# Year Of High Accomplishment

## Details are Given of Aggressive Work of Victoria's Tourist Association.

## Publicity Obtained for Victoria's Manifold Attractions in a Variety of Ways.

Appended are the complete reports presented at the meeting on Thursday evening of the Victoria Tourist Association, which will be read with interest by all having at heart the work of the association—which is to be paraphrased as the advancement of Victoria's tourist trade. Pressure upon space, which in newspaper columns is not elastic, interdicted the appearance of these documents simultaneously with the report of the proceedings of the annual meeting:

Annual Report of the Executive of the Tourist Association for 1904.

To the Subscribers:

Ladies and Gentlemen: We have pleasure in submitting to you the third annual report to your executive. This year the members of the board, with one exception, were entirely new to the work of the association, but we desire to add our testimony to that of our predecessors to the value to the city of the organization. The name of the institution does not, in our opinion, indicate the nature of one-fifth of the business that comes before us or of the work done. It is practically the advertising department of the city, and as such we believe that we have spent your money in the most economical manner possible; in fact, far more so than if the amount of our revenue had been expended for advertising in the usual way, and we realize that, besides securing the largest amount of advertising possible for the least money, such an organization can and does secure many material benefits for the city in other directions that are of great permanent value and which could not be obtained in any other way.

THE BUREAU OF INFORMATION

Has been maintained as in previous years. This year, however, there has been added an excellent display of fruit grown within five miles of the rooms, and this exhibit has been of considerable interest to visitors especially from Manitoba and the Northwest Territories. These rooms have been of the greatest convenience to strangers, and besides being necessary for the despatch of the business of the association, are worth their cost as an advertisement. They have been open during the winter from 9 a. m. to 6 p. m. daily, and in the summer from 8:30 a. m. to 8:30 p. m.

Our literature this summer has again been supplied to all boats arriving at and departing from the outer wharf and to excursion parties arriving here. A new list of hotels and boarding houses has been prepared and kept on file at the rooms. This list is not decreasing as it would be if business were not good but is continually on the increase and more people are making a living through catering to the visitors than ever before. There cannot be any greater indication of the increase of travel to our city than this, and as it has occurred during the existence of this association it is only fair to attribute it to the work done.

FLOWERS.

The rooms have again been liberally supplied with flowers by a large number of ladies and gentlemen, to whom the executive wish to express their thanks and appreciation. They have done much to brighten the rooms and to give visitors some idea of the beautiful gardens which surround our homes.

LITERATURE ISSUED.

We desire to draw your attention to the exceptionally large amount of literature that has been issued during the year. The general excellence of our publications has been commented on from one end of the continent to the other, and they have been pronounced by those in positions to judge as equal to those published by any other city or great corporation. This is particularly so of our principal publication, "An Outpost of Empire," 20,000 of which have been printed and all distributed with the exception of about 1,000. Thirty-five thousand copies of "Picturesque Victoria," our smaller book, have been published and distributed, and we could have used at least 15,000 more if our finances would have allowed us to issue them.

Early in the year a number of views of the city with appropriate reading matter were arranged by the secretary into a design for the purpose of being inserted in magazines, and an excellent photo-engraving was made from which 40,000 leaflets were printed. These were used abroad in a manner which will be dealt with later in this report. Twenty thousand folders, "Delights of a Summer Holiday in Victoria," were printed and distributed, principally in Seattle, and 20,000 "Guides of the City" in two colors were also issued with a large map of the city on the inside. This guide was found to be exceedingly useful, particularly by the hotels. Forty thousand envelopes for the purpose of mailing our books, literature, etc., have also been purchased and printed during the year. We might also point out that our letter paper this year has contained on the reverse side an excellent half-tone engraving of some of the residences of the city, including the Government house. This has proved a very nice advertisement for the city from a residential point of view. In the aggregate, therefore, there have been issued this year 175,000 copies of advertising matter almost the whole of which has been distributed.

OUR WORK ABROAD.

It is scarcely necessary for us to remind you that nearly the whole of our work is done outside of Victoria, and, therefore, it is difficult for the average person to have any conception of its magnitude. Early in the year our secretary was sent on a tour through California, Western Oregon and Washington. In San Francisco he was handsomely received by the head officials of the passenger department of the Southern Pacific Railway Company, who extended to him all the courtesies possible and gave him a letter of introduction to all the agents of their road asking them to assist him in his work and to distribute any literature which he left with them. This in itself was a most valuable aid to this city, as by this means descriptive matter of Victoria was placed in the hands of people and in places that, otherwise, it would not have reached. The general manager and general passenger agent of the Pacific Coast Steamship Company also afforded him every facility for prosecuting his work throughout the state where they had offices.

The secretary visited every city, resort and hotel in Southern California, including San Jose, Santa Cruz, Del Monte, Monterey, Pacific Grove, Paso Robles, Santa Barbara, Los Angeles, Redlands, Riverside, Pasadena, Fresno, Stockton and Sacramento. In each of these places our small books were distributed and left in all the principal hotels and ticket offices and with many of the leading business men. In many of these places he called upon numbers of the business men and talked with them about Victoria. In Del Monte Los Angeles, Pasadena (including the ostrich farm) and Santa Barbara he was particularly well received by the management of the hotels, who took a considerable interest in our city. At the "Potter," Santa Barbara, the newest and most expensive hotel in the state, he made arrangements by which our books are kept on the counter of this fashionable hotel all the year round. The newspapers in many of the cities devoted a considerable space to his work, all of which is free advertising, the value of which would more than pay the expenses of the trip apart from the other work accomplished. Our books are kept the year round in cabinets by Peck's Tourist Bureau in every first-class hotel in California, for which we make a monthly payment. In addition to this work 20,000 leaflets with the splendid half-tone engraving designed for magazine work, were placed in 20,000 homes in California. Fifty photographs of this design were neatly framed and hung in the principal ticket offices and hotels in the state. At San Francisco much of this work was repeated and at the invitation of the San Francisco Camera Club the secretary delivered a lecture on Victoria, illustrated by 130 slides, in the Alhambra theatre, at which were present 2,000 people. Two or three days were spent in Portland in the same kind of work, and the opportunity was taken to interview the chief officials of the Western world's fair to be held there this year; and, in securing their good will and co-operation a good work was accomplished for Victoria. A short visit was also paid to the intervening cities between Portland and Victoria.

Within two weeks after his return he was again sent on a tour of Eastern Oregon, Montana, Idaho, Kootenay, Northwest Territories and Manitoba, during which the following cities were visited and the same kind of work carried on: Seattle, Tacoma, Ellensburg, North Yakima, Walla Walla, Spokane, Wallace, Missoula, Butte, Helena, Great Falls, Kalispel, Spokane (second time), Nelson, B. C., Medicine Hat, Moosejaw, Regina, Brandon, Portage la Prairie, Winnipeg, Banff, Field, Lake Louise, Glacier, Revelstoke and Vancouver. Twenty thousand leaflets similar to those already mentioned were distributed from house to house in the principal cities during this tour. The same generous newspaper notices were devoted to his work and to the attractions of Victoria. The officials of the Northern Pacific and Canadian Pacific railways did everything possible to help in propagating the work of the association.

DISTRIBUTING LITERATURE.

Literature has been distributed during the year in all parts of the world. Supplies have been forwarded to some of the principal railway companies, who have kept them in their ticket offices for distribution. Tourist agencies have been supplied and the agent-general for British Columbia in London has had several consignments sent to him, and we know by results that the city has benefited by advertising in this district. The executive wish to express their thanks to Mr. Turner for his assistance. Through the kindness of an enthusiastic admirer of Victoria—a resident of London—a copy of "An Outpost of Empire" with a special printed circular, has been mailed to every mayor, judge and many of the leading public men of the Old Country. Large numbers have also been mailed to all parts of the world and replies have been received from Mexico, India, Japan, Africa, New Zealand and from nearly every state in the Union, every province of Canada, as well as many of the cities in England, Scotland and Ireland. Special efforts have been directed towards getting our books well circulated in Manitoba and the Northwest Territories, and your executive feels that there is no better policy than to continue to thoroughly advertise the climate and attractions of Victoria in that section of Canada.

In Seattle we have maintained a special agent during the summer months to distribute our literature amongst the hotels, to the arrivals by train and steamer, and also upon the excursion boats running between Seattle and the navy-yard—a trip that most of the tourists take. He also supplied the "Seeing Seattle Car" belonging to the street railway company, with books which were distributed every day to the passengers. This concession was given us by the company in consideration of the efforts we were making in outside cities to draw travel this way, a work which is very much appreciated by that company. In Revelstoke we also had an agent during the busiest season of the year distributing our literature to all westbound passengers.

Upon the request of Mr. Turner in London for some photographs of Victoria, twelve large photos 24 inches by 18 inches, suitable for framing for the walls of his office and for the Colonial exhibition, and a very handsome leather album containing twenty views, all of Victoria and its industries, were forwarded to him, which must prove a good advertisement for the city.

APPLICATIONS FOR BOOKS FROM ABROAD.

As already mentioned, a large number of applications have been received from all parts of the world for our books, particularly from the United States by British subjects who are residents of that country. The possibilities of securing people of independent means as permanent residents from the United States can scarcely be estimated, but it cannot be done in two or three years, but our favorable climate and wonderful surrounding scenery is bound to attract residents if we keep on persistently advertising our advantages.

The following extracts from letters will give some idea of the nature of the hundreds of communications received:

H. H. Bock of Winnipeg writes as follows: "I am desirous of renting a furnished house in your city for the winter months, and should like to have a very good one situated in the best part, or in the immediate vicinity of Victoria. Would you kindly give me an idea of how I can obtain this. I was in Victoria last May with a friend of mine and we were so impressed with the beauty of the place that we have purchased property, and are desirous of making further investments."

Mrs. William Watson of South Pasadena writes as follows: "I was glad to receive information regarding Victoria, etc., and thank you very much for kindness and promptness. My husband is also interested, but we cannot go as yet, owing to some property which must be sold first, then we can go there."

H. E. Bushey, Ferguson, Mo., writes as follows: "Your pamphlet, 'Picturesque Victoria,' came into my hands and has interested me in your country to such an extent that I desire to learn more of it, especially of the winter climate in Victoria."

K. E. Vale of Portland, Ore., writes as follows: "Yours of the 24th ult. to hand. I have received the booklet you sent me for which many thanks. I and my friend are coming to Victoria for our vacation to rest and for the change."

W. J. Sadler, Salt Lake City, writes as follows: "Your letter of the 10th inst. came to hand this evening. Your booklet came to hand some time ago, many thanks. I not only intend visiting your city but if all is well I intend to make my home there."

Herbert L. Shearer of Didsbury, Alberta, writes as follows: "I received yours of June 24 in due time, also your former one previously containing the information I asked for. I have been away from home for some time, hence could not reply sooner, but I assure you I appreciate very highly the favors done me by answering my questions, besides general information, etc. I received all printed matter and papers you sent and thank you very much for sending same, the booklet, "An Outpost of Empire," being particularly attractive. Of course, it will be next winter at the earliest, and possibly longer, before I can get away, but I intend to visit British Columbia, and Victoria in particular, and it is quite probable I will remain there."

T. Stake, Stoke-upon-Trent, England, writes as follows: "A pictorial description of your town has just been put into my hands, and has greatly interested me and caused me to ask the question whether it is worth while for a man (42) in my position with five or six hundred pounds out, would find a comfortable home and a remunerative investment for his money."

Edwin H. Sawyer, Santa Barbara, writes as follows: "Dear Sir—Will you kindly send copy of 'An Outpost of Empire' to Mrs. E. H. Sawyer, Somerville, Mass., 16 Browning road, and if you can spare me a copy or two, should be able to use them to your advantage, as I have some friends who want to take the trip next month. Very truly yours, Edwin H. Sawyer."

R. K. Roberts, San Francisco, writes as follows: "Will you kindly send me a copy of 'An Outpost of Empire' and any other literature concerning Victoria. I have a copy of the booklet 'Picturesque Victoria,' in which I have become very much interested."

M. A. Preston, assistant cashier Citizens' Bank, Nevada City, Cal., writes as follows: "Please be so kind as to mail me descriptive matter of points of interest in your vicinity as soon as possible. I start for the Sound in the near future and wish to secure some advance information as to hotels."

A. J. Knight, Oxbow, N. W. T., writes as follows: "Would you please send to my address a larger edition of 'Picturesque Victoria' and also some of the smaller edition that I may send some to my friends in the East, and oblige. I remain."

A. F. Grant, Underhill, Man., writes as follows: "I have been reading a description of fruit-growing and poultry-raising which could be gone into in the country around Victoria, given by you in a Winnipeg paper. Please let me know what would be the cost of, say, five acres or even ten acres in a district close to a town where a school is, also if work is easy got."

W. B. Chandler, C. P. A., Minneapolis, Minn., writes as follows: "I have just given away the last of the supply of Victoria booklets that you sent me some time ago. If you will send me another supply I assure you I will make good use of them."

Mrs. J. Kennard-Burden, Calgary, writes as follows: "Will you kindly send me all the information you can about Vancouver Island. My husband thinks of coming out in the late fall to look over it with a view to buying there and would like to know as much as possible before coming out. We are ranching here but would like a locality for farming and stock-raising with the warmer climate of the Island."

THE GRAND TRUNK PACIFIC TERMINUS.

A very important matter dealt with by this association during this year and 1903 was the matter of the Grand Trunk Pacific making its southwest terminus at the city of Victoria. A most important document was prepared and sent to Mr. Hays, which evidently impressed that gentleman with the possibilities of business from Victoria and Vancouver Island. A stronger argument for a terminus at Victoria we believe has never been made out. This was afterwards supplemented with a memorial from the Board of Trade. A deputation representing the City Council, this association and the Board of Trade met Mr. Hays and had a conference with him, which we believe will result in considerable good to Victoria.

Your executive has taken up the question of securing for this city the grant of $50,000 for a Dominion exhibition for 1905 in this city. It has been endorsed by the City Council and the Board of Trade and the Agricultural Association, and we have good reason to believe that if we do not secure it for this year we have a very good chance for 1906.

Many matters affecting Victoria from a tourist standpoint have been discussed and dealt with during the year. The deepening of the Arm above the Gorge has been brought to the attention of the government at Ottawa. Estimates are now being prepared of the cost. The fact that the City Council has purchased five acres of land for the purpose of a public park on the Gorge, and that the British Columbia Electric Railway intends opening another park during this year on the Arm above the Gorge, and that almost any day construction will be commenced on the tramway extension to the Gorge, emphasize the importance to the city of having this work done.

Seats for the accommodation of visitors have been placed along Dallas road during the summer and have been much appreciated by them and residents. We have provided during the year forty sign boards to be used at the corners of the principal roads radiating from the city for the guidance of visitors and residents who indulge in driving, motoring and cycling. These were not ready until a little late in the season, but are on hand and will, therefore, be placed in position in the early spring.

An evidence of the benefit to be derived from the encouragement of the tourist industry, if it may so be called, is that not only has the service up the Arm, which was so popular last year, been continued by two new steamers built especially for the route, but these steamers were built in Victoria, thus directly benefiting a local industry. That this trip is immensely popular with residents and visitors is evident from the large number of passengers carried, and your executive hope that this stretch of waters above Point Ellice bridge will always be maintained for pleasure and residential purposes. There are scores of manufacturing sites around the city where any business can be carried on without interfering with an industry that at the present time brings more money into Victoria, as will be shown later, than any other.

The tally-ho coach inaugurated last year has again proved a popular attraction to tourists and has done much to give Victoria the appearance of a tourist city.

By an arrangement with the government and the officials of the museum we were enabled to secure the opening of that excellent institution on Sunday afternoons for the comfort and benefit of strangers who were in the city on that day. The executive wishes to extend to Mr. Kermode and his staff hearty thanks for their co-operation.

The Esquimalt & Nanaimo Railway Company continued the suburban service they inaugurated last year, which proved of considerable benefit to the citizens and which made a very pleasant trip for visitors. The resorts along the railway are becoming more popular every year, and offer an excellent side trip to those who wish to see a little more of Vancouver Island than they can by simply driving around the city. The various excursions through the islands of the gulf form an excellent side trip for those spending some time in the city. The steamers now operated on this route are doing much to make these excursions popular, and there is no doubt but what larger steamers will be needed to accommodate the people desirous of taking this trip, as its merits are more widely known. It is in the development of such excursion business that capital in future will find remunerative employment.

SEA BATHING.

So far your executive have not been able to consummate any scheme for this purpose, but trust the incoming board will give it their serious consideration.

PALACE OF AMUSEMENTS.

We would also recommend to them very strongly the scheme put forth by the secretary for the establishment of a central Palace of Amusements, such as are in all health and seaside resorts in England and in many places in America. This scheme embraces a large concert hall or theatre to hold 1,500 people, a large pavilion with two band concerts daily, an artificial ice skating rink for the winter, converted into a roller skating rink for the summer, well laid out gardens and grounds, with children's playgrounds, Ferris wheel, goat tracks and, above all, a first-class swimming and bathing pavilion on the lines of Sutro's baths in San Francisco. Sketch plans have been prepared and estimates made which show the scheme to be a very feasible one, and we heartily recommend it to the serious consideration of the incoming board.

THE SOUND SERVICE.

It is very gratifying to know that during the past year there was better communication with the Mainland than in any previous year in the history of the city. There can be no doubt that the increased business to this city through the invasion of the tourist was a large factor in making that possible. There was a far greater passenger list this year than ever before. The Princess Victoria alone carried 500 per day.

NEW TOURIST HOTEL.

In considering the scope of our work it must be admitted that the C. P. R., in building their magnificent hotel, are not doing so for the accommodation of the ordinary business man but chiefly for the wealthy tourist. This alone should impress us with the value of tourist business. Sir Thomas Shaughnessy told Mayor McCandless that he expected that they would accommodate not less than 200 people per day. That each guest would spend $50 a day in the city and, while Mr. McCandless doubted it, yet Sir Thomas stuck to his statement, but if we divide that amount in two the guests at this hotel will expend in the city, according to Sir Thomas' own statemeut, $130,000 per month. What other industry in the city is capable of such development? And this is not all. Some people were under the impression when this hotel was mooted that it would injure the other hotel property, and yet another tourist hotel is now under construction at Oak Bay that will cost, furnished, $25,000, and which will be opened by Mr. Virtue before June 1, 1905.

It has been the experience in California that a large percentage of visitors to a city become permanent residents. We have found it so, even now, on a small scale, and it is only reasonable from the facts and from the comments of visitors to expect that many of the wealthy people attracted by these new hotels and the great railway corporation will purchase or build homes here.

MAGAZINE AND NEWSPAPER ADVERTISING.

From the statement of accounts, if compared with last year, it will be noticed that the annual report under the head of "advertising at home and abroad," has been more than doubled, and yet the total amount expended during the year is about the same. The half-tone engraving before referred to has been placed in the following important magazines as a full-page advertisement: Sunset, published in San Francisco; the Pacific Monthly (twice), published in Portland, and the Canadian Magazine, published in Toronto. A larger expense has also been incurred in making arrangements for a more extensive distribution of our literature in California. Advertisements were placed in the Tacoma Ledger, Seattle P.-I., North Yakima Republic and the Spokesman Review, Spokane. It is, however, in illustrated articles in magazines and newspapers during the year that the city has received some of its best advertising. Descriptive articles from the pen of the secretary have appeared in the following magazines: The Coast, Seattle (twice); the Dominion Medical Monthly, Toronto; the Pacific Monthly, Portland; the P.-I., Seattle—almost one whole page; the Farmer's Advocate, Winnipeg, and Sunset, San Francisco, Cal. Several of these have been reproduced in other papers. For instance, the one in the Farmer's Advocate in the Canadian Gazette, London, one of the most influential Colonial papers published; and the one from Sunset in one of the great Boston dailies and in the Colorado Telegraph. The whole of these, with one exception, were inserted free. There are two other articles, namely, "Victoria, an All-the-Year-Round Resort," written for the Commercial, Winnipeg, and "Outdoor Life in Victoria," written for Outdoor Canada, of Toronto, that are still to appear. These articles have been worth to us, on the basis of the rates charged for advertising, the total cost of the salaries of the association for the year.

RESULTS OF THE WORK.

It is inconceivable that such work can be carried out without definite results. At the same time any business man knows the results from his advertising account are the most difficult to trace, and yet this association may well feel satisfied with the tangible results that are evident on all sides. The C. P. R. were urged years ago to build a first-class hotel here. Did they consent until the work of this association had shown them the possibilities of the tourist business here and that the business was improving so fast that it was now a necessity? Has not this increased travel to Victoria made it imperative for this same company to improve the means of transportation between Victoria and Seattle, and it might be pointed out here that there is no surer way of securing better means of transportation than by creating such a business as will make it profitable to provide the best accommodations; that the number of private boarding houses has been doubled; that a large number of private homes have been receiving boarders all the summer? Has the amount of business done by the older hotels decreased, or have they been able to more than hold their own? Could they have done this if the number of visitors had not largely increased? It is also worthy of note that general business has surpassed that of other years and the taxes have been paid better than in any previous year. From whence has come this prosperity? The largest building operations that are now under construction are to accommodate the stranger. Ninety per cent of the building permits of last year were for residences and hotel property, and 90 per cent of the capital invested in new buildings was for the same class of property. There has been a greater demand for residential and farm property near the city than for the past ten years. How is this? But direct results of this advertising policy can be more distinctly traced. The value of land and property acquired by people who first came as visitors and who afterwards decided to make their homes here is at least $60,000. For four months of summer the average number of passengers into the city per day is at least 150 more than in winter. Many of these stay from one week to one or two months, but if we take the number at 100 only over all lines and average their stay at three days each and their expenditure at $5 per day, which is absurdly low, the total cash given to the city is over $200,000, in addition to the amount invested in real estate already mentioned. This does not include any revenue from all other visitors during the other eight months of the year. Take in addition to this the large sums that are being expended in erecting the C. P. R. hotel, the Oak Bay hotel and other buildings, and the importance of fostering and developing the tourist business must be appreciated by every subscriber and by every citizen.

CHEAP EXCURSION RATES TO VICTORIA.

Another important result and a most concrete one was the inauguration of cheap excursion rates to Victoria both summer and winter, particularly from Manitoba and the Northwest. Until this association was formed nothing of this kind had ever been known. This summer these tickets were only on sale for one day, yet in that time 490 tickets were sold to Victoria. This winter the company has been more liberal in this respect than on any previous occasion, and they have been on sale four days in December and two days in January. It is anticipated that large numbers will take advantage of them. They are at single fare for round trip and good for three months. In anticipation of these we have done a large amount of advertising in this section. We inserted a three-page illustrated article in the Farmer's Advocate, our books have been sent to every C. P. R. agent and only last month 2,000 illustrated post-cards and 1,500 circulars were mailed direct into many homes in that section. Your money is not all spent in securing tourist business but in endeavoring to find a good class of settlers for the land on the lower portion of Vancouver Island. We have, therefore, taken up the opportunities offered in fruit culture and poultry-raising with, we believe, good results. We are strenuously endeavoring to bring the man who has made his money in that section as a permanent resident of Victoria or district. Cheap rates were also in operation to the coast from the World's Fair and all the Middle States, and previous to the sale dates of these tickets, letters and copies of "An Outpost of Empire" were mailed to forty ticket agents and to forty of the leading newspapers in that section. Such has been the work accomplished and the results obtained with the cash at our disposal during the year 1904. That it has been economically spent we know, and we hope to your satisfaction. Every expenditure has been authorized in the usual way by the executive. Each account has been submitted to the finance committee and recommended by them to the executive for payment. The financial statement will be laid before you, duly audited. The future of the work certainly depends upon the amount of money available for the purpose. We believe it ought to be more, it cannot well be less, to obtain the best results.

The question of financing such an organization is a serious one. It is very gratifying to know that in the third year of its history the institution has been generously supported by the citizens, the subscriptions from the business men for this year amounting to about $4,000, or about the same as last year. In this connection attention is called to the list of subscribers appended hereto, from which it will be seen that many citizens who benefit directly, and that others who benefit more or less indirectly, do not contribute at all to the support of the association. This is not as it should be, and it is hoped that such citizens when called upon next year will see the advisability of subscribing. The City Council has also recognized its general usefulness by a grant of $3,000. It is unfortunate that there does not appear to be any other way of financing the institution. To derive a revenue from any other source seems extremely difficult and to derive any profit on its undertakings or publications would bring the association into direct competition with some of its supporters, and in many ways destroy its usefulness; therefore, it seems as if the association must continue to depend upon subscriptions. But we do not believe that these contributions should be looked upon as ordinary subscriptions, but as payments into a general advertising fund for the benefit and in the interests of the subscribers. That it should be maintained in a high state of efficiency at all costs we all agree, and particularly is that so for the year 1905. Never in the history of the coast will the attention of so many people be attracted to the West as during this next year. Exceptionally cheap rates will be in operation from all parts of the United States and Canada, and if we can do sufficient advertising to notify people before purchasing their tickets that they can route them one way via Victoria, these people can all visit Victoria without extra cost. We must also do a considerable amount of work in Portland and on the coast.

The population of the West is increasing daily and as each city grows larger so does the number of people desirous of taking a vacation. Nothing can take away our climate, our scenic beauties and opportunities for enjoying life, and consequently our tourist business. The magnitude of the latter will depend upon how we advertise the former, and keep them before the traveling public. Other cities are in competition for this business and it would as much be folly for us to drop our work now as it would for a rival business house, whose business had been developed by push and energy. We believe that a new era of prosperity has dawned upon our fair city and we commend to you for continued support an institution which, we are confident, has done much to bring about such a state of things, and which is capable of doing a great deal more in the years to come.

All of which is respectfully submitted.

HERBERT CUTHBERT, Secretary.

G. H. BARNARD, President.

The following is the statement of assets and liabilities for the year ending December 31, 1904:

ASSETS.

| | |
|---|---|
| (As per detailed account attached thereto). | |
| Cash on hand | $ 10 54 |
| Subscriptions uncollected | 88 00 |
| Accounts due for photographs, etc. | 6 40 |
| Office furniture in rooms—cost, $695.50; less depreciation, valued at | 275 50 |
| Halftone blocks and zinc etchings (valued at one-third their cost) | 235 00 |
| Zinc etchings, city map (cost $30) | 15 00 |
| Photo outfit, lantern, slides, etc. | 75 00 |
| Mineral specimens in office | 61 00 |
| Cabinets, 50 framed pictures, and book cabinets | 60 00 |
| Ten new seats on Dallas road, and 40 signboards, at cost | 55 00 |
| Literature on hand, including books, guides and envelopes for same | 195 00 |
| | $1,076 44 |

LIABILITIES.

| | |
|---|---|
| Liabilities to December 31, 1904 | Nil |

RECEIPTS.

| | |
|---|---|
| Jan. 1, 1904—Balance from 1903 | $ 257 62 |

The receipts and expenditures from January 1 to December 31, 1904, were as follows:

| | |
|---|---|
| | $6,960 57 |
| Dec 31, 1904—Grant from Corporation of the City of Victoria, 1904 | 3,000 00 |
| Sundry subscriptions, 1904 | 3,693 55 |
| Montreal Board of Trade, for photos | 8 40 |

EXPENDITURES.

| | |
|---|---|
| Literature, books, folders, guides, maps, envelopes and sundries | $2,385 75 |
| Office rent, insurance, telephone and light | 579 29 |
| Stationery, office supplies and petty expenses | 336 18 |
| Salaries of secretary, lady assistant and office boy | 1,937 50 |
| Traveling expenses | 397 50 |
| Sundries | 182 95 |
| Balance on hand | 10 54 |
| | $6,960 57 |

Victoria, B. C., January 14, 1905. EDWIN C. SMITH, Hon. Treasurer.

Examined and found correct.

January 19, 1905. JAMES L. RAYMUR, Auditor.

CLASSIFIED LIST OF SUBSCRIBERS.

| | |
|---|---|
| **Architects.** | |
| F. M. Rattenbury | $ 25 00 |
| | $ 25 00 |
| **Bankers.** | |
| Bank of B. N. A. | $ 50 00 |
| Can. Bank of Commerce | 50 00 |
| Bank of Montreal | 25 00 |
| Imperial Bank of Canada | 15 00 |
| Royal Bank of Canada | 15 00 |
| | $ 155 00 |
| **Barristers and Solicitors.** | |
| G. H. Barnard, Mayor | $ 50 00 |
| Pooley, Luxton & Pooley | 25 00 |
| Bodwell & Lawson | 20 00 |
| **Builders and Contractors.** | |
| T. Catterall | $ 5 00 |
| | $ 5 00 |
| **Breweries.** | |
| Victoria-Phoenix Brew'g Co. | $ 50 00 |
| | $ 50 00 |
| **Chinese Board of Trade.** | |
| Per Tim Kee | $ 57 00 |
| | $ 57 00 |
| **Dentists.** | |
| Dr. A. J. Garesche | $ 5 00 |
| Dier Bros. | 5 00 |
| Dr. Clemence | 2 50 |
| | $ 12 50 |
| **Hotels and Restaurants.** | |
| Dominion Hotel | $150 00 |
| Dallas Hotel | 25 00 |
| Vernon Hotel | 25 00 |
| Victoria Hotel | 25 00 |
| Hotel Davis | 10 00 |
| Occidental Hotel | 10 00 |
| Goldstream Hotel | 10 00 |
| H. E. Levy | 10 00 |
| Strathcona Hotel | 5 00 |
| **Licensed Victuallers and Theatres.** | |
| Savoy Theatre | $ 20 00 |
| H. Siebenbaum | 10 00 |
| Briggs & Chamberlain | 10 00 |
| Horse Shoe Saloon | 2 50 |
| | $ 42 50 |
| **Manufacturers.** | |
| Sayward Lumber Mills | $ 50 00 |
| Victoria Chemical Works | 35 00 |
| B. C. Soap Works | 50 00 |
| Hamilton Powder Works | 25 00 |
| M. R. Smith & Co., Limited | 15 00 |
| Victoria Machinery Depot | 10 00 |
| Andrew Gray | 10 00 |
| Taylor Mills Co. | 10 00 |
| B. C. Pottery Co. | 10 00 |
| P. W. Dempster | 10 00 |
| Lemon & Gonnason | 5 00 |
| A. J. Morley | 5 00 |
| Smith & Champion | 5 00 |
| | $ 922 00 |
| **Wholesale Merchants.** | |
| Hudson's Bay Co. | $100 00 |
| B. P. Rithet & Co. | 100 00 |
| J. H. Todd & Sons | 50 00 |
| Brackman-Ker Mfg. Co. | 50 00 |
| Pither & Leiser | 50 00 |
| Turner, Beeton & Co. | 50 00 |
| Simon Leiser & Co. | 50 00 |
| Wilson Bros. | 25 00 |
| B. Wilson Co. | 25 00 |
| Henderson Bros. | 25 00 |
| Robert Ward & Co. | 25 00 |
| Melrose Co. | 25 00 |
| P. McQuade & Sons | 10 00 |
| J. Boscowitz | 10 00 |
| F. R. Stewart & Co. | 10 00 |
| Findlay, Durham & Brodie | 10 00 |
| R. W. Clark & Co. | 5 00 |
| R. Machin | 5 00 |
| J. Piercy & Co. | 5 00 |
| B. C. Fruit Co. | 2 00 |
| | $ 632 00 |
| **Retail Merchants.** | |
| Weller Bros. | $120 00 |
| David Spencer | 100 00 |
| E. G. Prior & Co. | 100 00 |
| Challoner & Mitchell | 75 00 |
| W. & J. Wilson | 25 00 |
| Dixi H. Ross & Co. | 25 00 |
| Cyrus H. Bowes | 25 00 |
| Paterson Shoe Co. | 25 00 |
| T. N. Hibben & Co. | 25 00 |
| E. Williams & Co. | 25 00 |
| Fit Reform Wardrobe | 20 00 |
| W. S. Fraser & Co. | 20 00 |
| Hastie's Fair | 12 50 |
| Sea & Gowen | 10 00 |
| Barber Bros. | 10 00 |
| Alex. Stewart | 10 00 |
| J. Barnsley & Co. | 10 00 |
| Fleming Bros. | 10 00 |
| Dean & Hiscock | 10 00 |
| Fred Carne | 10 00 |
| Fe' & Co. | 10 00 |
| Mrs. Clay | 10 00 |
| J. Wenger | 10 00 |
| M. & H. A. Fox | 10 00 |
| Fletcher Bros. | 10 00 |
| D. E. Campbell | 5 00 |
| J. Savannah | 5 00 |
| Finch & Finch | 5 00 |
| Henry Young & Co. | 5 00 |
| Campbell & Cullin | 5 00 |
| Vic. Book & Stationery Co. | 5 00 |
| G. A. Richardson | 5 00 |
| John Cochrane | 5 00 |
| Robert Mowat | 5 00 |
| Nicholles & Renouf | 5 00 |
| George E. Myers | 5 00 |
| George Powell & Co. | 5 00 |
| A. McGregor & Son | 5 00 |
| C. W. Rogers | 5 00 |
| Friend | 5 00 |
| K. Ishii, Japanese Store | 5 00 |
| Watson & McGregor | 5 00 |
| R. Matsouka, Japanese Store | 5 00 |
| F. W. Nolte | 5 00 |
| Angus Campbell & Co. | 5 00 |
| A. A. Clayton | 5 00 |
| W. H. Shakespeare | 5 00 |
| Windsor Grocery Co. | 5 00 |
| J. L. White & Co. | 5 00 |
| W. G. Cameron | 5 00 |
| Thomas Shotbolt | 5 00 |
| S. Shore | 5 00 |
| C. H. Smith & Co. | 4 50 |
| H. L. Salmon | 2 50 |
| B. C. Saddlery Co. | 2 50 |
| Mikado Tea Rooms | 2 50 |
| J. H. Baker | 3 00 |
| Maryland Restaurant | 2 50 |
| K. Vasilatos | 2 00 |
| John Fullerton | 2 00 |
| Jeune Bros. | 2 50 |
| C. A. Goodwin | 2 50 |
| W. H. Pennock | 2 50 |
| C. F. Schilling | 2 50 |
| Wescott Bros. | 2 50 |
| H. Munday | 2 00 |
| W. Harrison | 2 50 |
| Shotbolt & Horne | 2 50 |
| Madame Kosche | 2 50 |
| A. P. Blyth | 2 50 |
| J. Teague, Jr. | 2 50 |
| Mrs. F. Bickford | 2 50 |
| Brown & Cooper | 2 00 |
| W. Wilby | 2 00 |
| J. S. Harvey | 1 50 |
| C. W. Neill | 1 00 |
| R. McFadden | 1 00 |
| M. A. Vigor | 1 00 |
| E. A. Mesher | 1 00 |
| A Well Wisher | 1 00 |
| J. McCorkall | 1 00 |
| Valo & Brooks | 1 00 |
| Cooper & Linklater | 1 00 |
| T. S. Futcher | 1 00 |
| W. Blair | 50 |
| Sundry subscriptions, per H. Cuthbert | 1 05 |
| Balance Hotel By-Law | 1 00 |
| | $ 920 55 |
| **Printers and Publishers.** | |
| The Colonist | $ 50 00 |
| The Times | 25 00 |
| Vic. Printing & Pub. Co. | 5 00 |
| | $ 80 00 |
| **Physicians.** | |
| Hon. J. S. Helmcken | $ 10 00 |
| Hon. J. S. Helmcken | 1 00 |
| J. C. Davie | 5 00 |
| H. M. Robertson | 5 00 |
| | $ 21 00 |
| **Transportation Companies.** | |
| E. & N. Railway Co. | $500 00 |
| B. C. Electric Railway Co. | 100 00 |
| C. P. R. Co. | 100 00 |
| | $ 700 00 |
| **Real Estate Agents and Brokers.** | |
| Pemberton & Sons | $ 50 00 |
| Heisterman & Co. | 25 00 |
| A. W. Bridgman & Co. | 15 00 |
| Swinnerton & Oddy | 15 00 |
| R. Hall | 10 00 |
| E. Boggs | 10 00 |
| C. E. Baxter | 5 00 |
| A. W. Jones | 5 00 |
| P. R. Brown | 5 00 |
| E. A. Harris | 5 00 |
| | $ 155 00 |
| **Transfer Companies.** | |
| Victoria Transfer Co. | $120 00 |
| Victoria Truck & Dray Co. | 25 00 |
| Joseph Heaney | 5 00 |
| | $ 150 00 |
| **Sundry, Not Classified.** | |
| B. C. Telephone Co. | $ 50 00 |
| J. B. Hobson | 50 00 |
| Hinton Electrical Co. | 25 00 |
| Charles Hayward | 20 00 |
| T. W. Paterson | 15 00 |
| George Riley | 20 00 |
| Hon. M. W. T. Drake | 10 00 |
| N. Shakespeare | 6 00 |
| W. Fernie | 5 00 |
| | $ 190 00 |
| Total subscriptions | $3,781 55 |
| Less amount not paid in | 88 00 |
| | $3,693 55 |

ARMENIAN AFFAIRS.

Victims of Massacre Include Many Helpless Children.

Washington, Jan. 23.—The United States State Department has made public portions of an important report recently made by Dr. Thomas H. Norton, American consul at Harput, Turkey, on the results of a tour of investigation made by him throughout the villayets of Bitds and Van, which were the scenes repeated attacks upon, and massacres of Armenian Christians. The principal object of the visit was the protection during several months last summer of American interests there. No Americans were known to have been injured. Dr. Norton estimates that in the Sassun district five thousand lives were lost in the last summer massacres, including 2,771 children. Several thousand refugees who fled to Mush were forced to return to their ruined villages, where the local authorities made an allowance of one cent a day per capita for food. The question now is what is to be done with the surviving population of Sassun, numbering 10,000 or more, who are suffering from the results of insufficient protection and food.

"One salient fact," says the consul, "is that the benevolence of citizens of the United States has accomplished more than the efforts of all other nations combined in advancing the material, intellectual and moral welfare of the Armenians, and other classes in the interior provinces."

Tribute is paid to the comparatively small group of American mission workers.

INDUSTRIAL SETTLEMENTS.

London, Jan. 23.—Colonial Secretary Lyttleton has appointed H. Rider Haggard a commissioner to enquire into the conditions and character of the agricultural and industrial land settlements organized in America by the Salvation Army. The trustees of the estate of Cecil Rhodes are paying the expenses of the enquiry with the view of applying the scheme to South Africa.

# Good Wheat Crop In Australia

## Estimate That New Season's Product Will Reach 16,000,000 Bushels.

## Murder By Blacks at Trading Station in the New Hebrides Group Reported.

News was brought by the steamer Miowera, which ar