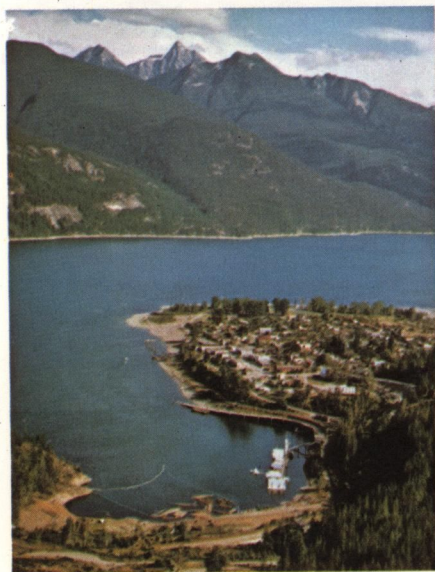
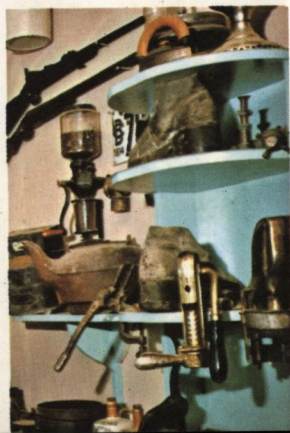
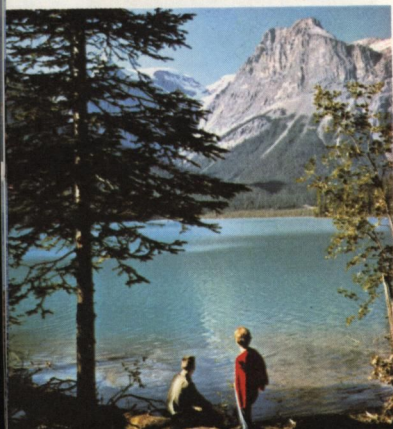
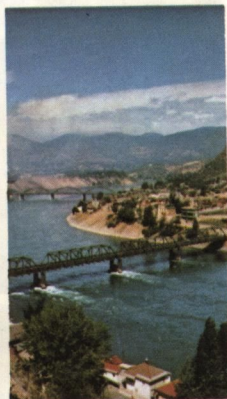
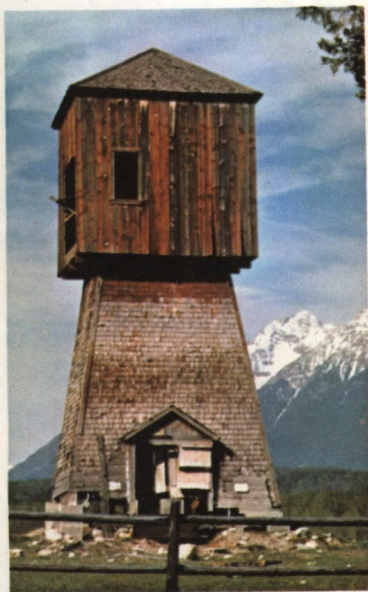


D

Kootenays

HEADWATERS OF THE COLUMBIA RIVER To visit British Columbia and not see the Kootenays would be to miss a tremendous travel bonus. Nearly 19,000,000 acres of fragrant forested hills, National Parks, breath-taking peaks and passes give the Kootenays a grandeur comparable to the Alps and the Himalayas.

Make sure to visit the three Columbia River hydro-electric power projects, part of the largest undertaking of its kind. Then there is the Kootenay Trout Hatchery, built at a cost of some \$1.7 million, 25 miles east of Cranbrook and about 5 miles off the Southern Trans-Canada Highway to Fernie, one of the most modern in the world.



The Kootenay area is a pleasure land for swimming, boating, fishing and water skiing. Tour the world's largest lead-zinc smelter at Trail. Visit thriving communities, or turn back the clock at historic Fort Steele. See tens of thousands of migratory water fowl at Creston Flats, one of North America's most important bird sanctuaries. Ease away motoring aches in Hot Springs. Visit the Kootenays from the Okanagan over the Salmo Creston Highway, highest in Canada. If you go to the Rockies via Rogers Pass on Highway 1, return through the scenic, fun-filled Kootenays.

For further information, write:

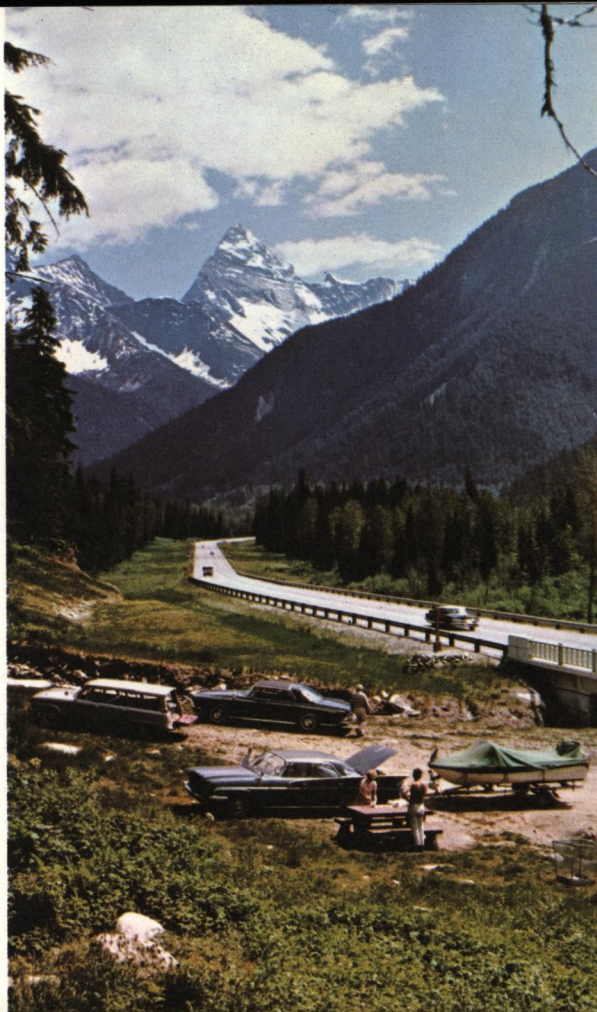
Kootenay Boundary Chambers of Commerce,
Box 460,
Salmo, B.C.

E

Trans-Canada Highway

KAMLOOPS LAKE COUNTRY Breathe deeply and slowly and savor the whiff of sagebrush-scented air. Nestling amid rolling hills and sparkling lakes you'll find cities like Kamloops, beef kingdom of British Columbia. The city museum is one of the finest in the province. Kamloops has first-class motels and restaurants. Kamloops Indian Days are a summer highlight. Summer at Shuswap Lake is enchanting. Winter skiing at nearby Tod Mountain is superb. And don't miss the annual sockeye salmon run at Adams River. For a long-lingering thrill, test your angling skill with a fighting Kamloops trout.

The entire Shuswap area is of lakes and creeks, soft summer breezes and the tang of sagebrush along the tawny hills. South on the Trans-Canada Highway, the legendary Fraser Canyon still holds the same awesome grandeur that struck terror in the hearts of early explorers and gold-seekers hacking passage through the mountain passes for northern goldfields. Men and machines have since moulded the territory to smooth lanes where travel is a joy. Watch for historic markers along the way, and the fish ladders at Hell's Gate Canyon.



ROGERS PASS A broad, black ribbon through incredibly beautiful country, Rogers Pass is one of North America's most spectacular drives. From Revelstoke to Golden, the route seems to lead up to the sky as you zoom along this highway miracle threading through territory of giant trees, sheer rock faces, ever-hurrying mountain rivers, craggy peaks and great snowfields. Enjoy the beauties of Glacier National Park. You can hike, fish, climb mountains and photograph many species of wildlife. Rogers Pass is open to year-round travel.

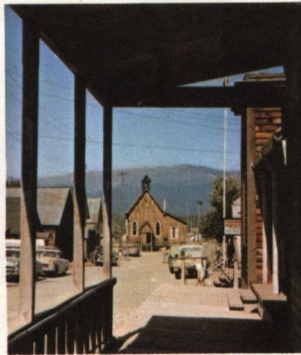
For further information, write:

Region E Tourist Association,
207 Seymour Street,
Kamloops, B.C.



F The Cariboo

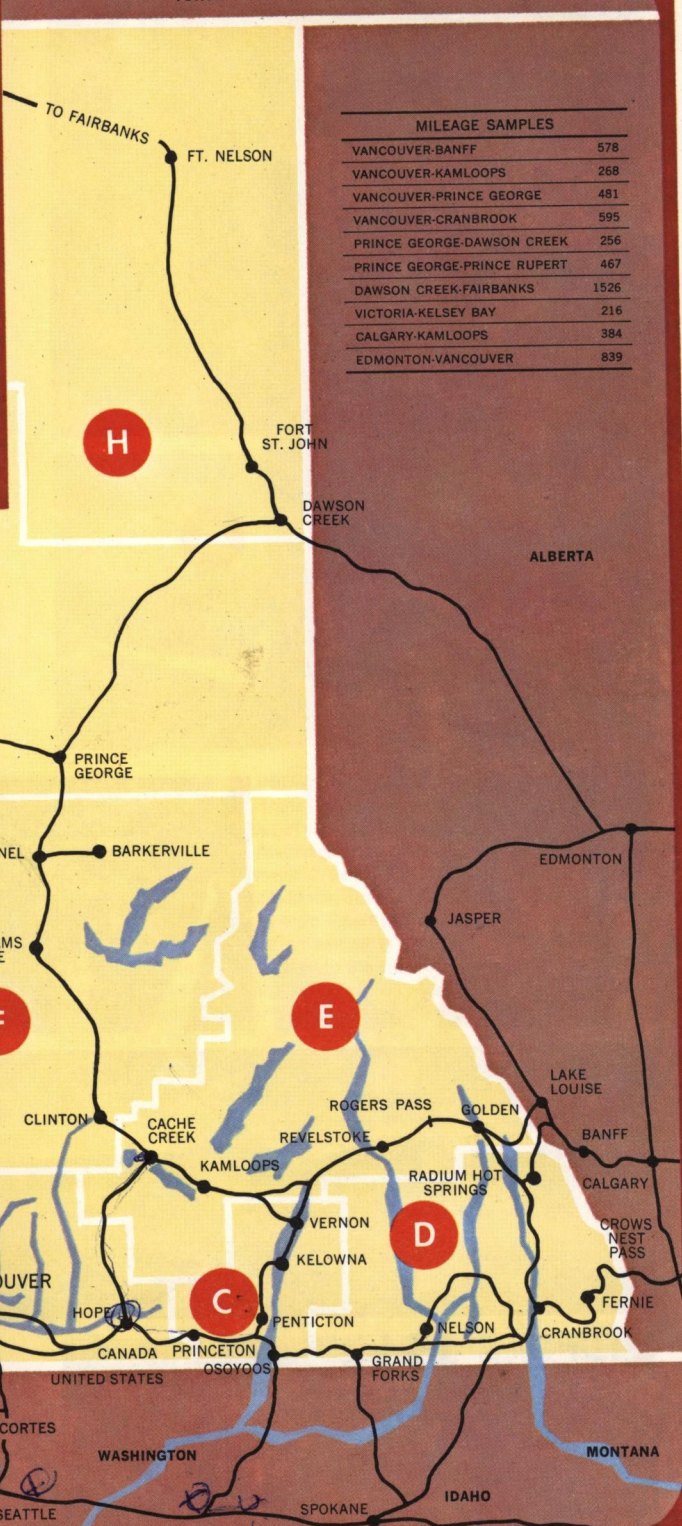
HIGHWAY 97 THROUGH THE RANGELANDS The excitement and adventure of the Old West are still very much in evidence in the historic Cariboo country. Mile Houses along the route mark the stopping-places used by stagecoaches. Wide-open gold rush towns have given way to prosperous ranching communities with a variety of good accommodation from modern lodges to log cabins. But the romantic frontier spirit still remains. So does the Cariboo's own very special brand of hospitality. Fish for big trout, stay at a dude ranch, go trail-riding, cook out under the stars and the biggest moon you ever saw. Ride in a round-up. See the Williams Lake Stampede, the liveliest and most informal event in the whole 35,000-square-mile Cariboo. From Cache Creek to Quesnel you'll soon cast off cares in the Land of the Cowboy.



RELIVE THE GOLD RUSH AT BARKERVILLE Ever had a yen to pan for gold? Or see an old-time saloon? Well, you can do both at Barkerville, once the largest city west of Chicago and north of San Francisco, and now an historic park. See Wake Up Jake's Saloon, the general store, the old Church, the blacksmith's shop, the live shows at the Theatre Royal and the Chinese gambling house as they were after Billy Barker had sunk his mine shaft below Richfield Canyon in 1862. See Richfield Courthouse where Judge Matthew Baillie Begbie administered stern justice during the hard-fisted days. You'll find good accommodation in Wells and Quesnel. Nearby 297,301-acre Bowron Lake Provincial Park is regarded among the world's foremost canoeing territory where wildlife is abundant.

For further information, write:
Cariboo Tourist Association,
P.O. Box 2198,
Williams Lake, B.C.





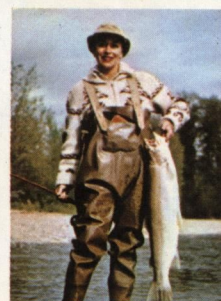
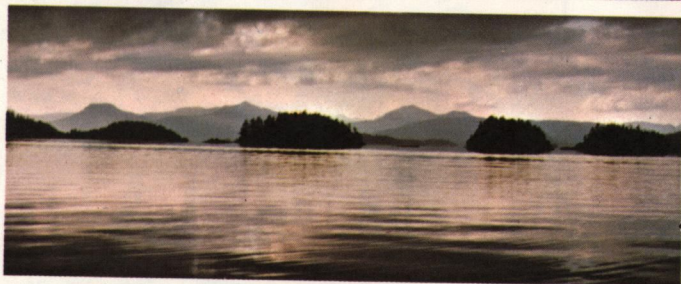
MILEAGE SAMPLES	
VANCOUVER-BANFF	578
VANCOUVER-KAMLOOPS	268
VANCOUVER-PRINCE GEORGE	481
VANCOUVER-CRANBROOK	595
PRINCE GEORGE-DAWSON CREEK	256
PRINCE GEORGE-PRINCE RUPERT	467
DAWSON CREEK-FAIRBANKS	1526
VICTORIA-KELSEY BAY	216
CALGARY-KAMLOOPS	384
EDMONTON-VANCOUVER	839



- A. Vancouver Island
- B. Vancouver and the Southern Mainland
- C. The Okanagan and Similkameen Valleys
- D. The Kootenays
- E. Trans-Canada Highway
- F. The Cariboo
- G. Totemland - Highway 16
- H. Peace River and Alaska Highway



Totemland— Highway 16



TO THE OCEAN AND PRINCE RUPERT For a rare adventure, this thrilling 466-mile drive from Prince George to Prince Rupert is highly recommended. Early post of the North West Company, Prince George is British Columbia's fastest-growing city. From Burns Lake, visit 2,424,000-acre Tweedsmuir Provincial Park, a wilderness area with big game and fish in abundance. Turn off at New Hazelton for Kispiox Indian Village and the terrific steelhead trout fishing in the Kispiox River. Notice the fascinating names of townships en route. Take pictures of the totem poles. Thrill to the sight of lake and mountain landscapes. The route is mostly paved, with good tourist facilities along the way. There's regular car ferry service between Prince Rupert and Alaska, and between Prince Rupert and Vancouver Island.

KITIMAT Turn off Highway 16 at Terrace for a visit to Kitimat, British Columbia's Aluminum City. In spectacular setting at the head of Douglas Channel among the brittle grandeur of rugged peaks, this new city is the site of the Aluminum Company of Canada's huge smelter. The world's foremost town planners created Kitimat with a view to the future. The city is designed for an eventual population of 50,000. Sight-seers and sportsmen will find plenty to do in the Kitimat area.

Terrace, Smithers, Vanderhoof . . . names that send the senses tingling for those who hunt moose, fish for giant lake trout, Dolly Varden and Rocky Mountain whitefish. The surrounding territory, laced with long sinuous lakes, provides some of the province's most beguiling scenery. This is the Great Frontier where the hinterland is only a few yards off the main highway, haunt of big game animals, path of prospector and trapper, and stop-over for thousands of migrating geese and ducks. This is Adventure Land with clean mountain air, quaint Indian names, and a feeling of immensity with every mile of the intriguing road.

For further information, write:

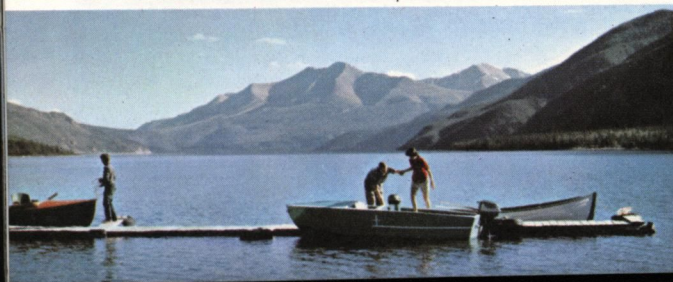
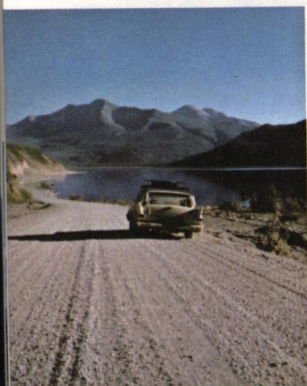
Associated Chambers of Commerce, P.O. Box 1021, Kitimat, B.C.

Central B.C. Chambers of Commerce, 101 George Street, Prince George, B.C.



H

Peace River and Alaska Highway



HART HIGHWAY This is the route of explorers Alexander Mackenzie and Simon Fraser. This black-topped 256-mile road between Prince George and Dawson Creek passes through the Rocky Mountains, with impressive vistas of snow-crowned peaks, mountain streams and lakes. Along the way there are camping and picnic sites and modern motels, many specializing in home cooking of mouth-watering quality. Hunting possibilities are excellent, with similar chances for landing rainbow trout, Dolly Varden and Arctic grayling. Turn off at Chetwynd for a visit to the mammoth Portage Mountain Dam hydroelectric development. You can also branch at Fort St. John on the Alaska Highway, and threshold to the vast Peace River Country.

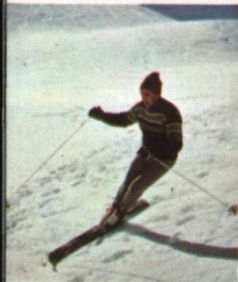
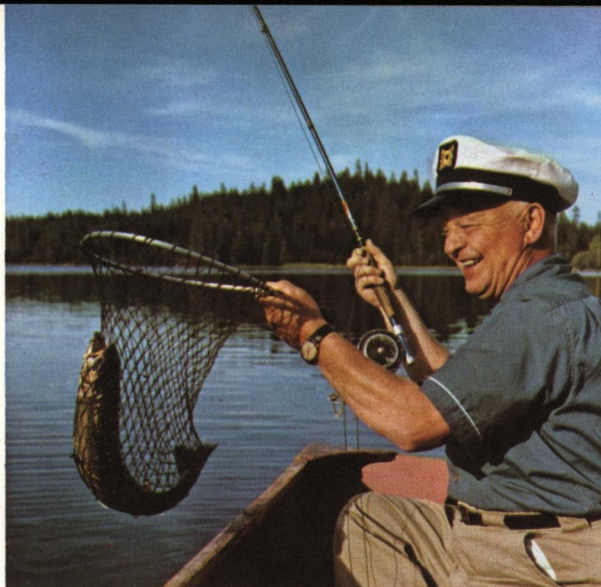
ALASKA HIGHWAY Since construction began as a military road in 1942, the Alaska Highway has appealed to motorists in search of challenge. This is the Big Country that combines romance and adventure and the distinct feeling you are a pioneer. The average motorist will find the route presents no real problems. In the British Columbia portion, service stations and restaurants are spaced at convenient intervals. There is also good choice of accommodation. Weather conditions have considerable influence on the Alaska Highway. June, July, August and September are the best months for motoring.

For further information, write:
Chamber of Commerce,
10100 - 13th Street,
Dawson Creek, B.C.

Outdoor Life

PROVINCIAL PARKS AND CAMPSITES The Department of Recreation and Conservation has set aside nearly 6,500,000 acres as parklands. You'll find endless opportunities for hiking, riding, skiing, camping, nature study and photography in exquisite settings. And you'll be delighted by the excellence of Government campsites in Provincial Parks throughout the province. Your individual campsite has a parking spur, tent space, picnic table, garbage can and fireplace. There are toilet facilities and firewood. For boating enthusiasts there are marine parks and mooring places with similar facilities. Campfire permits can be obtained from Conservation Officers or Forest Rangers.

HUNTING AND FISHING British Columbia is world-renowned for its big game animal, upland bird and waterfowl populations. Excellent salt and fresh water fishing can be enjoyed all year. For regulations governing hunting and fishing licences, season, limits and the carrying of firearms and fishing tackle, write: Fish and Wildlife Branch, Department of Recreation and Conservation, Parliament Buildings, Victoria, B.C.

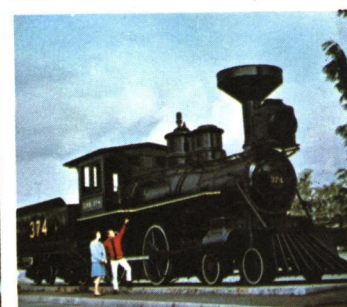
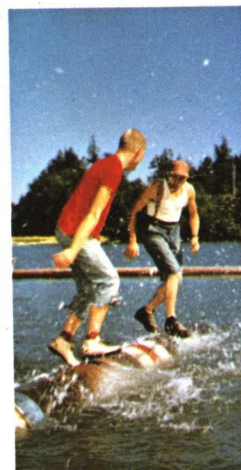
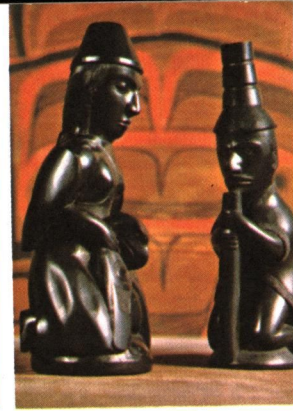


Things to do

Nearly every part of British Columbia has something interesting to offer the visitor. On Vancouver Island or around Vancouver city, make a point to visit a Loggers' Sports Day. In the Cariboo there are rodeos in the summer. And don't miss the regattas, carnivals and festivals held in the Okanagan and the Kootenays. Visit Vancouver's Chinatown, North America's second largest. See tennis, cricket, soccer, Canadian professional football, lacrosse. Spend time in the province's many museums. And please keep in mind that the Imperial gallon of gasoline is bigger than the U.S. gallon. All these things, and many more, make your holiday in British Columbia a wonderful and rewarding adventure.

EAT HEARTILY Whether you're a connoisseur or a hamburger-lover, you'll find a world of fine dining awaiting you in British Columbia. The province's ocean-fresh seafood is delectable. Try crab, oysters, clams, shrimp or famous British Columbia salmon. Cariboo beef is superb. When you visit the Okanagan tempt the palate with peaches, apples and apricots right off the tree. You'll find all your favourite North American dishes expertly prepared, as well as delicious specialties of many other countries.

WHAT TO TAKE HOME? There's a wonderful selection of British woolens, clothing and leather goods, chinaware, fine Irish linens and Oriental silks and brocades. Browse through the many interesting antique shops for furniture, knick-knacks and old silver and gold pieces. You'll be intrigued by genuine Eskimo carvings, native Indian sweaters, totems and basketry, and prints of British Columbia. There's a wide selection of Canadian handicraft products and unique jewelry made of local semi-precious stones. For an unusual memento, take home a painting by a Canadian artist or a book by a Canadian author. Stores carry a good selection of English paperbacks. Whatever your quest, you'll find shopping is rewarding in British Columbia.





For Rockhounds

British Columbia could be justly termed one of the earth's most prolific rockhounding areas. Lapidary opportunities are endless. Agate, garnet, hematite, jasper, lazulite, obsidian, opal, quartz, rhodonite, tourmaline and zircon are but a few of the many hundreds of different minerals found so far. Then, of course, there is always jade, Cinderella of the rockhounding world. This most sought after of our extensive mineral treasures is found mostly in the area of the Fraser River, though rich finds have been made elsewhere in the province. The mountains, valleys and river areas of British Columbia bound in mineral wealth, and accessibility is rarely a problem. For more detailed information on rockhounding in general, we suggest you contact the Lapidary Rock & Mineral Society of British Columbia, Box 194, Postal Station A, Vancouver, B.C. Lapidary clubs in many parts of British Columbia would be very happy to help you realize your fondest rockhounding dreams. Pleasant hunting!

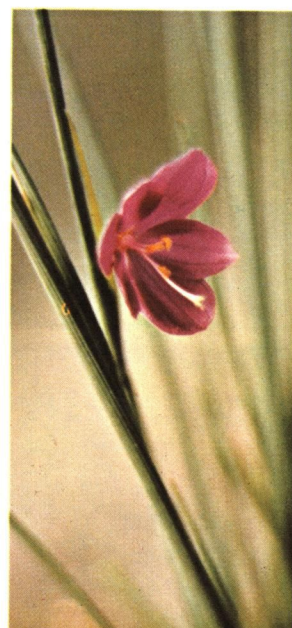


Interested in Wild Flowers?

The varied topography of British Columbia makes the province ideal for wild flowers. Each variety, adjusted to a particular environment, contributes to the year-long carpet of colour that spreads itself from seashore to remote mountain pass.

The yellow arum, otherwise known as skunk cabbage, sends up texture of loveliness in swamp and low-lying grounds. Towards the skyline, almost in the clouds, heathers bloom unseen by human eyes. Between, fastened to outcropping and set in the shade of alder and fir, mosses and countless native species manufacture mosaic magnificence. Along the highways and side roads, the perfume of wild roses is exquisite.

Canopied by forest tapestry, the trillium is protected by law, as is our Provincial floral emblem, the dogwood, whose creamy petals are an annual source of delight. Areas shrouded by maple leaf and cedar bough are the habitat of calypso, slipper-like in petal, and of the British Columbia orchid family. Neighbours could be the shooting star, satin flower, seablush, cancer root, or chocolate lily. They flourish far beneath white rhododendron bushes, one of three species native to British Columbia, that choose areas close to timberline.



Land of History

SIGNIFICANT FACTS

Great Britain's explorer captain, James Cook, reached the vicinity of Nootka Sound 1778.

Treaty of the Nootka Convention was accepted and signed by Great Britain and Spain October 28, 1790.

Captain George Vancouver reached Nootka August 28, 1792.

Alexander Mackenzie arrived at the Pacific Coast July 22, 1793, the first person to complete a journey across Canada.

In May, 1808, Simon Fraser and his twenty-four adventurers set out in four canoes to descend the Fraser River.

In the winter of 1807-1808, geographer David Thompson is credited with having recorded the first systematic meteorological observations taken in British Columbia.

Governor Sir George Simpson made his first visit to British Columbia in October, 1824.

Fort Victoria was established March 15, 1843.

In 1835, coal was discovered on Vancouver Island.

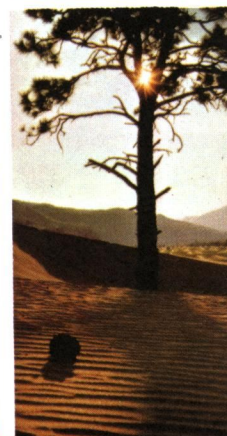
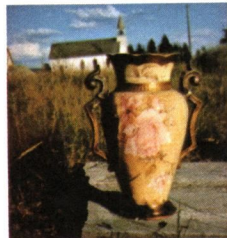
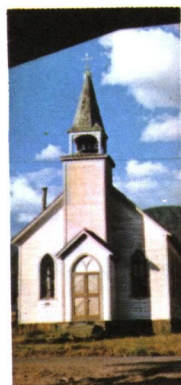
Vancouver Island was proclaimed a Crown Colony in 1849.

The Colony of British Columbia was formed November 19, 1858.

The Imperial Act, passed August, 1866, united Vancouver Island and British Columbia, formerly separate colonies.

Victoria was named capital of British Columbia April 2, 1868.

HISTORIC SITES To capture a sense of drama as you travel through British Columbia, stop at the historic site plaques erected by the Department of Recreation and Conservation. They commemorate discoveries and events that moulded the province's early development. Be sure to see Fort Langley, Fort Steele, the Bastion at Nanaimo, Craigdarroch Castle in Victoria, and the logging museum near Duncan. You'll find a wealth of historical items and data in the Provincial Archives portion of the Parliament Buildings. For something really unusual, visit Barkerville with its reconstructed gold rush town. As well as historic site plaques, markers alongside the highways invite you to share outstanding scenic viewpoints.



The Heraldry of British Columbia

COAT OF ARMS The heraldic description of B.C.'s Coat of Arms is as follows: Arms: Argent three Bars wavy Azure, issuant from the base a demi Sun in splendour proper, on a Chief the Union Device charged in the centre point with an antique Crown Or. **Crest:** Upon an Imperial Crown proper, a Lion statant gardent Imperially crowned, all Or. **Supporters:** Dexter, a Wapiti Stag, proper. Sinister, A Ram of the OVIS MONTANA, proper. **Motto:** "SPLENDOR SINE OCCASU". (Splendour undiminished.)

FLAG OF BRITISH COLUMBIA Registered with the College of Arms in London, 1906. Authorized for use in the province, 1960. The heraldic description of the flag is the same as that of the Arms of the province, a free translation of which might be: "Three silver and blue wavy bars from the bottom of which a shining half sun in natural colours, under the Union Jack bearing in the centre a golden Antique Crown." The Union Jack is symbolic of B.C.'s origin as a British Colony and its continued links with the United Kingdom. The sun setting over the ocean is symbolic of the province's geographic location as the westernmost Canadian province.

FLORAL EMBLEM OF BRITISH COLUMBIA: THE DOGWOOD (*Cornus Nuttallii*). Adopted officially in 1956. The Pacific Dogwood, the largest of the family, reaches its greatest height in the forests of south-western British Columbia. Trees up to 50 and 60 feet high are not uncommon, but in shrubby clumps they can be found 10 and 15 feet high. Snowy-white blossoms of dogwood trees are delightfully conspicuous in the woods during spring.

FACTS Capital of British Columbia, Victoria is located at the southern tip of Vancouver Island. British Columbia's **area** is 366,255 square miles. British Columbia's **highest peak** is Mt. Fairweather (15,287 feet). **Altitudes** of communities in British Columbia vary from 10 to 3,000 feet. There are more than 117,000,000 acres of productive **forest land** in British Columbia. Fir, hemlock, cedar, spruce and balsam are the leading commercial tree species. Some 240,000 people are employed in British Columbia's primary, secondary and construction industries. About 6.5 million acres of British Columbia can be classed as arable and potentially arable. **Occupied farm land** costs from less than \$50 to more than \$1,000 an acre. Della Falls (1,443 feet, Vancouver Island), is the **highest waterfall** in Canada. At 5,820 feet, the Salmo-Creston portion of Highway 3 is the **highest main road** in Canada. British Columbia produces some 77 percent of Canada's lead, and about 50 percent of Canada's zinc. About 4.5 million acres of British Columbia consist of **fresh water lakes and rivers**.





For Your Information...

NEED DIRECTIONS? During the summer you'll find government information centres just across the border on Highway 99 north of Douglas (Blaine) point of entry, on the Trans-Canada Highway directly east of Abbotsford, in Sicamous on Highway 1, at Cache Creek at the junction of Highways 1 and 97, at 652 Burrard Street in Vancouver, and 626 Superior Street in Victoria. Another in Banff, Alberta, caters to westbound visitors. Service stations along the major highways accept all credit cards. All service stations have travel pamphlets and information for visitors. You'll find all British Columbians anxious to help you enjoy your holiday to the utmost.

NEW ROADS EVERYWHERE. British Columbia's image has been changed. A far-sighted and ambitious highways programme has transformed road travel throughout the province. Motorists can travel anywhere in the 366,255 square miles with the assurance of modern highway construction. There are now about 11,500 miles of paved surface and more than 13,500 miles of good gravel roads. Gasoline stations and accommodation are usually close at hand. Driving is indeed a pleasure in the Queen of Canadian provinces.

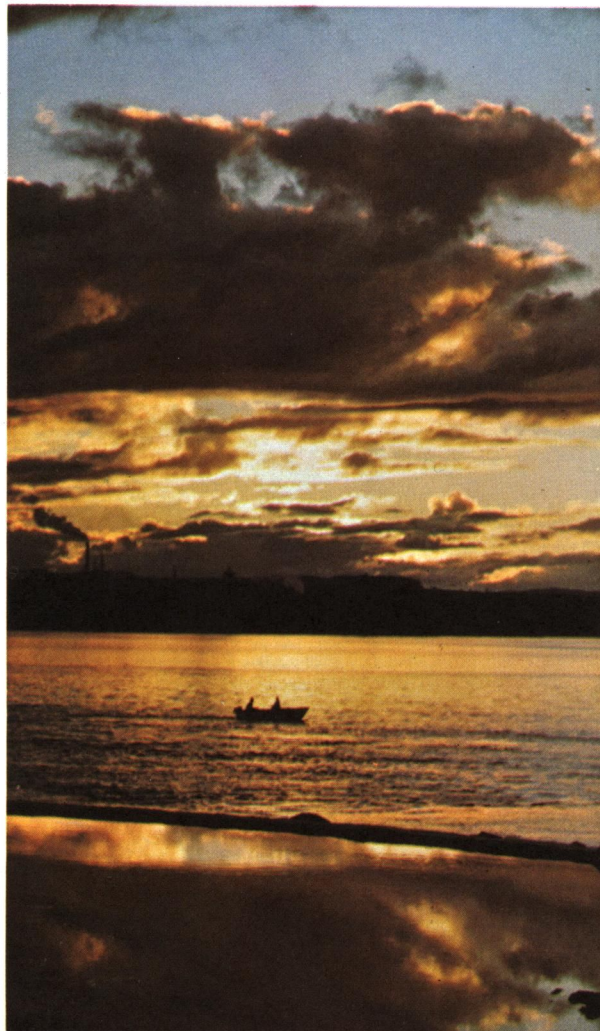
ROAD SAFETY. Most road regulations, signals and road signs are the same as those in the United States and elsewhere in Canada. Maximum speed on major British Columbia highways is 60 m.p.h., or as posted on the highway. When a sign tells you to slow, to, say, 30 m.p.h. IT REALLY MEANS IT. Non-residents entering the province no longer have to produce a motor-vehicle liability insurance card or a motor-vehicle insurance policy as proof of their financial responsibility, if involved in an accident. Insurance policies, however, could be invaluable in case of an accident. Safety-conscious drivers therefore make sure they are adequately covered before leaving to enjoy their travels in British Columbia.

TIRED OF DRIVING? HERE'S THE ANSWER. Leave your car and see British Columbia by rail. The Pacific Great Eastern Railway passes through some of the most breath-taking scenery in the province. Or take on the trans-continental trains east from Vancouver and thrill to the majesty of the Rocky Mountains. You can relax when you put your car on one of the many ferries operating between the Mainland and Vancouver Island or the Sunshine Coast, and on several interior lakes. For short jaunts or longer tours, you'll find motor coach travel comfortable and economical. Scheduled airlines serve many British Columbia centres.

Recent establishment of ferry connection between Prince Rupert and northern Vancouver Island wrote a new chapter in the history of travel in British Columbia. The 330-mile journey either way confronts the traveller with outstanding scenery on a voyage with no comparable duplicate anywhere in the world. Runs are scheduled to make connections with Alaska State Ferries at Prince Rupert. Other vessels of British Columbia Ferry Authority serve Vancouver Island, the Gulf Islands and the mainland at several points, year-round, and with many sailings daily.

WHAT TO WEAR Light-weights and tailored cottons are ideal for Vancouver and Victoria in summer. Evenings are refreshingly cool, so include a sweater or two. Take plenty of casual cottons for the Interior and Okanagan regions. They'll keep you cool and comfortable. And don't forget a bathing suit to enjoy the sparkling interior lakes and coastal beaches. If you plan to visit the Cariboo, you'll naturally come prepared for riding country. Interior regions generally experience crisp, clear weather in winter. Many areas receive snow, so be prepared, and dress accordingly. Winter weather along the coast is usually mild, with roses and golf not at all uncommon. There are many excellent ski areas throughout British Columbia, very good reason to bring your equipment if you're a skier. Living in British Columbia is informal, casual, and relaxed. Keep this important point in mind when you're packing for a visit to the province.

ACCOMMODATION Whether you prefer roughing it or relaxing in utter comfort, you'll find ATA signs on some 2,000 hotels, motels, resorts and hunting and fishing lodges to suit your preference and your budget. These signs indicate the accommodation has been approved by the Department of Recreation and Conservation on the basis of courtesy, comfort and cleanliness. To help you select accommodation in British Columbia, write to the British Columbia Government Travel Bureau in Victoria for an Accommodation Directory. It's free.



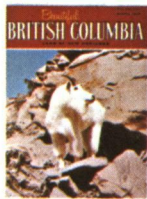
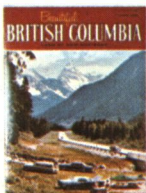


BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU
Parliament Buildings
Victoria, British Columbia, Canada

To obtain further information, or copies of the following publications, please write to the B.C. Government Travel Bureau, Parliament Buildings, Victoria, B.C., British Columbia House, 599 Market Street, San Francisco, Calif., 94105, or British Columbia House, 1-3, Regent Street, London, S.W. 1.

B.C. Road Map with Campsite and Fishing information. Accommodation Directory. Hunting and Fishing Regulations. Skiing in British Columbia. Calendar of Events.

DEPARTMENT OF RECREATION AND CONSERVATION
Hon. W. K. Kiernan, Minister



Now... Enjoy
"Beautiful British Columbia"
Before and after your trip

Order a subscription to "Beautiful British Columbia", the province's full-colour quarterly picture magazine. Only \$2.00 a year, anywhere in the world. It makes a wonderful memento and an even better gift. Send your cheque or money order to "Beautiful British Columbia" magazine, Parliament Buildings, Victoria, B.C., Canada.