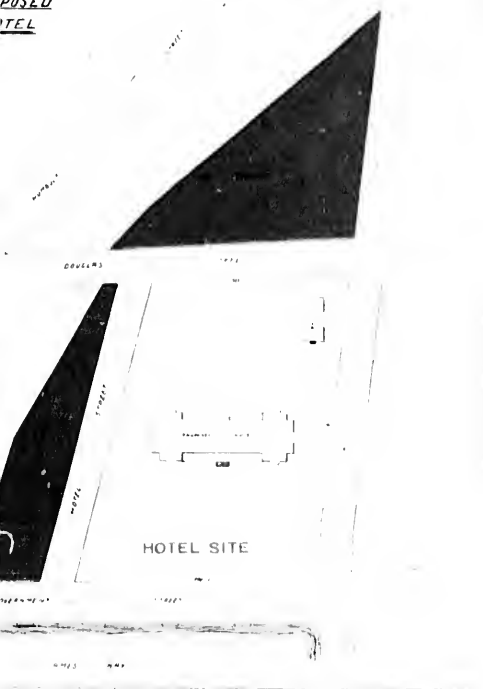


merchants. It is brought into the city from the
 Guests at such an hotel are generous in their ex-
 constitution will be a most valuable aid to our Tour-
 ing the wealthy classes to our city. It would
 citizens to know just how much money per month
 ation through this hotel, but in other cities not so
 for their natural attractions there is an estimated
 ce of \$600,000.00 per month.

POSED
 HOTEL



ing on Douglas and Hotel Streets and
 the above plan remains the property of

not studied this question it can hardly be cred-
 business can be so developed through the building
 especially if those hotels are in the hands of great

railway corporations. Southern California estimates a profit, not a
 revenue, of 25 million dollars per year, while the small city of Pasadena
 with about 10,000 population, estimates a profit of \$2,500,000.00 per
 year, largely through the "Green" Hotel.

IN THE FIFTH PLACE:

**WILL BRING A WEALTHY CLASS OF VISITORS WHO
 NOW PASS BY THE CITY.**

MR. McNICHOL, GEN. MGR. OF THE C. P. R., HAS STATED THAT
 IF THEY BUILD THIS HOTEL THEY WILL MAKE IT PAY. Therefore the
 people of Victoria must realize that the city will be advertised by the
 company in an altogether different way to what it has been in the past.
 The Steamship "Princess Victoria" is one instance of what the com-
 pany can do if they see fit. At present all passengers for China, the
 very best class of tourists, stop over and take their boat at Vancouver.
 The company issue tourist tickets from Australia to Vancouver and re-
 turn, etc., with the privilege of a free 10 days hotel bill at Banff or Van-
 couver. These people would have the option of staying at Victoria.
 And in a hundred other ways the company could contribute to the gen-
 eral advertising of the city, in fact, the attractions of this city as a tour-
 ist resort combined with their hotel would be a very valuable aid to them
 in securing traffic from the East.

IN THE SIXTH PLACE:

WILL INCREASE THE VALUE OF EXISTING HOTEL PROPERTY.

The erection of this hotel would increase the value of all real estate
 in the city, and of hotel property. At first sight this may not seem pos-
 sible but it has been the case in every tourist city on the continent. In
 Los Angeles a few years ago the "Van Nuys" was erected at a cost of
 over half a million dollars. It was said at the time that it would never
 pay, but in less than five years the travel was so heavy that the
 "Angeles" was erected, costing furnished, a million and a quarter dol-
 lars. The first year it was opened these two hotels were turning away
 from 30 to 40 people per day and charging from \$5.00 to \$14.00 per day
 for accommodation, and the smaller hotels in the city received a much
 larger and much better patronage than they had before. To come nearer
 home, the Washington Hotel in Seattle has only been opened a few
 months but it has been a paying investment from the start, and all the
 hotels down town are "running full" just the same. This hotel will be
 different from those mentioned, because it will be owned and operated
 by a railway company able to fill it and to draw visitors to the city from
 the patronage of its own line, apart from anything the citizens them-
 selves may do to advertise our attractions.