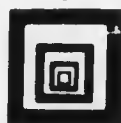


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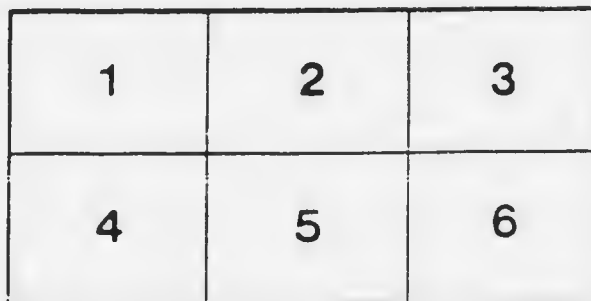
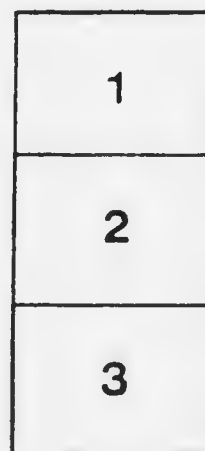
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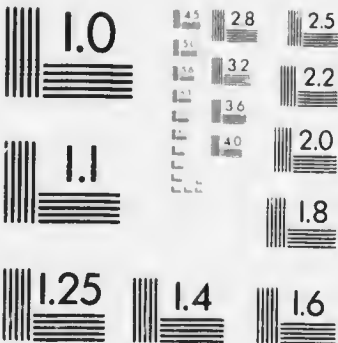
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CANADA'S

ONLY REAL

PLEASURE

RESORT

Vancouver Island
On the Open Pacific Ocean

Magnificent Sand Beaches
Delightful Surf
Wonderful Sport
Unequaled Scenery
Ideal Climate, Sulphur Springs
No Flies, No Mosquitoes

\$10,000 FOR THE **BEST NAME**



LOCAL AGENT

COLONIST  PRESSES

PROVINCIAL ARCHIVES OF B. C.

CANADA'S FINEST RESORT

"It's 'business, commerce, work' everywhere. What Western Canada needs most is a big, modern amusement resort, preferably on the open ocean, where men and women may go and relax and be entertained. Provide that and people will flock there in thousands!"

THAT statement was made by a European business man of long experience not very many months ago during one of his visits to the Canadian West. His sum-up has the ring of truth in it; his analysis is sound and shrewd. Just stop a moment and think; where, in all the vast Canadian West, is there a real **Amusement Watering Place**—not a "health resort," not a little bit of scenery on a small lake, not a sanatorium-like hostelry perched on the shore of some bay or strait, but a **Real Amusement Resort** right on the broad, rolling ocean, with wide, hard, pure sand beaches and tumbling surf and a modern **Summer Hotel** and up-to-date **Beach Baths** and **Medicinal Springs** and a **Boardwalk** and **Pleasure Pier**, and all else that goes to make up a real watering place? You know that such a place does not exist. For the matter

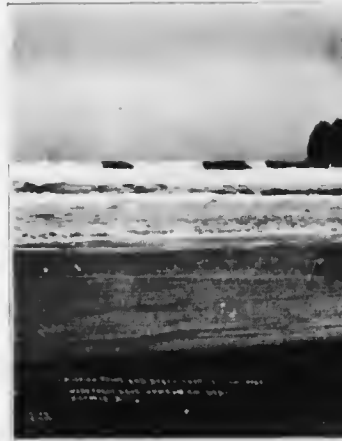


One of the Magnificent Bathing Beaches

CANADA'S FINEST

of that, there is not such a place in all of Canada.

The capitalists behind the new Development Company, whose offices are in Victoria, B.C., have spent months and a good deal of money in a proper setting for a complete amusement watering place.



Surf Worth Watching

what they wanted they found it. It is unquestionably one of the most attractive spots for sport, amusement, health and relaxation in America. The new resort has all the characteristics that characterize the most successful resorts of the world and many unique features of its own. That it will be a wonderful success goes without saying. The project has gone to an enormous degree. It is now a matter of completing the development and the transportation facilities.

LOCATED ON OCEAN

Until the new resort is completed, the only way to be done by a special \$10.00. This folder—it is known as the "Beach" folder—57 and 70, Renfrew District, Vancouver, British Columbia. Vancouver Island, the largest island off the west coast of North America, is situated some 60 miles from the Mainland of the Dominion of British Columbia. It is renowned for the most equable in the world and surpassing scenery and

THE FINEST RESORT

not such a watering place in
sts behind the West Coast
ompany, Ltd., whose head
toria, B.C., spent a good many
od deal of money locating the
for a complete, up-to-date
ring place. In at last finding



Watching by the Hour

and they found what is unques-
tionably the most attractive spots for
rest, health and relaxation in
any new resort has the features that
make the most successful resorts of the
world **unique features in addition.**
This is a wonderfully successful resort
in every way. The demand exists to
the degree. It is only a question
of time for the developments and the
facilities.

ON OPEN PACIFIC

any resort is named—which is to
be a special \$10,000 plan explained in
the Act known merely as Sections 50,
of the new District, Vancouver Island,
British Columbia, Vancouver Island, the
resort is situated on the western coast of North
America, about some thirty miles from
Victoria, in the Dominion, in the Pacific
Province, renowned for its climate,
and is the most desirable in the world, for its
scenery and wonderful sport.

CANADA'S FINEST RESORT

Between Vancouver Island and the Mainland
the waters are dotted with a veritable archi-
pelago and, in the many straits and passages
and bays the effect of the broad, rolling, open
ocean is entirely lost. The great resort now
to be developed, however, lies on the westerly
shore of Vancouver Island, **the Real Western
Shore of Canada**, and the Dominion's play-
ground. It is remarkably central, within easy
reaching distance of all the great Coast centres,
Vancouver, Victoria, Seattle, Tacoma, Port-
land, San Francisco, etc. It is also delightfully
situated in relation to the great playground,
Strathcona Park, now being developed on Van-
couver Island by the British Columbia Govern-
ment. This park will outstrip anything in
America in point of variety of scenery and will
be the Mecca of many thousands of tourists
every year. From this park to the Great
West Coast Pleasure Resort will be a short
and interesting trip.

Transportation between Victoria—capital
of British Columbia, situated on the southerly
end of Vancouver Island—and the new resort
is accomplished at present by the Canadian
Pacific fleet steamer Tees. The Tees is
shortly to be succeeded by a magnificent new
"Princess" liner, the Princess Macquinna.
The short voyage by this handsome steamship
will add delight to the journey. But, for those
who prefer it, railway transportation will be
available upon the opening of the Canadian
Northern railway line on the Island. The
work on this line is being rushed forward with



Looking up Beach—Driftwood will be Removed

CANADA'S FINEST RESORT



Another View of the Chee-what A Famous Trout Hole

all speed. By this route visitors will travel from Victoria to near the head of the lovely Nitinat Lake by rail and there will take the Company's motor-bus and lunch service for the Resort. The Government will build a scenic motor road from Victoria around the West Coast. This road is being surveyed now. When this is completed, motor enthusiasts may drive from Victoria to the new Resort over one of the most delightful motor routes in the world.

\$10,000 FOR THE BEST NAME

The Company is proceeding with the development of the property. Large gangs of men will be set to work clearing the roads and drives and making ready for the hotel and grounds. The latter will be situated on a promontory overlooking the open sea, in the midst of a park reserve. The plans provide for a winding steel stairway from the front of the hotel to the boardwalk on the beach below. This boardwalk will form a centre of social intercourse and will connect with a steel pleasure pier which will extend straight out into the surf in the manner illustrated on the front cover of this folder. Here, later on, when the resort is well established, the Company will develop an amusement section, where vaudeville and even light opera will be presented during the summer months.

CANADA'S FINE

There are several springs on the Company's property these will be fully developed in the most modern type but no roofs, will be covered by the hotel and artificially heated. There are also separate baths for sulphur and sea water. Sulphur water will be piped to the hotel for drinking by those who desire it.

A small sanatorium will be erected at some distance from the hotel, a quiet, ideal spot, and will be particularly desirable.

Golf links, tennis courts, and bowling greens will be developed on the property.

In cutting the mill road through the resort property, the cost has been estimated by capitalists at thousands of dollars' worth. The Company has voted to give an opportunity to benefit the province by offering marketable timber by of \$10,000 for the name for



Another View of the

and a \$1,000 bungalow for the best names for each of

The general plan of the property, where the topography allows, will be to run from the Hotel Reserve to the water, with the continuous view to seaward. The main road will run created for golf-links, a

THE COMPANY'S FINEST RESORT

several fine natural sulphur baths on the Company's property and are fully developed. Baths of modern type, with four sides will be constructed below the surface and artificially heated. There will be a separate system for sulphur water, fresh and salt water. Sulphur water will also be piped to the shore for drinking purposes for those

sanatorium—to start with—will be a short distance from the hotel in a motor boat, and will be complete in every detail.

Tennis courts and croquet and golf courses will be constructed on the property.

Over the miles of thoroughfares on the resort property, workmen will, it is estimated by capable cruisers, remove \$1,000,000 worth of first-class lumber. The Company has voted to give all purchasers a share to benefit by the sale of this lumber by offering a payment of \$100 for the name for the resort as a whole



View of the Splendid Beaches

A bungalow for those suggesting names for each of the fifteen divisions. The general plan of sub-division will, as the law allows, have roads radiating from the Reserve as a central point. The roads will run as near as possible to the shore with the object of giving a connection to seaward. Reserves are separated by half-links, a strip between high

CANADA'S FINEST RESORT



One of the Interesting Caves on the Coast of the Resort

water mark and the main road, hotel and grounds, with provision for store sites and a sanatorium site. Waterfront lots will be laid out along the shore of the Chee-what River, where also arrangements will be made for the housing of boats in winter.

Every purchaser of a lot will be given two blanks with each lot purchased. On one of these he will write his suggestion for the name of the resort as a whole; on the other, his suggestion for the name of the section in which his lot is located. These slips must be forwarded to the Company's head office within six months of the date of purchase. A committee of representative men will act as judges and, at the close of the sale, the payments will be awarded to the winners.

In selecting names it should be borne in mind that this Resort will undoubtedly become world famous. It has every feature to insure world fame and it has every feature to command a really adequate name. The project must be regarded in a big way, because it is a big project. A complete perusal of all of the Company's literature and all literature pertaining to Vancouver Island will be found of assistance. The latter may be obtained by application to R. A. Hutchison, Secretary of the Victoria Progressive Club, or E. McGaffey, Secretary of the Vancouver Island Development League, Victoria, B.C.

The names of the three judges who will decide the best names suggested will be announced shortly, and every applicant for reservation will be informed of their names.

CANADA'S FINEST RESORT

A SPLENDID INVESTMENT HEALTH OR WEALTH

You have foresight, but perhaps you have never profited by it. You are looking for the nest egg of a snug fortune. Here is your opportunity.

Just as Atlantic City is the logical pleasure resort for Philadelphia, New York, and surrounding territory, Vancouver Island represents the future playground of Western Canada's largest cities in connection with cities like Vancouver, Victoria, Seattle, Portland and Tacoma.

Every city has a beginning. The Atlantic City of today is not the Atlantic City of yesterday. Vancouver Island is making ready for her tomorrow. Just think of it. Here is a Resort being developed within easy access of cities like Vancouver, Victoria, Seattle, Portland and Tacoma. Cities that already represent an aggregate population of one and one-quarter millions of people, and with no resort in this section of the country to attract people from these growing centres.

If you believe that an investment with the sure prospect of doubling or trebling your



"The Witch of Endor" The Remarkable Profile Rock near Hotel Point

CANADA'S FINEST

money is worth looking out to see what is being done on Vancouver Island.

Now is the time—Vancouver place. Prices are low now now means a quick, sure utilize your investment for your land for profit, you



One of the Glistening Har

again have an opportunity of ocean front property so centres at such low prices and favorable conditions.

It costs you nothing to facts.

The West Coast Development owners of the property, protect the interests of all in this Resort as follows:

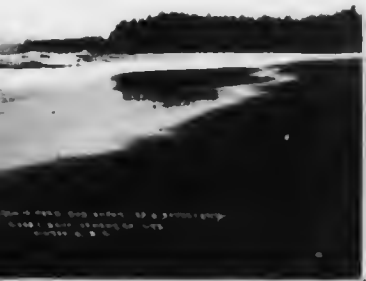
1. Two Trustees of a Special Fund have been appointed all net proceeds of the sale into this fund and paid over work only. Such percentage this fund until the total amount sufficient to carry out all promised by the Company Bank of Victoria, B.C., regarding this fund.

2. All purchasers of the Greatest Pleasure Resort

S FINEST RESORT

looking into, if you just want
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d.

ime—Vancouver Island is the
elow now. Every purchase
ick, sure gain. Whether you
estment for a home or hold
profit, you will probably never



Glistening Hard Sand Beaches

opportunity to buy the finest
property so near many great
low prices, convenient terms
conditions.

nothing to find out the real

oast Development Co., Ltd.,
property, have taken steps to
ests of all purchasers of lots
follows:

stees of a Special Development
appointed. Fifty per cent of
of the sale of lots will be put
nd paid out for development
n percentage will be applied to
he total amount so applied is
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e Company. The Dominion
ia, B.C., may be referred to
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hasers of lots in Canada's
ce Resort will be transported

CANADA'S FINEST RESORT

to and from the property at the Company's
expense after May 1st, 1913, for the purpose
of examining their lots. Any purchaser dis-
satisfied with his purchase will receive a
refund of his money.

It is impossible in the brief compass of this
folder to give anything like an adequate idea
of the wonders of this great natural play-
ground. To give even brief details of its
sporting facilities would occupy several pages.
Ten varieties of wild duck are absolutely com-
mon; they come in in dense flocks, offering
rare sport for the guns. Then, there are
any number of geese, snipe, grouse, curlew,
plover, swan, crane, eagles, deer, elk and
other big game, mink, marten, otter, coon,
beaver and muskrat.

The fishing cannot be surpassed in Canada.
There are only two months in the year—win-
ter months, too—when salmon do not run
along the coast and up the rivers. Two of the
rivers on the Resort property are salmon
rivers and are literally alive with these splen-
did fish. In places, the settlers will guarantee
the possibility of catching 200 salmon in a
single day. As for the trout fishing, it is
really wonderful. Even the smallest streams
will reward the fly fisherman and in the larger
streams and lakes it is ordinary for one man
to land as many as 200 trout in a day, averag-
ing in weight three-quarters of a pound to a
pound and a half.



Near Mouth of Carmanah—on Property

CANADA'S FINEST RESORT

And, with all the other advantages, you will find a temperate climate. From 50 to 70 degrees is the officially reported summer average. And, moreover, on this splendid Resort property there are absolutely no mosquitoes nor pests of any kind. As a health resort, this spot will be exceptionally valuable.

IMMEDIATE ACTION ADVISABLE

Your best plan is to make application at once for reservation of a lot or two to your nearest agent, whose name appears on the front cover of this folder. The number of lots, although the property is large, is limited, and the sale is being carried on all over the Dominion. Remember that the Company is not selling these lots with the idea of making profits. The proceeds of this sale will be directed to the development of the hotel and sanitorium, baths and pier and boardwalk, and the general development of the property. What the Company aims at is to stimulate rapid development and arouse a general interest. For this purpose the prices of the lots have been reduced to the lowest possible point and the terms have been made as easy as the Company could arrange. The conditions, as shown on the application blanks, are also extremely generous.

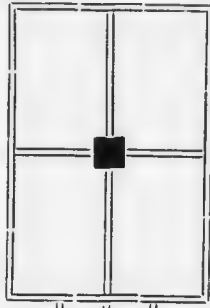
Don't misjudge the investment value of this property. This Resort is assured of a great future. Just consider what it would mean to you now, as an investment, if you had bought a quarter acre in Atlantic City, Old Orchard Beach, Los Angeles, or any one of the well known American resorts, a few years ago!

By all means buy a lot or two, and make your applications at once, as lots are awarded in accordance with the numerical order in which applications are received. Your nearest agent will explain all details.

It is significant that the demand for lots in this great Resort has been very marked in Victoria and Vancouver, where the property is known.

REMEMBER: The Company guarantees that **EVERY** lot sold is a **BUILDING LOT**.

AN OCEAN RESCUE CANADA—VANCOUVER



Bird's-Eye View of Southern Portion of Vancouver Island,

SORT ON THE PLAYGR NCOUVER ISLAND

"LASTING S



Island, Showing Magnificent Location of Canada's Finest Pleasure Resort

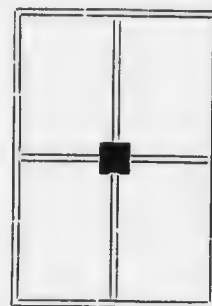
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Portion of Vancouver Island, Showing Magnificent Location of Canada's Finest P

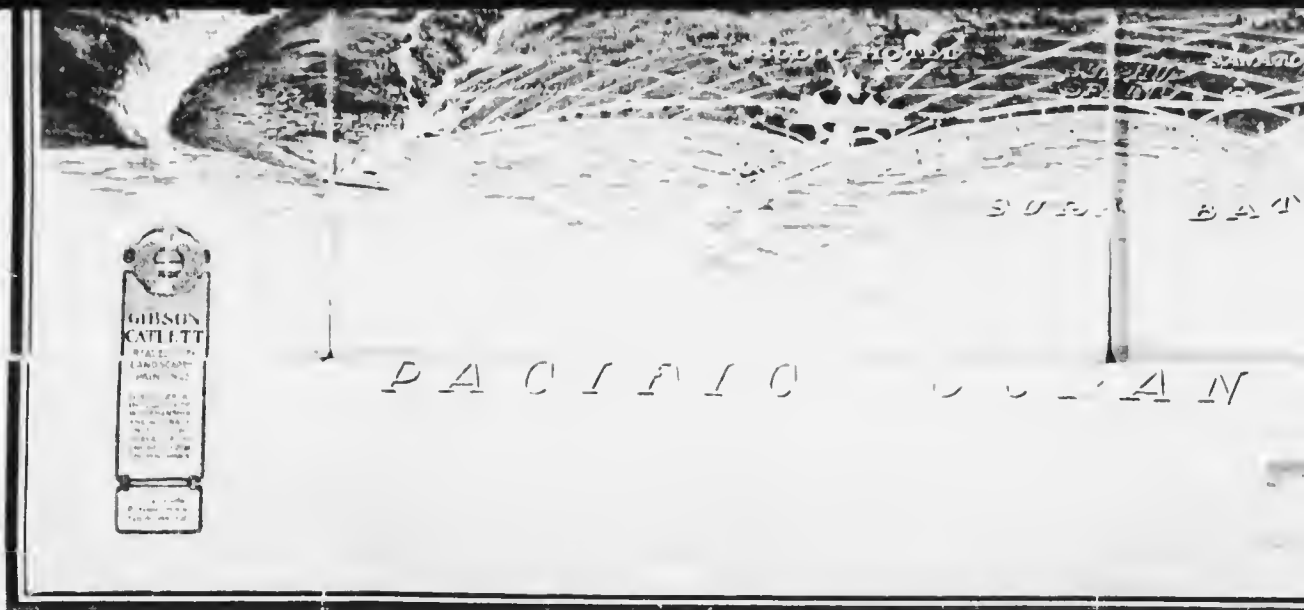
PLAYGROUND OF ND

"LASTING SUCCESS MUST BE BASED ON
SOLID QUALITY"



Best Pleasure Resort on the Open Pacific, Near Large Cities

COLONIST PASSES, VICTORIA, B. C.



Bird's-Eye View of Southern Portion of Vancouver Island



ONE OF THE WHITE SAND BEACHES OF CANADA'S FINEST PLEASURE RESORT



SURF, FROM ONE OF THE BEACHES

Canada

NOTHING in Canada is more beautiful than the southern portion of Vancouver Island, with its such centres as Victoria and Nanaimo, and their highest perfection.

Here the wealth of the world comes to come for Health, Recreation, and all of the great Coast. It is the reservation of health and pleasure assured. It will be the

What a boon to the world; medicinal in the world; medicinal beach line; pure, healthful, that is never hot and

Consider the invigorating air, two in the early days of the year, a piece and are not really even more rapidly becoming

And yet you can buy it on absurd terms if you will, for the best name for

DON'T WAIT—D



Island, Showing Magnificent Location of Canada's Finest Pleasure Resort on

Canada's Greatest Pleasure Resort— on the Open Pacific

in Canada, on either ocean, compares with this splendid property. Nature has lavished charms on this of Vancouver Island's West Coast in rich profusion. Almost all of the elements that have made famous centres as Atlantic City, Los Angeles, Palm Beach, Florida, and other great resorts, are here represented at perfection, but there are other features which no other Resort in the world possesses.

The wealth and fashion of the rich West, both from Canada and the United States, will flock in the summers for Health, Relaxation and Entertainment. This property is within remarkably easy reaching distance of practically all Coast centres, Vancouver, Victoria, Seattle, Tacoma, Portland and San Francisco. Already applications for hundreds of lots have been received from people of means who will build at this resort. Its future is assured to be the Atlantic City of Western Canada!

A boon to the people of the Middle West! Nine miles, with few interruptions, of the finest hard sand beaches; medicinal springs; rolling surf from the open Pacific; magnificent scenery; primeval woods almost to the shore; healthful salt air; salmon and trout fishing beyond compare; shooting equal to any on earth; a temperature that is hot and never cold; absolutely no flies and no mosquitoes.

For the investment feature alone. Think what it would have meant to you could you have bought a lot or a few days of Atlantic City, of Los Angeles, of Coney Island. Quarter-acres at those resorts today sell for fortunes and are not readily purchaseable. This great watering place on the West Coast of Vancouver Island will develop rapidly because there is a tremendous demand for it and because it has positively no competitor.

You can buy an approximate quarter-acre, beach front lot in this Resort for a mere song on terms if you apply at once and every purchaser has an equal chance to win the \$10,000 offered as a name for this splendid watering place.

WAIT—DON'T PUT IT OFF AND FORGET—GET THE DETAILS NOW AND ACT



Portion of Vancouver Island, Showing Magnificent Location of Canada's Finest P

Canada's Greatest Pleasure Res on the Open Pacific

NOTHING in Canada, on either ocean, compares with this splendid property. Nature has lavished this portion of Vancouver Island's West Coast in rich profusion. Almost all of the elements that make up such centres as Atlantic City, Los Angeles, Palm Beach, Florida, and other great resorts, are here in their highest perfection, but there are other features which no other Resort in the world possesses.

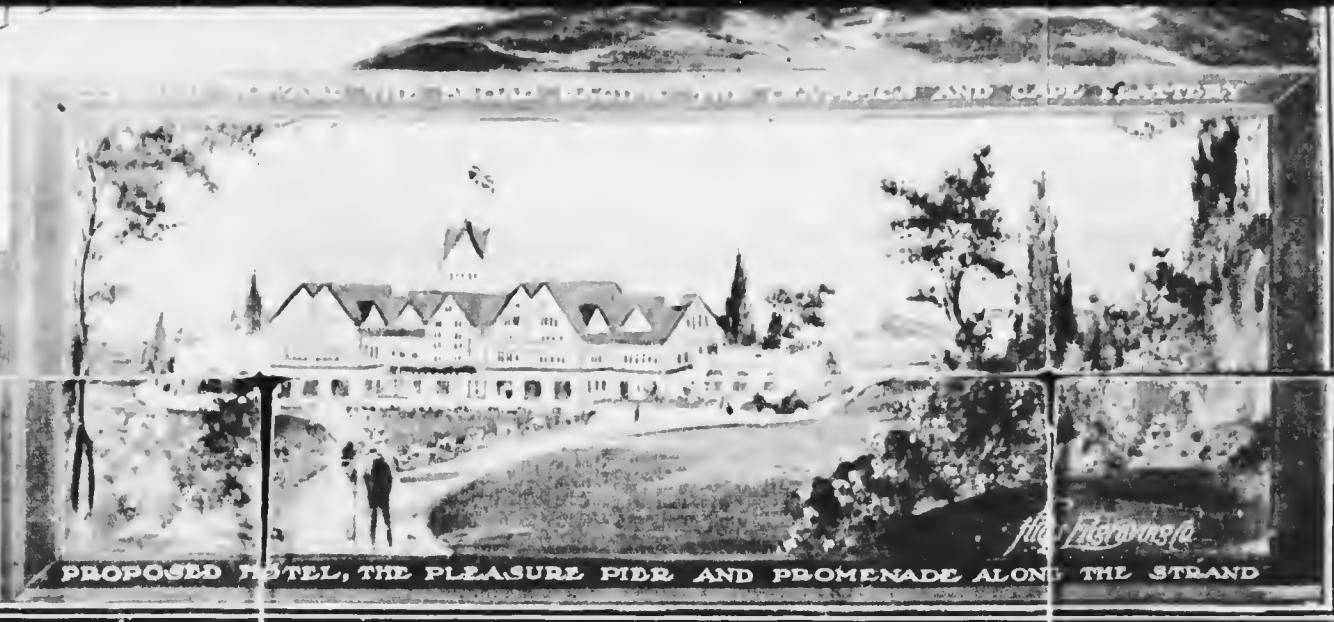
Here the wealth and fashion of the rich West, both from Canada and the United States, will flock to come for Health, Relaxation and Entertainment. This property is within remarkably easy reaching distance of all of the great Coast centres, Vancouver, Victoria, Seattle, Tacoma, Portland and San Francisco. Already the reservation of hundreds of lots have been received from people of means who will build at this site assured. It will be the Atlantic City of Western Canada!

What a boon to the people of the Middle West! Nine miles, with few interruptions, of the finest beach in the world; medicinal springs; rolling surf from the open Pacific; magnificent scenery; primeval woods; beach line; pure, healthful salt air; salmon and trout fishing beyond compare; shooting equal to any on earth; that is never hot and never cold; absolutely no flies and no mosquitoes.

Consider the investment feature alone. Think what it would have meant to you could you have bought two lots in the early days of Atlantic City, of Los Angeles, of Coney Island. Quarter-acres at those resorts today are sold at a piece and are not readily purchaseable. This great watering place on the West Coast of Vancouver Island is being sold even more rapidly because there is a tremendous demand for it and because it has positively no competitors.

And yet you can buy an approximate quarter-acre, beach front lot in this Resort for a small sum on absurd terms if you apply at once and every purchaser has an equal chance to win the grand prize for the best name for this splendid watering place.

DO NOT WAIT—DON'T PUT IT OFF AND FORGET—GET THE DETAILS NOW



PROPOSED HOTEL, THE PLEASURE PIER AND PROMENADE ALONG THE STRAND

PHONIST PRESSES VICTORIA B.C.

Best Pleasure Resort on the Open Pacific, Near Large Cities

Resort—

is lavished charms on this
 nts that have made famous
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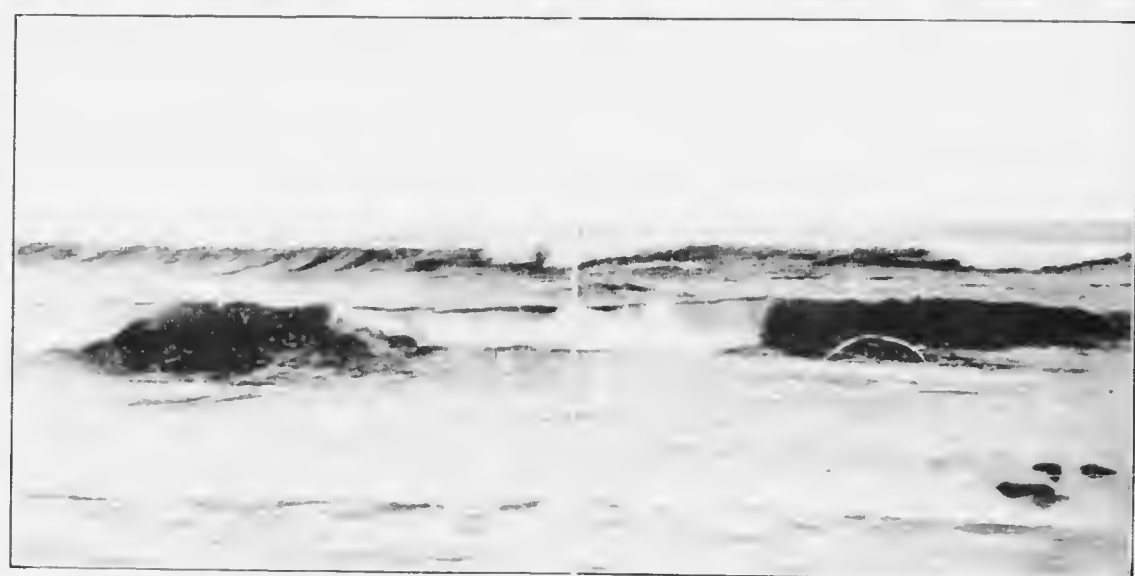
will flock in the summers
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 at this resort. Its future is

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you have bought a lot of
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 competitor.

nt for a mere song on
 in the \$10,000 offered

LS NOW AND ACT



SURF ROLLING IN ON THE SANDS OF CANADA'S FINEST PLEASURE RESORT



A TROUT, DUCK AND SALMON STREAM ON PROPERTY

CANADA'S FINEST RESORT

YOU WANT A LOT OR TWO IN THIS GREAT RESORT BECAUSE:

It is Western Canada's **only** real, all-around Pleasure Resort, delightfully situated on the Open Ocean.

It possesses white sand beaches, extending at intervals nine miles and of great width, where surf bathing is safe and delightful.

It will be developed with modern hotel, baths, boardwalk, pier, etc., as a large, first-class watering place.

It possesses unequalled sporting facilities, fishing and shooting, an almost ideal summer climate, without mosquitoes or other pests, scenery incomparable, medicinal springs and a delightful woodland.

It has beautifully treed lots, with rich, deep soil, all of which are waterfront lots, as all have beach rights forever.

It is centrally located in relation to all the large Coast centres of civilization from Rupert to San Francisco, including Victoria, Vancouver, Seattle, Portland, Tacoma, etc.—all established large cities—and will attract thousands of people annually.

The prices now asked for **approximate quarter acre lots** are mere "starting prices," reduced to the very minimum to stimulate development, and the terms are absurdly easy.

You, as a purchaser, will have a chance to earn the \$10,000 offered for the best name suggested for the Resort.

This resort outstrips in every feature Atlantic City, Bar Harbor, and any other American resort at present existing, as regards scenery.

The value of lots will enhance very rapidly with the development of the Resort and complete developments are guaranteed within three years, or sooner if the British Columbia Government completes its West Coast motor road before that date.

Put in your application right away—first come first served, and the demand for lots is very great. Get more details if you need them, but DON'T let this opportunity slip by. Act NOW!

