

The Royal City of British Columbia, New Westminster.

A regular movement towards the Pacific Coast having set in of persons seeking homes, farms, business openings and industrial opportunities, we desire to draw attention to a few of the advantages offered by the City of New Westminster.

The climate is the mildest and most equable in British Columbia, always free from extremes of both heat and cold. The winter is moist but healthful, frosts seldom and rarely of sufficient severity to give ice for skating. The summer is the most glorious on the continent. If gardens are not actually blooming the year round, the grass is always green, violets are usually in bloom during the entire winter, and primroses, daffodils and other early flowers are not uncommon in February. Plants and shrubs which in other parts of Canada are to be found only in hothouses and conservatories, live and flourish the winter through in the open air. Peach trees bloom towards the end of March, and plums, cherries and apples early in April.

Thunder and lightning—the terror of so many people—are here almost unknown, and so very mild and harmless when they do occur as to cause little alarm even to the most timid. The climate conditions are, therefore, almost ideal; certainly unequalled in our great Dominion.

New Westminster has frequently been referred to as the "City of Homes" from the fact that more than seventy per cent. of its inhabitants own their homes. While individual cases of great wealth are few, poverty is still more rare. The great bulk of the population are simply prosperous, comfortable and happy. Charity cases at the present time can be counted on the fingers of one hand—and this in a population of over 8,000.

If you want a comfortable home in a prosperous city, equipped with all modern facilities, such as electric street railways, electric light, perfect water supply, public schools, high schools, colleges, seminaries, churches of all denominations, etc., etc., we invite you to have a look at New Westminster and study its advantages. We do not fear the verdict.

There being no inflation of values, we believe you can get more for a dollar here than in many other places, not a bit more desirable. City lots are of generous size—66x132—not the little puny strips of 25 feet frontage so common in the West. You can buy lumber direct from the mills, and other building material as cheap as anywhere on the Coast. Or if you want the ready-made article, no doubt the real estate dealers have some bargains to offer.

For fuller or special information and maps, address

Just a word about the location and industries of the city. Situated on the north bank of the Fraser, fifteen miles from the Gulf of Georgia, it occupies a beautiful and commanding position, the magnificent mountains of the Coast and Olympian ranges looming up in the distance to the north, east and south.

The Fraser River, which is spanned opposite the city by a million-dollar bridge, is the greatest salmon river in the world, and has yielded as high as \$5,000,000 worth of canned salmon in a good year, giving profitable employment to thousands of fishermen and cannery operators. Numerous steamers having their headquarters at New Westminster give daily communication with the farming districts above and below the city.

Other industries are saw and shingle mills, wood-working factories, car-building works, distillery, roller

mills, fruit canning, cold storage plants, breweries, foundries, machine shops, etc. But there are openings for many other industries, electric power for which is available at a very low price. The city has water front and lands reserved for factory sites. Terms, very reasonable. Railway and shipping facilities are equal to those of any city in the Province.

If it is a farm you want, remember that New Westminster is the market center of the far-famed great and fertile Fraser Valley, to reach which you must come here anyway. So why not come direct, where you can get your information at first hand from people who are in daily touch with all the farming settlements. The farmers' market in New Westminster is the only one in British Columbia. Come and have a look at the farmers on market day, talk with them, note the prices they get, and then you will realize how truly this is a farmer's paradise.

As further proof of the importance in which New Westminster is regarded as the farming center of British Columbia, it is only necessary to mention that the Federal Government made a grant of \$50,000 in aid of the Annual Exhibition of the Royal Agricultural Society this year.

This advertisement is published by authority of the New Westminster City Council and Board of Trade.

W. A. DUNCAN, City Clerk, New Westminster.

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