

**CIHM
Microfiche
Series
(Monographs)**

**ICMH
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microfiches
(monographies)**



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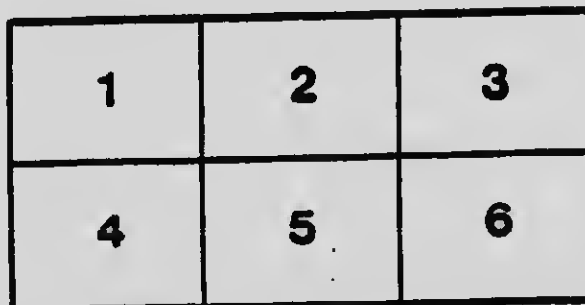
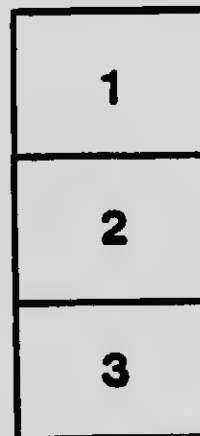
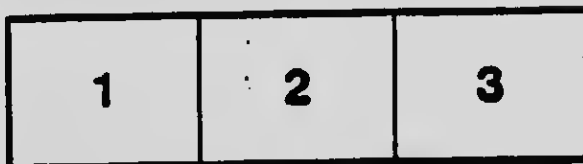
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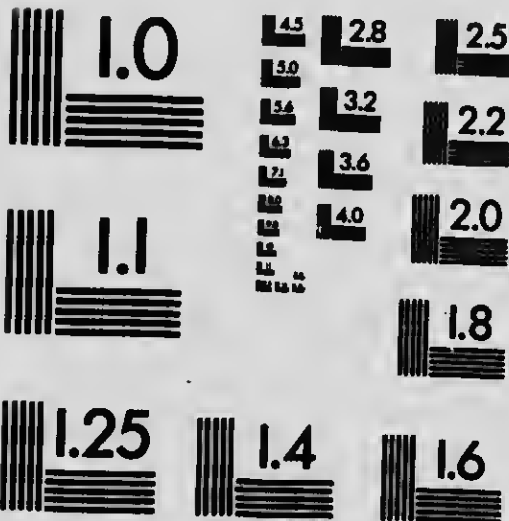
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SOME OF
VICTORIA'S
PLACES OF
INTEREST



Parliament Buildings and Provincial
Museum. (See Cover.)

Beacon Hill Park. (See pages 4 and 13.)

Gorge Park. (See pages 6, 7 and 11.)

Beach Drive.

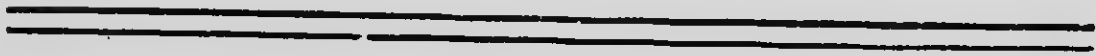
Oak Bay.

Esquimalt Harbor and Dry Dock.
(See page 8.)

Any of the above can be reached in a short time on the B. C. Electric Company's cars, which leave the center of the city every few minutes.

A motor drive to Goldstream, Metchosin or Sidney (beauty spots within a few miles of Victoria) will take the Tourists through most delightful scenery.

Tourists are also much interested in the assortment of goods from England and the Continent which are found in the stores of Victoria, but which on account of the high American duty are not carried by the merchants of the United States.



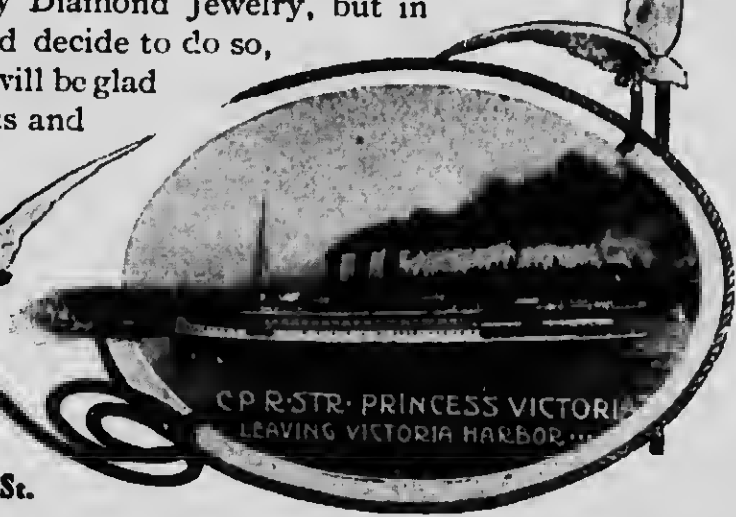
Victoria's Attractions to Tourists consists not only in her beauty and climate, but also because some goods are sold cheaper here than in American cities.

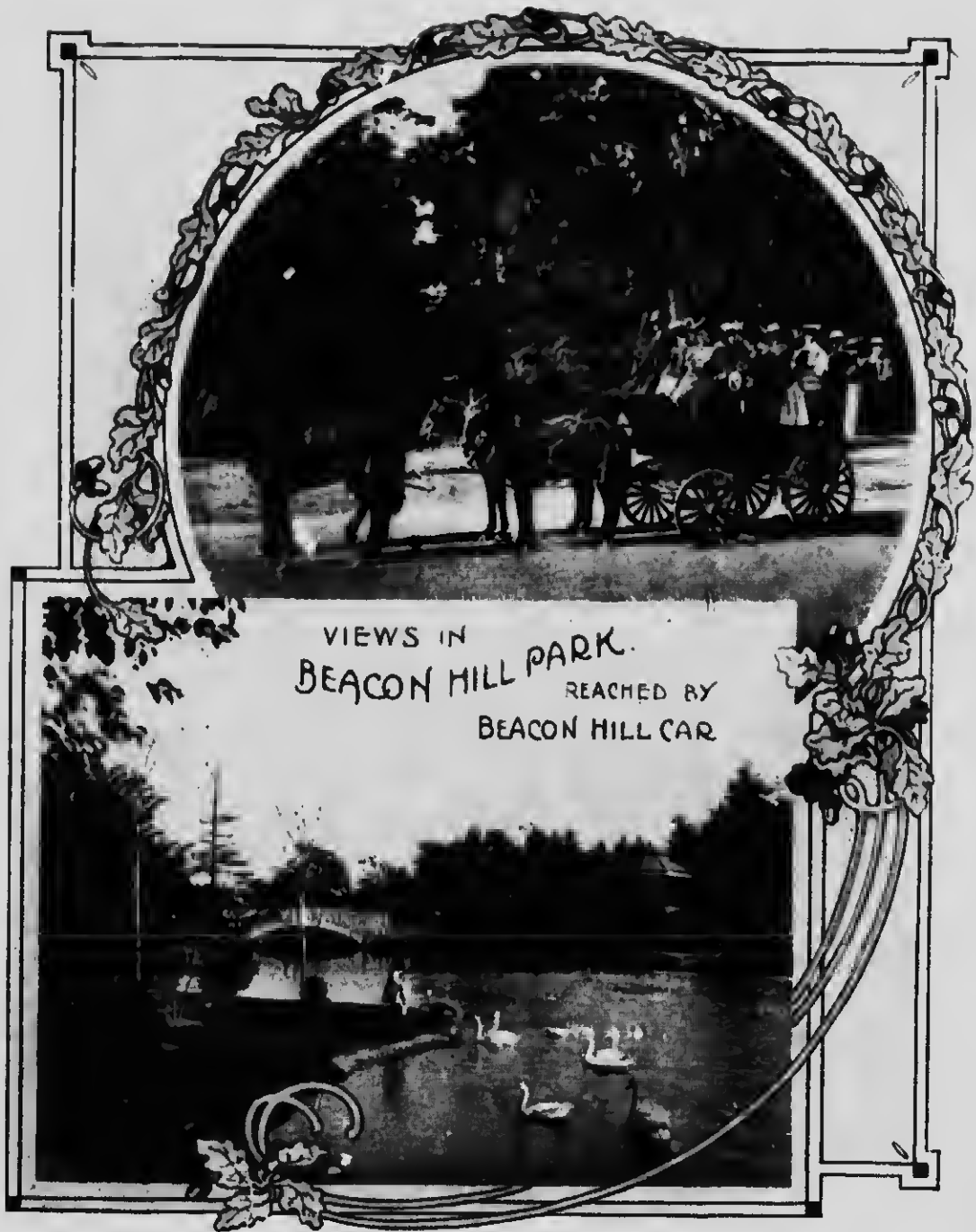
Chief among these are *DIAMONDS* which enter Canada *absolutely free of Duty*. **CHALLONER & MITCHELL** are the largest British Columbia diamond dealers and importers. Their business has grown to its present proportions because they have sold fine quality Diamonds at the *lowest possible prices*. Being the *only* Western Canada Diamond House buying direct from the Amsterdam cutters, sending our buyer to Europe annually to personally select our Diamonds and other Precious Stones, buying in large quantities and paying "*spot cash*" we thus secure prices which enable us to make a fair profit and still undersell all others. *It will pay you to investigate*. You will be very welcome in our store either as a purchaser or as a visitor.

If you do not contemplate the immediate purchase of any Diamond Jewelry, but in the future should decide to do so, write us and we will be glad to submit designs and quote prices.

**CHALLONER
& MITCHELL**

1017-19-21 Government St.







INTERIOR OF CHALLONER & MITCHELL'S
JEWELRY STORE

FOR TOURISTS

WE HAVE



*Souvenir Spoons, Pins, Brooches, Belt Buckles and
C-F Links.*

Nugget Jewelry.

English Hall-Marked Sterling Silverware.

Celebrated Sheffield Plate.

Beautiful pieces of fine China and Art Pottery.

And most attractive of all—**DIAMONDS**—which enter Canada *duty free* and which are retailed by us at prices which represent a substantial saving to Tourists.

We are the LARGEST BRITISH COLUMBIA DIAMOND HOUSE, because our prices are the lowest and because our business reputation is behind every sale we make. This is your guarantee that you are getting the best value for your money.

CHALLONER & MITCHELL, 1017-19-21 Government St.



GOVERNMENT HOUSE



GORGE BRIDGE

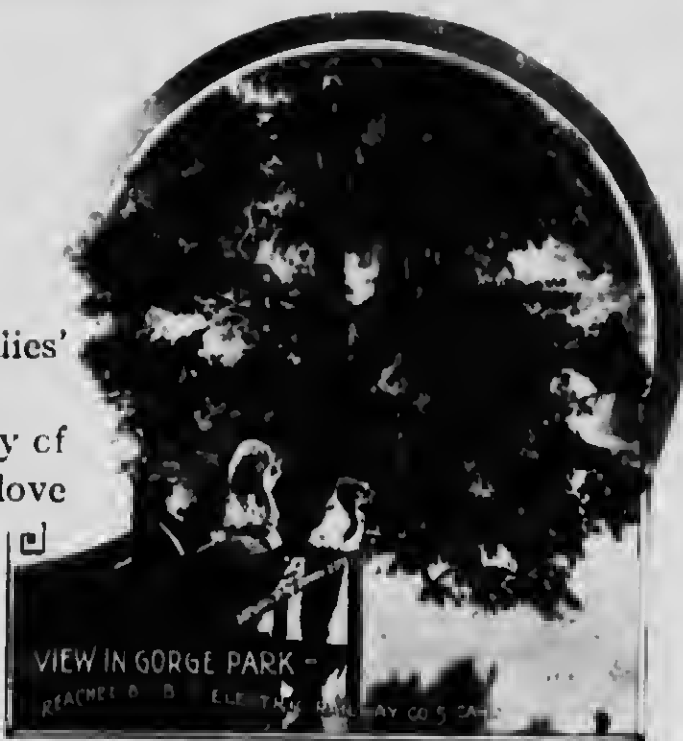
The English Toggery House

Leading store for Ladies'
and Men's Kid Gloves.

We make a specialty of
catering to the Kid Glove
requirements of visitors
from the United States.

We satisfy the most fas-
tidious because we have
the largest stock in

Western Canada, and because of our long experience in
selling and fitting Kid Gloves.



DENT'S and FOWNES' GLOVES

Agents for Perrin's Gloves

Our extensive line of high class Haberdashery of exclusive styles is from the leading English, Irish, Scotch, and French manufacturers, and the attractive prices are the result of the low Canadian tariff.

Agents for Atkinson's Irish Poplin Ties.

English and Scotch Traveling Rugs.

Full line of English Furnishings and Hats for men.

Ladies Parisian Sunshades and high-grade English Raincoats.

VICTORIA'S LEADING
FURNISHERS

Finch & Finch

GOVERNMENT
STREET

**VICTORIA
THE
BEAUTIFUL**

XXXXXXXXXX

Victoria City, situated at the southern extremity of Vancouver Island, is known the world over as one of the most beautiful spots imaginable.

As an ideal residential city there is probably no finer place in existence. To those familiar with the magnificent climate of the South of England the term frequently applied to Victoria "A bit of Old England on the shores of the Pacific" will convey some idea of the climatic conditions. The winters are very mild and the summers so temperate that one never suffers from either cold or heat. Outdoor sports are carried on throughout the entire year. Splendid fishing and shooting can be had in all the immediate surrounding districts.

For beauty, the scenery along the drives and automobile routes of the surrounding country is unsurpassed.

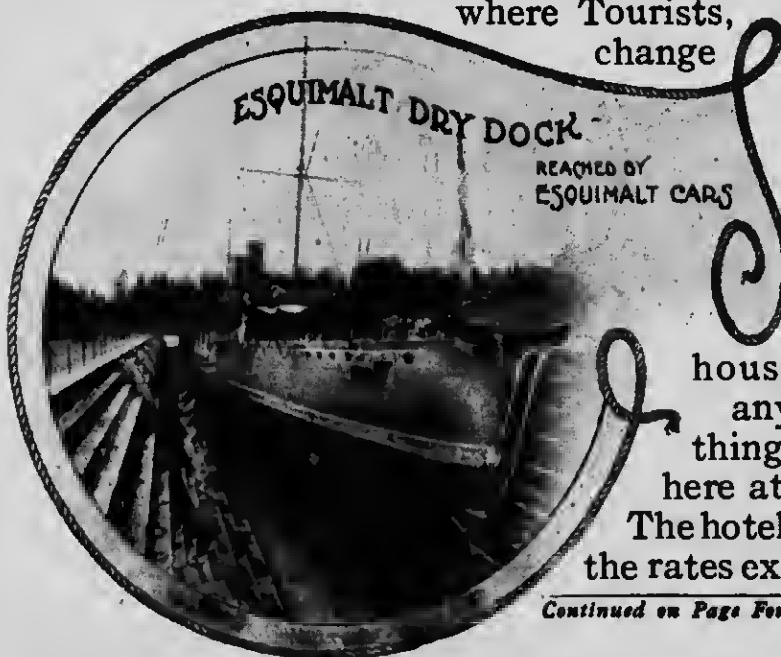
But while Victoria, priding herself upon her flowers, lawns and shrubbery, where roses bloom in the gardens throughout the entire year, is preeminently a city of homes and a place

where Tourists,
change

seeking rest and
from the hustle
and worry of larger
cities, find perfect
enjoyment she
also offers the
advantage of
thoroughly up-
to-date business

houses. Practically
anything and every-
thing can be purchased
here at reasonable prices.

The hotels are first-class and
the rates exceptionally moder-



Continued on Page Fourteen.

Welcome to Victoria

THE QUEEN CITY
OF THE COAST

Do not miss seeing
the places of interest or
Victoria's finest and
largest stores. Here
you will find exclusive
goods—

*Art Treasures from
the Old World.*

Famous English China.

Souvenir China, dainty and pleasing.

"Sundour" Unfadable Madras Curtains and Piece
Goods.

*"Liberty" the Famous
London House Silk Dimities, Sateens, Etc.*

"Irish Linens," Table Covers, Napkins and Doilies.

"Rodger's" Famous Sheffield Cutlery.

Brassware and Fire Goods from Birmingham.

Novelties of all kinds which are not stocked by the
stores in the United States, and which make the most inter-
esting Souvenirs to take home.

This store is the delight of the Tourist and the pride
of all Victorians.

ESTABLISHED
1862

WEILER BROS.

917-21 GOVERNMENT
STREET

COMPLETE FURNISHERS OF HOMES





611 Fort
Street

Victoria
B. C.

Peden's Tailoring Parlors

THE HOUSE OF
FASHION AND
QUALITY—where
the selection of English and
French Worsteds, Scotch
Tweeds, Homespun and
guaranteed Blue and Black
Serges CANNOT BE
EXCELLED :: :: :: :: ::

Our workmanship is the best and the fashions from the leading houses of New York and London.

Goods sold by the yard.

Our exclusive assortment of English Steamer Rugs and Suit Cases cannot be surpassed.

By purchasing goods in Victoria you save from 30 to 50 per cent.

Your patronage is solicited.

VISIT OUR



ICE CREAM PARLOR and CANDY STORE

WE HAVE the most up-to-date ESTABLISHMENT

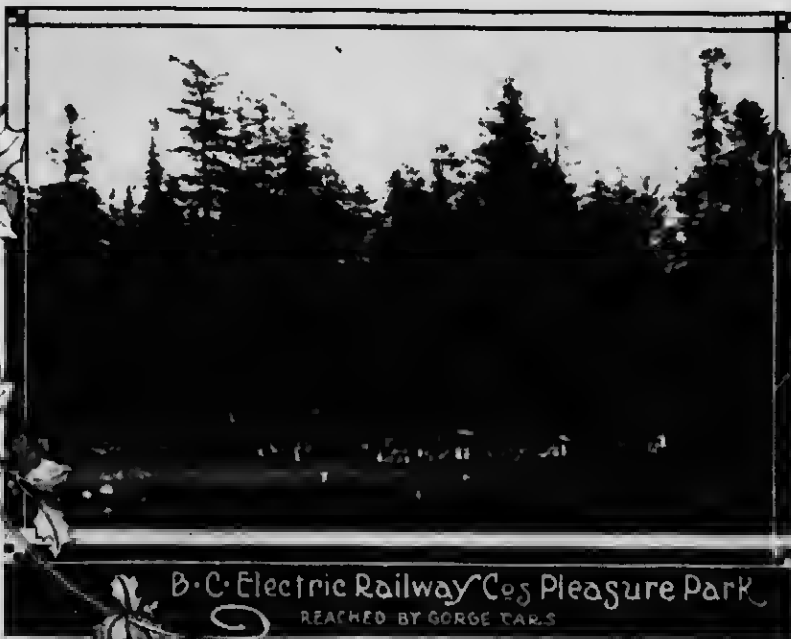
OUR SODA FOUNTAIN

is very popular and we serve only the best. Our Ice Cream and Soda with pure Fruit Juices or Crushed Fruit have no equal.

OUR "KALLISTO" CHOCOLATES

mark the highest degree of perfection in Chocolate manufacture. They are made by hand on our own premises amidst the cleanest and most sanitary surroundings, and contain only absolutely pure material.

A. BANCROFT "Palace of Sweets"



1013

Government St.

NEXT TO CHALLONER
& MITCHELL'S
JEWELRY
STORE



BANK OF
MONTREAL

VICTORIA'S BANK AND
OF THE BANKING CANADIAN BANK

ARMY AND NAVY
Cigar Store

NEXT TO BANK OF MONTREAL
CORNER OF GOVERNMENT AND BASTION STREETS

SMOKE

DUDLEIGH'S FAMOUS MIXTURE
AND
COUSIS' CELEBRATED (Imported direct from Cairo,
Egypt) "DUBEC" CIGARETTES

FRED FOSTER

Manufacturer of

HIGH GRADE FURS

1108 GOVERNMENT STREET

Victoria is headquarters for sealing schooners. We buy direct, ship direct to London to have the skins dressed and dyed, and sell direct to the consumer.

Our selection of **SABLES, DARK MINK, ERMINE, FOXES, RUGS, Etc.**, cannot be excelled.

Call in and inspect our stock of

Fur Garments

Stoles, Ties, Muffs, Etc.

We make a specialty of

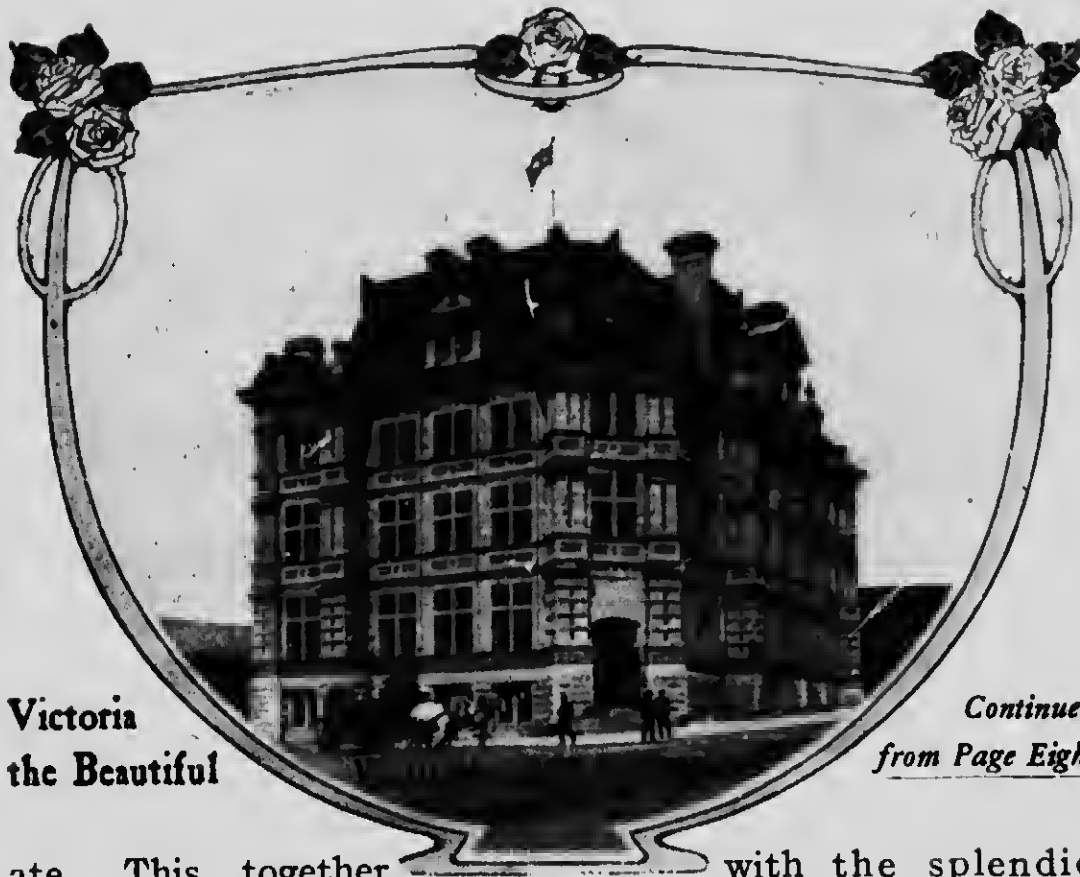
SEAL GARMENTS

Best workmanship and newest styles

FURS

You can save fully 25% upon Seal Garments by buying from us.





**Victoria
the Beautiful**

*Continued
from Page Eight*

ate. This, together with the splendid steamship service between Victoria and the surrounding coast cities, in both Canada and the United States, makes this an ideal home city for many who make frequent visits to the surrounding cities and places of interest.

To those whose stay is brief, the observation car of the Street Railway Company will be found a very convenient method of seeing the city, as it leaves the center twice daily, making a two hour run over the various lines. Fare 50c. This car is in charge of a guide who draws attention to points of interest.

A ride along the Beach Drive in one of the many available autos will form a most enjoyable trip as there are many most magnificent views to be seen from this drive along the water front.

SIX STORIES OF SOLID COMFORT. FREE BUS MEETS ALL BOATS AND TRAINS

DRIARD HOTEL

HARRY HEMMING, PROPRIETOR

EUROPEAN PLAN 75c TO \$1.50 AMERICAN PLAN \$2.50 TO \$3.50

To the tourist and the visitor it offers all the comforts of a modern first-class hotel. It has recently been remodeled, renovated and newly furnished. No expense has been spared to make it complete in all its appointments. The public parlors and billiard rooms are commodious and the hotel is electric lighted and steam heated throughout.

To the commercial traveler the hotel offers peculiar attractions, containing first-class commercial sample rooms, and is the most centrally located hotel in the city. The dining room is spacious and elegantly furnished and the service and cuisine are unexcelled.

**CENTRALLY LOCATED ADJOINING LEADING OPERA HOUSE
VICTORIA, B. C.**



PLIMLEY AUTOMOBILE CO., LIMITED



"DRIARD HOTEL"
HARRY HEMMING ARCHT. ...
American plan: 250 U. European plan: 25 ft up

