

saw logs—as much as was adapted for the purpose—and the remainder became cordwood. Logging engines were used and rapid progress was made. The land was then given a preliminary ploughing to clear the surface and make it attractive to the settler.

That was the plan he desired to have followed on Vancouver Island. He didn't think the farms should exceed one hundred acres; in fact those of sixty or eighty acres would be better. Preliminary to this stage, however, a great deal of good could be done by advertising. They therefore proposed to issue a pamphlet dealing generally with Vancouver Island. The C. P. R. had very complete channels for advertising and could consequently give the Island prominence in a wide radius. A thoroughly up-to-date publication would be prepared, one that would be

#### IN CONCRETE FORM

so that everybody could read it without trouble. He had arranged for a special photographer to take the field and secure a complete set of pictures. The first pamphlet, as he had stated, would be general, calling attention to the position of the Island and laying particular attention upon its climate—its chief asset. Later the matter would deal with the agricultural and timber possibilities. But the advertising publications should give publicity to the fact that this was a timbered country. They didn't want the people to expect that they could come here and meet with no obstacles in this respect.

Mr. Dennis then recounted the difficulties the company had encountered in colonizing the lands across the mountains. Rival railroads on the south, becoming alarmed at the formidable proportions of the movement, began to convey the impression that the area of settlement was near the North Pole and the climate terribly rigorous. In settling the three million acres at Calgary they carried out a very comprehensive advertising scheme. The States across the line were divided into canvassing districts, and energetic representative agents conducted a house to house and farm to

farm canvass. They did not ask the farmers to believe what they said, but agreed to convey them to the scene and

#### LET THEM EXPLORE FOR THEMSELVES.

This was done, and settlers were secured. This was the policy that ultimately would have to be adopted here. But he hoped the people wouldn't expect too much from the acquisition by the C. P. R. of the holdings on this Island. Of course it was likely that the advent of a big corporation like the C. P. R. would accomplish more in the rapid development of the land than the late owners, but it must not be expected all at once. They had only entered into possession on June 1st, but as could be seen they were going to do all they could to develop it intelligently without delay.

There was no question that if the C. P. R. were to develop the land grant as proposed they would have to extend the Island road. Another exploring party was to be placed in the field in addition to the timber and land parties, and when the latter had found suitable areas reconnoitring surveys would be conducted to ascertain the best way of building extensions or roads to them. While the operation of the E. & N. railway didn't come under his control, he felt certain that Mr. Marpole and his staff would

#### CORRECT WHATEVER DEFECTS

now existed. The road bed and power equipment were in good shape, but the old passenger cars needed improving, and this could be done quite readily in view of the additional rolling stock the company had to draw from.

As far as Victoria was concerned, all he would say was that the management, and C. P. R. officials realized that success in operating the E. & N. and other lines depended upon the maintenance of harmony between the merchants and the road. While of course differences between them would possibly occur from time to time, he felt satisfied that the relations would be generally harmonious. What the company asked of the merchants was sympathy and good will in carrying out this work. The Board of Trade could materially assist the com-