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Industrial Mission

An Interesting
Account of
Opportunity
Offering

MISSION CITY
BRITISH COLUMBIA

Published by the Mission City Board of Trade

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INDUSTRIAL MISSION

An Interesting Account
of Opportunity
Offering

(BY GEO. S. B. PERRY)

Endorsed by the Mission City Board of Trade

Mission Land Co. Ltd.

36-37 Canada Life Building

640 Hastings St. West

Vancouver, B. C.

1913

Industrial Mission

A LETTER OF INTRODUCTION

TO OUR READERS:

In presenting for your consideration the following description of Mission City, its varied interests and advantages, its bright future as a commercial and industrial centre, we have been careful, rather than under than to over-state the facts. In one word we would say that the investment opportunity we offer you in **Industrial Mission** has been selected only after most careful scrutiny of its merits, and comparison with many other promising propositions of undoubted value. Some of the best financiers in the real estate world of Vancouver and the West, also the Mission City Board of Trade, have passed their opinions upon **Industrial Mission**, and they are unanimous in its favor. It is recommended to the shrewd, careful, conservative investor, as an offering of exceptional merit. To them we can safely say: "No better, no safer, no surer investment for profit can be found to-day."

MISSION LAND CO., LTD.

Head Office:

36 and 37 Canada Life Bldg.,
640 Hastings Street West,
Vancouver, B. C.

Mission City Board of Trade

P. O. Box 336

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Mission City, B.C. May 13th 1913 191

Mission Land Co Ltd,

Vancouver, P.O.

B. C.

Dear Sirs:-

I have been instructed by my Board to write you stating that this Board did at their meeting held on twelfth inst. endorse your booklet "INDUSTRIAL MISSION" in whole and in part as submitted to them by you.
Wishing you every success with same. I am,

Yours Very Truly,

A. A. Lane
secretary.

Industrial Mission

BRITISH COLUMBIA, the most attractive portion of "Canada's Fair Domain," is to-day embarking on an era of industrial expansion which will astonish the world, and add vastly to the prosperity and wealth which have already come to the province through the development of its great natural resources.

The resources of British Columbia and its products, natural and cultivated, provide such a wide range of raw materials that the number and variety of industries which may be engaged in here is unlimited. From day to day many openings are being taken advantage of and new enterprises are being established.

Three outside factors of great importance have a bearing on British Columbia's industrial activity:—

The rapid increase in settlement and development of the four Provinces of Western Canada.

The beginning of the western movement of Canada's wheat crop.

The opening of the Panama Canal.

These are having a mighty influence on industrial development in this Province. The scope of their effect cannot be calculated in advance, but it is not easily overstated. Results, though, can be stated with absolute precision. The Lower Fraser Valley—from Mission to the Sea—will be transformed into a hive of prosperous industries. The movement which has begun and which is daily gathering force and momentum, will be unparalleled in industrial development in the West and indeed in all America.



Railway Bridge on Fraser at Industrial Mission.

Industrial
Develop-
ment of
British
Columbia



Mission City—One of the Present Business Streets.

Industrial Mission

MISSION CITY is the strategic point of the entire Lower Fraser Valley from the view-point of the great industrial movement which British Columbia has begun to feel. Mission City will be the focus of much of the industrial activity. The Mission District is so admirably adapted by nature for great industrial development that its future has never been uncertain and its progress cannot be impeded, as British Columbia moves on to the industrial pre-eminence she is bound to attain.

It is the mission of these pages to tell briefly and clearly just wherein Mission City and District appeals to the industrial worker and to the investor seeking favorable outlet for capital. It is not the intention to claim that no other point in the favored Lower Fraser Valley is suitable for industrial purposes. But when the advantages of Mission City have been impartially considered it will be the verdict that they are unexcelled anywhere and that the claims of the City and District as an attractive proposition to the investor and to the industrial settler fully merit attention.

It is unwise at all times to indulge in florid over-statements. In the case of Mission City and District it is entirely unnecessary. The plain facts herein set forth afford a convincing appeal to the enterprise of the new citizen seeking a field for investment which will provide safety, permanency and profit.



Mission City
Offers Many
Advantages

Industrial Mission

INDUSTRIES seeking location naturally have certain preferences, or primary considerations that have a bearing on decision. Here are some of the conditions of importance:—

Ample space at moderate prices.

Railway and water transportation facilities.

Power in convenient form, ample supply and at low price.

Proximity to raw materials or ready means for their delivery.

The tendency of modern times is to take the large industries away from the larger commercial centres of population, yet locating at points readily accessible. There are many reasons for this movement to de-centralize. One of them is the consideration of cheap and ample factory space. Other considerations having a bearing on this modern movement away from the large centres may be cited:—

Factory sites suitable are often not available at large cities at any price.

Taxes, insurance and overhead expenses generally, are always higher in large cities.

The employees of an industry which moves from the large city are always improved in every way by the change.

Cheaper homes, with larger open spaces, chance to have home garden, as well as securing food cheaper and fresher, appeal to employees, resulting in raising the standard of labor and securing a more permanent class of employees.



Industrial Mission

Broad and level areas for factory and manufacturing sites at prices so low that industries are not handicapped by tying up large capital in site.

Unexcelled—unequaled—power facilities, unlimited in quantity, lower in price than anywhere else on the Continent of America.

Transportation facilities by rail and water, easy of access and convenient to the centres of population on British Columbia's lower mainland.

Rail facilities include four different lines now, with three others projected to be available in the near future.

Water transportation is afforded by the Fraser River, half a mile wide, fifty feet deep, and at the head of deep water navigation direct from the Pacific Ocean.

Unlimited quantities of produce of field, farm, forest and fisheries for home consumption and for materials for manufacture—the scope for manufactured food products is exceptional.

Thousands of acres of choicest farming lands in the surrounding district, attracting a large farming population to supply raw materials and also forming a reliable source from which the best class of employees is drawn.

Climate devoid of every extreme of heat and cold, the earliest district in British Columbia, with ample but moderate rainfall annually.

Situation incomparable—within 1½ hours by rail on the main line of the Canadian Pacific Railway, with ten trains each way daily to Vancouver.

Mission City
Offers
Industries



Industrial Mission, showing Railway and Waterfrontage.

Industrial Mission

FOR the first time, an opportunity is being offered to the public to share in a most attractive proposition which is bound up with the advance and prosperity of Mission City.

Adjoining the Canadian Pacific Railway depot, and flanked on one side by the tracks of the main line, on another by those of the Soo Pacific line to Seattle, and on a third side by the broad stream of the Fraser River, right in the centre of Mission City is **Industrial Mission**, comprising the old Morton Estate, now first available to the investing public as a consequence of closing out the affairs of the late Mr. Morton.

Industrial Mission offers to the investor, whether in a modest homesite lot, or in an industrial block of larger area, a perfectly safe investment, with an equally safe and sure profit. **Industrial Mission** is located right in the best portion of Mission City.

On the river-front of **Industrial Mission** the present ferry service across the Fraser has its landing. Very soon a traffic bridge across the river will be constructed to serve the large farming districts of Matsqui and Mount Lehman, which stretch along the south bank, and which look to Mission City as their natural centre and point of delivery for their products. The present ferry service is already overtaxed by the traffic offering.

Industrial Mission is a broad, level area extending from the river-front to the business centre of Mission City. To the manufacturer seeking a water-front site as well as trackage, for an industry requiring such privileges, a number of excellent locations are offered, varying in size to the particular requirements of each industry. To those industries requiring trackage and not necessarily water-front privileges, there are a large number of sites presented. All of these will have trackage most conveniently arranged, and the fact that the C. P. R. yards extend along the property is an added advantage.

Industrial Mission -- the splendid property just described -- is offered at prices which are extremely low -- proof that the owners are satisfied to share generously with

Industrial
Mission -- an
Opportunity

Industrial Mission

investors in the assured enhancement of values which the rapid development of Mission City is bringing every day. These extremely low prices are a further inducement as a very modest sum invested will give a substantial return. It is not easy to refrain from statements which, though amply justified by the inducements **Industrial Mission** offers, might sound glowing to conservative investors. It is to these alone the owners of the property desire to appeal, and therefore we merely say:—"Come and see."



View on Industrial Mission.

Industrial Mission

FORTY MILES from Vancouver, forty miles from the sea, and ten miles from the International Boundary, Mission City is in the geographical centre of the Lower Fraser Valley. Immediately surrounding the city are some of the choicest areas of the famed fertile Fraser Valley lands—much of it still lying fallow, but hundreds of acres now in the highest state of cultivation and producing crops of such variety and enormous yield as to ensure the most profitable returns from farming operations.

Mission City Location and Description

The city lies on the north bank of the Fraser, the waterfrontage being ideal for industrial sites as it is perfectly level. The land rises in gentle slopes to benches at different elevations until the general level of the country surrounding the city north, east and west, is reached. From this height the land slopes for miles away, back to the distant mountains, forming a large and continuous area nearly every acre of which is adaptable for general agriculture.

The soil of this entire district is excellent. That of the lower levels, next to the river, is black alluvial deposit of great fertility, while a rich, friable, loose chocolate loam is the general character of the higher lands. One very remarkable feature of the district is that even on the slopes and on the edges of the benches the soil is as rich as it is elsewhere. Very few rocky ridges occur, and much of the land is entirely free from surface boulders.

The southern aspect of Mission District, added to the raised bench lands, gives it a very distinct advantage in point of early start and maturity of crops. Another advantage from a farming point of view is the admirable natural sub-irrigation produced by the contour of the entire district. The moisture from snows melting and rains falling on the higher slopes of the mountains in the distance to the north, is evenly distributed and gradually percolates from bench to bench, finally reaching the lower levels in the driest period of mid-summer. This accounts for the uniform success of all sorts of farm and field crops, and fruits, as well as for the very heavy returns obtained per acre.

Almost all sorts of fruit and vegetables are grown with success in Mission District, and the extent and variety of farming operations has amply proven their adaptability.

Industrial Mission

Mission City Location and Description

Small fruits, such as strawberries and raspberries, are a very large crop and one from which great profits have been made for some years. Rhubarb—the homely pie plant—is recognized as a successful specialty of Mission, and the growing of it on a commercial basis has long been carried on, many carloads being shipped each year, the local canneries also putting up large quantities. Apples, plums, cherries and other tree fruits grow freely and many new orchards are being set out each year. For all products a ready market exists, the closeness to Vancouver and New Westminster making shipment to those points easy and cheap. The operation of two canneries at Mission in the past two seasons has given increased market for all fruits and many vegetables. As but a tithe of the land capable of producing such crops is being cultivated, the possibilities for Mission as a cannery centre are just beginning to be grasped.

Dairying is getting much attention because of the adaptability of soil, climate and other conditions as well as from the profits returned. Hay crops grow abundantly and the yield is heavy. On the higher ground grain crops are extremely successful, although the heavy clearing has prevented large acreage being thus cropped. Field roots yield enormously—an instance vouched by the Mission Board of Trade, is given, where one acre returned in a single crop one hundred tons of mangold wurtzels. Fodder corn, vetches, and other green crops for ensilage also yield heavily. The mild winter climate and long open season are ideal for carrying dairy herds with minimum of housing and dry-feeding. As acreage is cleared and cultivated this industry will expand. As in fruits and vegetables, the market of the coast cities is insatiable.

Poultry raising for profit, alone and as an adjunct of intensified mixed farming and gardening is receiving much attention. Already the surplus poultry and egg production is quite an item in the shipments from Mission. All varieties of poultry have been successfully reared, and again the mild climate and short winter season is an advantage. Nearly every ranch has its flock of poultry and many residents of Mission City raise their own fowl as well as having enough egg supply for their own needs.

Industrial Mission

A population of nearly 2,000 is resident in Mission City itself. Stretching out on all sides from it is the rural settlement, the orchards and plantations all in high state of cultivation, giving a most prosperous and attractive air to the scene. Every year sees the borders of the settlement pushed further back, until now it is several miles to the outskirts and nearly all the included acreage is being rapidly cleared and brought into production—because it pays well to make it so.

The city is splendidly situated, overlooking the broad waters of the Fraser, the broader valley lands on the south side of the river, and boundary mountains looming up on the distant horizon. Dominating the scene, and apparently only a few miles away, though in reality nearly fifty Mount Baker rears his perpetually white head in solitary grandeur above the entire panorama of valley, hillside, river and forest. No prettier setting for an ideal, model industrial city could be found. That the superior advantages of the city and district have attracted a splendid class of permanent citizens is not surprising. Nor is it any more surprising that a steady stream of population has begun to settle in the district, taking up one or other of the many choice openings which have awaited the right class of settlers. Mission City and district is one of the most substantial and prosperous communities in the entire Dominion.

The conveniences and comforts now looked on as necessities in city life are already provided in this modern city. An excellent waterworks system gives an ample supply of purest water from an adjacent mountain stream. The needs of any industrial enterprise can be arranged for on moderate terms and in any quantity. Electric light is also supplied for both house and street lighting, the rates being very low, and as stated before, the rates for power in any quantity up to thousands of horse-power are the lowest on the Continent of America.



Mission City
Location and
Description

Industrial Mission

Mission City
Location and
Description

Mission City has schools, churches and other public institutions of the best, and the only public building which is neglected is the Police Station, which is usually tenantless, for the class of citizens does not include undesirables. Progressive public men are engaged in the various lines of business in Mission City. While attending to their mercantile occupations they find time to work together for the advancement of the city and district. An enterprising and energetic Board of Trade has done much already and their efforts are not relaxing as time goes on. Much of the advance made by Mission City in the past two or three years is directly traceable to the good work of the Mission Board of Trade which comprises many of the leading ranchers of the district as well as the business men of the city.

The importance of Mission City as a railway centre with lines running to the International Boundary, has been recognized by the Dominion Government, and the city has

Industrial Mission

Mission City
Location and
Description

been created a Customs port of entry. A substantial appropriation has been made by the Government for a handsome public building, in which will be housed the Post Office, the Customs Office, the Customs Examining Warehouse and other Dominion Government offices.

Outside interests with large holdings in Mission City and district are taking an active part also in spreading the good news of what has been done and pointing to what can be done in developing the resources of Mission. The capital represented in one enterprise alone—that of the Western Canada Power Company—reaches a total of millions, and the company is now preparing to expend nearly as much more in doubling the already large capacity of their generating plant; in addition to which the construction of their electric tram line from Mission to Vancouver, which is to be undertaken almost at once, will involve several millions more.



Mission City—Industrial Mission in Foreground.

Industrial Mission

Railways
Serving and
to Serve
Mission City

TO-DAY the Canadian Pacific main line, the Soo Line of the same company and the Vancouver connection of the Northern Pacific Railway pass directly through Mission City, which is made their distributing and assembling point for the Province. A daily train service of such frequency is given that Mission City is one of the busiest railway points on the Pacific Slope. Ten trains each way each day this season are being run between Mission City and Vancouver and New Westminster. The Canadian Northern Railway main line, now built on the south side of the Fraser River, just opposite, is ultimately to be given traffic connection with Mission City when the projected railway and traffic bridge is built to replace the present old railway bridge of the C. P. R.'s Soo Line from Mission south to Sumas on the Boundary.

In the very near future the electric railway to be built from Mission to Vancouver by the Western Canada Power Company, on the north bank of the Fraser will give an added service of inestimable value. It will be comparable in importance to the electric tram service now given by the B. C. Electric Railway to the south side of the Fraser River, from Chilliwack to New Westminster. The benefits to the Chilliwack district from that construction will be repeated in the case of Mission City, by the Western Canada's tram line. It is already mooted that one day the B. C. Electric Railway Company will run a connection to Mission across the Fraser from their Chilliwack line.

A projected railway connection from the United States to British Columbia is that of the Chicago, Milwaukee & Puget Sound system, which will, if its present plans carry, extend its lines to Mission City, en route down the Fraser Valley to Vancouver.





Mission City Depot showing Passenger and Freight Traffic.

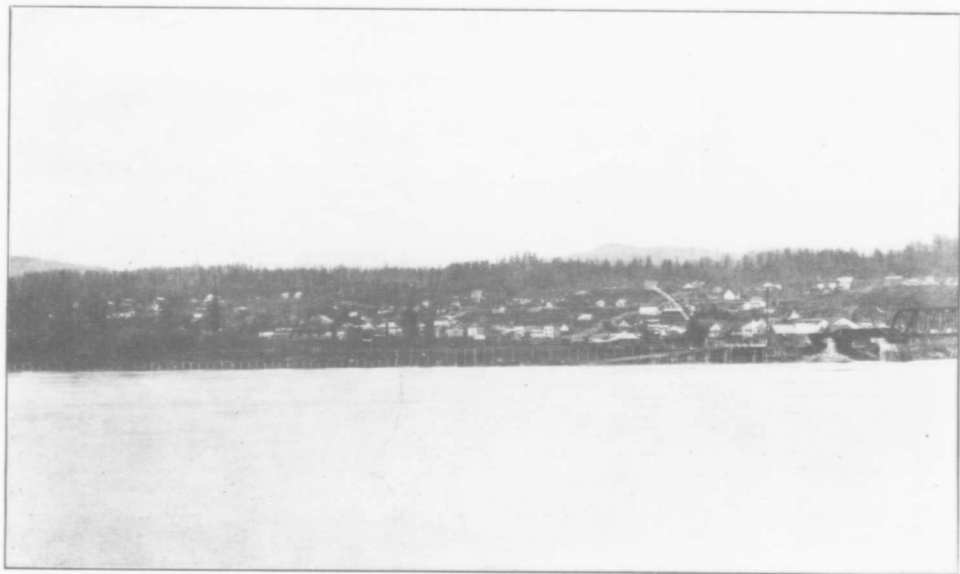
Industrial Mission

River Transportation
"From
Mission to
the Sea."

NOT to be forgotten in the multiplicity of railway facilities enjoyed by Mission City is the excellent transportation by water, provided through the steamer service on the Fraser River. First-class steamers make regular daily trips each way, carrying both passengers and freight, rates being lower even, than by rail. For large shipments of bulky produce the river steamer is very convenient. For the leisurely pleasure trip nothing more delightful can be imagined than a quiet day on the comfortable steamers plying between Mission City and New Westminster, and the few hours thus spent are amply repaid by the enjoyment of the trip. As the tide affects the river up to Mission City, and as there is a stage of water all the way up, enough for vessels of considerable draft, Mission City may very properly be called the head of deep water navigation on the Fraser.

For transporting hay and other bulky products, and for shipping shingle bolts, barge service in tow of large tugs is available on the river at low rates. Timber cut in the valley and formed into booms is towed on the river to the saw-mills on the Fraser water-front at Mission. All of these activities have been served by the river transportation ever since settlement began at Mission, and never will it be entirely superseded. River improvements year by year will result in vessels of deeper draft being brought up, and one day, ere many years, it may well be that a fleet of grain-carrying whalebacks such as ply out of Fort William eastward by the Great Lakes route to the Atlantic, will be loading Western Canada's millions of bushels of wheat from Mission City's vast terminal elevators on the banks of the Fraser, and making their way to the Pacific en route to Europe via the Panama Canal, a trip not so very many miles longer than that from Fort William via the Lakes and St. Lawrence.





Fraser River Waterfront at Mission City

Industrial Mission

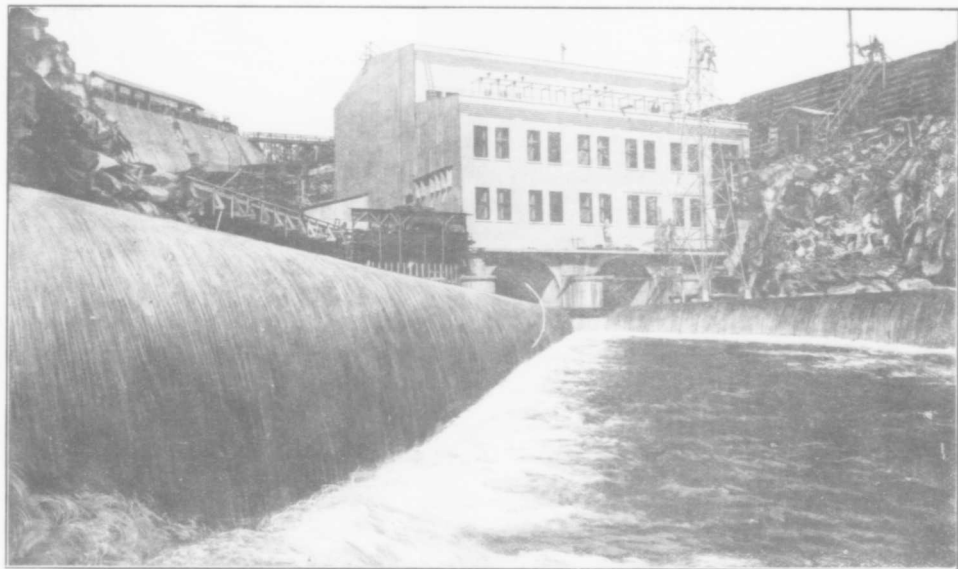
SOME of the superior attractions of Mission City have been outlined already in these pages. Too much prominence cannot be given to the exceptional opportunities afforded, nor too much stress laid upon the promising future now before the city.

A Great
Hydro
Electric
Power Plant

Power, abundant, unlimited almost, and at the very cheapest rate known and economically possible, is the chiefest attraction of Mission City. Situated seven miles from Mission City's industrial waterfront is the largest hydro-electric power plant installed in Western Canada. Indeed, only the mammoth power project at Niagara Falls, Ont., exceeds it in the entire Dominion. This unrivalled power service has only in the past season been completed and made available for general use for industrial purposes. The Western Canada Power Company, a very large and powerful corporation, whose word is as good as its bond, and whose bond will be given to implement the word, stands ready to make ten-year contracts with any industrial enterprises locating at Mission City, to deliver power in any quantity at extremely low rates. Nothing more is really necessary to impress the manufacturer seeking a site for a factory.

Were more needed it may be found in the fact that the B. C. Electric Railway Company, the only other large electric concern on the Lower Mainland has also now extended its transmission lines to Mission City, and is also ready to supply power and light to manufacturers and other consumers. The Mission Light and Power Co., a local company, is also operating in Mission City and district, having the lighting of the residential and business sections as well as supplying a limited amount of power. The provisions for power, a most important matter in an industrial community, could not be more ample or better.

Naturally, with facilities only recently provided, progress in the establishment of industries has just begun. The season of 1913 has opened with great promise, and a number of new industries have been arranged for. During the past two seasons there has been successfully operated one large jam and preserve cannery, whose output for the season of 1912 exceeded thirty carloads. A second similar



Plant of the Western Canada Power Co. Ltd., near Industrial Mission.

Industrial Mission

A Great
Hydro-
Electric
Power Plant

industry which has had a collecting station at Mission for the past two years is about to remove here altogether. The large production of small fruits, plums, cherries, apples and other fruits as well as vegetables suitable for canning provides unlimited raw material for a whole battery of large canning factories. These will come in due time, and will in turn provide steady and profitable employment for a large number of operatives, who will make permanent homes in the charming surroundings of Mission City.

The dairying industry which is receiving greater attention every year in the whole Fraser Valley, will eventually induce the establishment of creameries and of milk and cream condensing factories at Mission City, on account of the central location making the collection of milk and cream from the entire district very easy.

A most important development industrially, which may be safely looked forward to, is the establishment of flouring mills at Mission City. This is the first point where the main lines of the railways touch the river in the midst of a large farming district, and the point which is really the head of deep water navigation. The establishment of elevators is but the logical outcome in due course, of Mission City's strategic position. Flouring mills are the complement of a grain trade. The manufacturing of flour at such a favorable point as Mission City will give a great impetus to the dairying industry, for the reason that the needed grain ration for dairy herds is supplied from the offal resulting from turning wheat into flour. Back in the wheat-growing districts, the bran and shorts are more or less a burdensome by-product. Here at Mission City every ton of such product will find ready market, and being delivered direct, will be given at the lowest possible price. These two fundamentally important industries will thus be emphatically helpful to each other in the Mission District.

From the heavily timbered forest areas of the Fraser Valley there are available large quantities of excellent timber, and the low cost of operating electrically-driven saw-mills is drawing attention to the advantage of developing this important industry at Mission City. Two such enterprises are in course of being established now. As



Mission Junction.

Industrial Mission

Mission City takes the terminal lumber freight tariff to the prairie provinces the product of her mills can compete with those of the coast.

Salmon fishing on the Fraser River is an industry of much value at Mission and has long given profitable employment to a large number of resident fishermen who have had thus an independent means of livelihood. Mission Bridge is the boundary set by the Dominion authorities within which are effective the regulations governing the taking of salmon in the tidal waters of the Fraser River. At one time a large salmon cannery was operated at Mission City, and it is not improbable that the industry will be started again. As it is, large quantities of fresh salmon are shipped by rail, and the bulk of the catch is delivered to canneries at New Westminster. During the season of the sockeye run there are many fishermen on the river with their drift nets. As the river is open to every man and the cost of equipment is not great, an independent and lucrative occupation is furnished to all who engage in it.

A Great
Hydro-
Electric
Power Plant



A Thriving Industry at Mission City.

Industrial Mission

Mission City Board of Trade

P. O. Box 336

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TREASURER F. J. ADAMS

Mission City, B. C., May 15th 1918 191

Honour Mission Land Co., Ltd.

Vancouver,

British Columbia.

Dear Sirs:-

I have read with much pleasure your booklet entitled "Industrial Mission" and after a thorough and exhaustive perusal I must say that I deem it the best booklet that has ever been published concerning our city and district. Its statements are fair and accurate and in no part do I find any misrepresentations whatever. In fact every paragraph gives the plain unadorned facts and, in its quiet treatment, conveys the impression that this place does not require the ordinary misleading realty-boosting.

In connection with the Norton Estate which, I learn with pleasure, is about to be put on the market both in residential and industrial sections, I have long realized the importance of this property from an industrial standpoint, at the same time that it is no less so for residential purposes. With a perfectly level area, with unexcelled water-frontage, with every railway facility, and where cheap electric power can be obtained in unlimited quantities, it offers the most suitable, the most desirable location for industries to be found anywhere.

I take much pleasure, personally and as President of The Mission City Board of Trade, in endorsing "INDUSTRIAL MISSION"

Yours Very Truly,

RCA/A

R. C. Adams

Industrial Mission

Future
Bright for
Mission City

MISSION CITY will be one of the largest cities in British Columbia. Its situation—the Lower Fraser Valley's largest farming section spreading east and west, north and south, on both sides of the river—and the combination of a railway center with water transportation and with unlimited cheap power, assure it a bright future as a manufacturing city. It is far enough away from the coast cities not to be overshadowed by them. Yet it is close enough to render subservient to its interests any of the advantages the larger places may have, through the development of Pacific Ocean traffic.

That Mission City may well expect to share in large measure in one field of ocean traffic—that of the grain-carrying trade, when a fleet of whalebacks loads Canada's Western wheat crop here for transportation to the world's markets—is not too much to assert. Every mile of rail haul saved is not to be overlooked, and the safety with which whaleback steamers, or any type suited to river navigation, may traverse the Fraser River, "From Mission to the Sea," is no small inducement.

An extremely safe investment at low initial cost, with assured profits, and only a very modest sum required to enable you to participate, **Industrial Mission** should satisfy the most exacting investor. Nowhere could a more favorably endowed investment be found. So favorable are present conditions, so bright the prospects, that every investor will be a potential locator in Mission City to share in the activities centering there. A small sum invested now in **Industrial Mission**, in the centre of what is bound to become one of the most prosperous cities of the Province, will positively make you a handsome return and it may lay the foundation of your fortune.

Here Is Your Opportunity

You have before you in concise form
full and reliable information as to

MISSION CITY
AND
*INDUSTRIAL
MISSION*

We feel confident that it will fully
satisfy any reasonable person. That
assured, then the low prices and easy
terms offered should clinch your
decision to buy now in

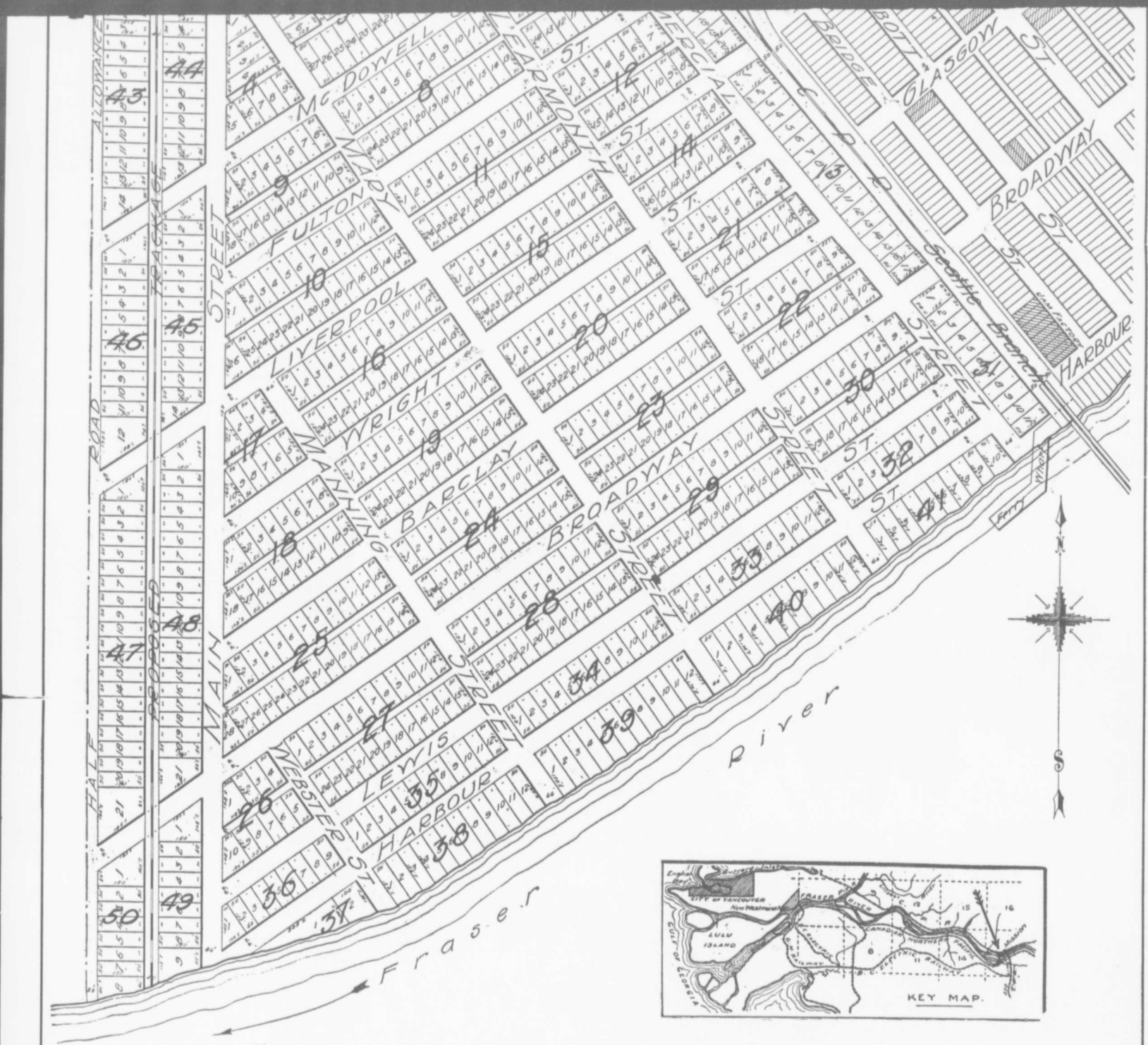
Industrial Mission

Ardell & Kirchner

SALES AGENTS

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VANCOUVER, B.C.
and at MISSION, B.C.

PLAN OF INDUSTRIAL MISSION, D. L. 410, G. 1, N. W. D.



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