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1909



The Empress

VICTORIA, B. C.



—The—
Empress Hotel

Victoria, B. C.



The Canadian Pacific
Railway Hotel System

F EW Pacific seaboard cities can boast as does Victoria the possession of such distinctive landmarks as British Columbia's massive Parliamentary pile, and the palatial **Empress Hotel**, each emblematic of that catholicity of taste, and sterling solidity characteristic of this most English of Western cities. Of Parliament Buildings and **Empress** Victorians are rightly proud. They mark superlatives in their respective spheres, and each is an object lesson in the miraculous evolution of the West. What fairy lore transcends the tale of this latest in the Canadian Pacific hotel chain, an architectural monument to progress, where was, but a decade since, a dreary tidal flat?

Appropriately the **Empress** faces the golden West. A striking example of the French Renaissance, its chateau beauties will be more impressively emphasized when Nature shall have overtaken Enterprise and completed, with flower and tree accessories, the outline picture of today.

Exteriorly a first glimpse of the stately structure carries assurance of restfulness, comfort and good taste within. Here is no glaring architectural obtrusiveness. The eye finds naturally, in a second glance, the suggested environment of quiet, arboreal walks and flower-gemmed lawns. The house is effectively placed in four acres of beauty-crowded gardens, designed by Mr. Wallace, of which rustic pergolas on three sides, covered with wonderful roses, clematis and other climbers, are distinctive features. On the north exposure is a rock-bound lakelet fed by a mimic mountain brook, the leaping waters whispering of sylvan delights.

Room, too, there is for three fine tennis courts, a croquet lawn on the lower terrace, a course for archery, and a bowling green, as well as kitchen gardens obscured by ranks of roses, from which come special delicacies for favored guests.

Entering either by the great swinging doorway of plate, set midway in the western front, or by the carriage and motor-car entrance at the southern end of the hotel building, protected against occasionally inhospitable weather by an imposing *porte cochere*, one finds all favorable premonitions well sustained. Restfulness—of body, of eye, of mind—is the predominant note. To the very smallest detail the place bespeaks quiet elegance and the perfection of comfort.

GREEN is the general color scheme; green with dull, Flemish-finished English oak, in which the office—with incidental **Cloak Room, Cigar Stand, Telegraph Office** and **Telephone Exchange**—is panelled to a height of seven feet. Huge exposed beams and chaste stained glass combine therewith to give the stateliness in effect of an old English Hall. And this effect is both preserved and accentuated in the **Main Rotunda** with its massive fireplaces and handsome dual staircases, from which one gains the **Palm Room, Dining Hall, Guest Rooms** and allied departments in their course.

This noble rotunda is a place of sunshine and light and cheer. Its ranks of broad windows overlook the Harbor and the

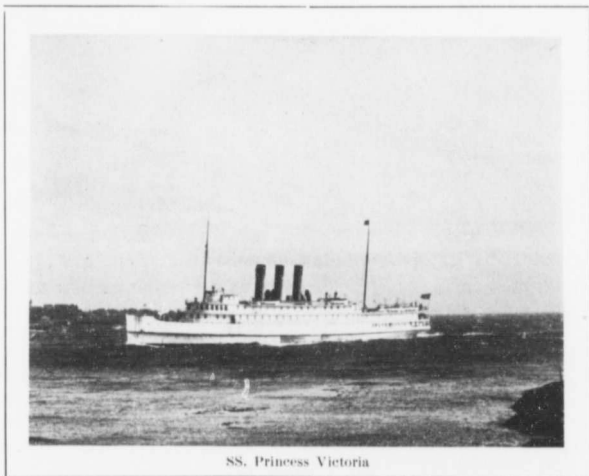


Sooke Hills beyond. Its harmonious decorations are all in russet gold and green. The foot sinks in its rich carpets as in a deep bed of moss. Luxurious couches exorcise weariness. The room and its appointments are symbolic of all that is best in modern hostelry art and science. And the symbol is true.

Although built but a year or so ago enlargement is already necessary, and the foundations are laid for an east-front extension to contain ball-room and banqueting hall on the ground floor with added guest rooms above.

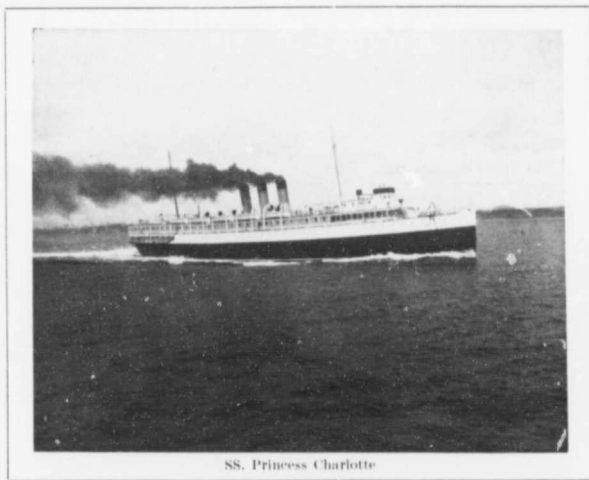
AS one would naturally expect, the equipment and mechanical facilities of **The Empress** illustrate the perfection of Twentieth Century hotel auxiliaries. Electricity is an ever-in-evidence servant, no fewer than fourteen dynamos being utilized to manifold purposes, from the washing and ironing processes in the ultra-modern laundry, lighting the house, and furnishing motive power for the fast express elevators, to automatically regulating the clock system throughout the entire hotel, and keeping the viands uniformly hot in the big dining hall. No fewer than one hundred and ninety persons comprise the **Empress** staff, the heads of departments, being as follows: H. B. Jackson, assistant manager and chief accountant; W. E. Burris, chief clerk; J. B. Penty, chief engineer; J. Fox, chief electrician; F. W. Kostenbader, chief steward; Frederick Lins, maitre d'hotel; J. Haag, chef; Mrs. Clark, housekeeper; H. Champlin, superintendent of laundry; A. Menard, head bellman; H. Murphy, head barman; J. W. Phillips, head porter; A. McCormick, head gardener. H. Hardy, head door porter.

The Empress has its own fire brigade under H. Stevens' able direction.



SS. Princess Victoria

IN its facilities of communication with the Canadian and the American Mainland terminal cities, Victoria is particularly fortunate, a bi-daily service being maintained by the Canadian Pacific Railway's steamships **Princess Victoria** and **Princess Charlotte**, which are not only the fastest and best appointed vessels on the Pacific Coast, but are reputedly unrivalled in any kindred service in America. Both are English built and of Lloyds' highest rating, having been constructed under special survey, staunch and seaworthy in all respects, and combining high speed with maximum of comfort. Connection is made in four hours or less with either Vancouver or Seattle, an average speed of eighteen knots per hour being maintained. The trip from Vancouver in particular is one of surpassing beauty, the steamer threading her way through the fir-clothed archipelago of the Georgian Gulf, a scenic waterway perhaps only comparable with the far-famed Inland Sea of Japan. Victoria is also the first American port of call and last of departure for the famous C. P. R. Empress liners to Yokohama and Hong Kong, via the Inland Sea ports; and also of the Canadian-Australian steamers for Hawaiian and Australian ports, under the Canadian Pacific Railway's operation.



SS. Princess Charlotte

VICTORIA'S suburban and country drives, radiating in all directions and each with characteristic and peculiar beauties of land or water or tranquil pastoral pictures to unfold in panoramic succession, are famed the continent over. Some scores there are—smooth, safe and admirably maintained—offering ideal facilities for automobiling. Thanks to the firm foundation laid by those master road builders, the Royal Engineers, in pioneering days, the automobilist making Victoria his base may venture far afield into a land of varied enchantments, as perhaps nowhere else on this Pacific slope: To sylvan Goldstream—around the picturesque Saanich peninsula—out to the city's secondary park at Cedar Hill—over the new and direct scenic drive to Cowichan Bay—or by the famous Island trunk road through mighty forests and rural villages as far as Alberni, to which the C.P.R.'s steel highway is now advancing, or in the other direction to Comox. There are no serious obstacles in bad roads, or impossible grades or rickety bridges to alarm.

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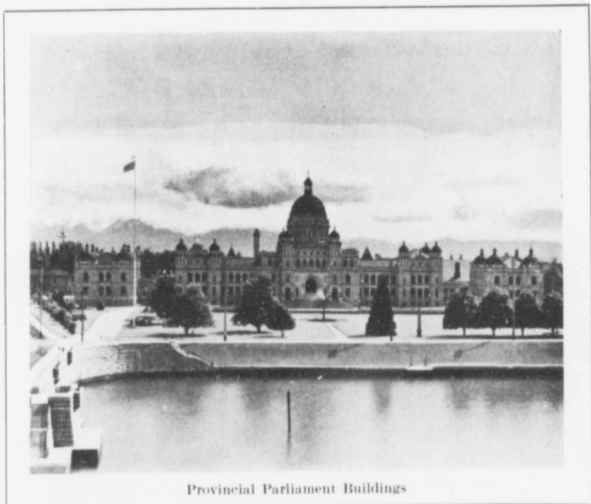
NETTLETON'S SHOES FOR MEN

ENGLISH EVENING SLIPPERS

ENGLISH TENNIS SHOES

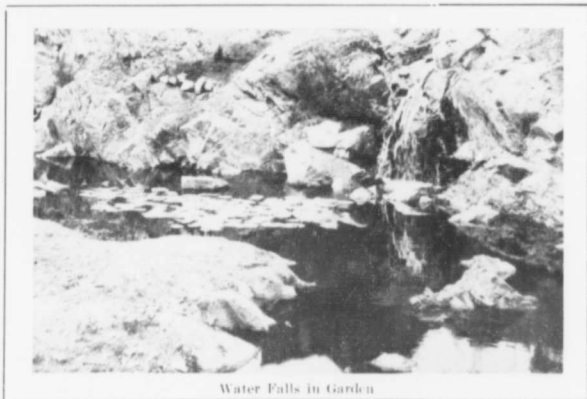
DR. JAEGER'S PURE WOOL SLIPPERS

1109 Government Street, (near Fort Street)



Provincial Parliament Buildings

BRITISH COLUMBIA'S grouped public buildings, of which the parliament structure proper is the central feature, extend in neighborly proximity to **The Empress** on the southern face, they, with the great hotel and the causeway which it fronts, and the Post Office beyond, forming a succession of architectural achievements, extending round three sides of placid James Bay, which would do credit to a century's civilization. The parliamentary pile excites both the wonder and the admiration of all visitors, alike remarkable as it is for massiveness, dignity of outline and of proportions, apt demonstration of the country's richness of resources in building materials and the honest and shrewdly capable administration which alone could have secured such buildings at a cost of less than \$1,000,000. The architect of both the Parliament Buildings (rated the finest in Canada) and of **The Empress** was Mr. F. M. Rattenbury, of Victoria; and no visitor should fail to inspect the marble-pillared Sessional Chamber, the excellent Museum, and other features of interest. The Printing Bureau, Provincial Library, and special museums of minerals and of agricultural, are associated places of interest.



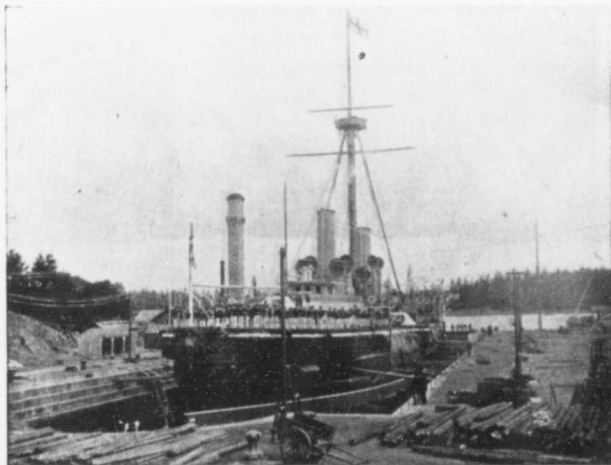
Water Falls in Garden

IT has been no simple and easy matter to create beauty out of ugliness, as has been done in **The Empress** lily pond and rockery at the extreme north-westerly corner of the grounds. Given a rough bank of broken rock walling about a small mud-flat as raw materials to work upon, genius and inventiveness have combined with artistic insight to produce a miniature waterfall. It is so perfect an imitation of nature that many visitors are completely deceived. The water it may be noted, serves a double purpose, it being the exhaust flow which is here directed to beautify, having already served in a utilitarian capacity. The lakelet will shortly glisten with snowy water-lilies, while more gorgeous blooms find a congenial soil in the mimic fields below. Rock-work is an established specialty of Mr. Wallace, the superintendent gardener who is responsible for this unusual bit of landscape work, the details of which almost suggest a Japanese art influence, and will vie for beauty with any feature of the grounds.



A View in Garden

Of very special interest to tourist and visitor among the commercial centres of the city is the diamond and jewelry house of **Challoner & Mitchell**, which occupies a prominent position on the chief business thoroughfare within two minutes' easy walking of **The Empress**, and enjoys a unique reputation for quality and value that is continent-wide. A very fine and interesting selection is carried in English plate, Oak Goods and Hall-marked sterling ware, souvenirs well worthy to be treasured for their own worth and beauty as well as for the memories they will hereafter recall, a multitude of English and European novelties in gold and silver, and heavy stocks of loose or mounted diamonds, emeralds, rubies, pearls, and other precious stones. As **diamonds enter Canada duty-free** and as this house buys direct and for spot cash from the Amsterdam diamond cutters, minimum cost and sale prices are reached that represent a very substantial saving to American patrons, who, by the way, are entitled to take home with them any purchases up to \$100 in value duty-free. In addition to the rarest gems and productions of the jeweler's art, this firm carries a full selection of pretty and inexpensive souvenir novelties.



A Warship in the Esquimalt Dry-Dock



Empress Buffet

*G. H. Mumm & Co.'s Selected
Brut and Extra Dry Champagne
with the other high class wines and liquors
served in this hotel are imported by the well-
known wine merchants*

Pither & Leiser



THE Plimley Automobile Co., near neighbors of **The Empress**, at Government and Superior Streets, have the most strictly modern and fully equipped cars with careful and competent chauffeurs constantly available for hire, day or night, their 'phone calls being either 695 or 2067. The motor-car is the ideal conveyance for "seeing Victoria" under most pleasant auspices, or for exploring the Island wonderland.



ALTHOUGH the common deer of Vancouver Island is so generously distributed over all parts of the country contiguous to Victoria, its heads are by no means to be despised as decorative trophies for the hall or den, the horns of the veteran bucks being beautifully balanced and branching.



It would be far easier to catalogue the places where deer hunting is not obtainable than where it is. And the facilities for a stranger's success in hunting are exceptional. Deer shooting begins with September and non-resident hunters for this or other game are required to take out an inexpensive license. The law is reasonable as to taking out trophies.

PHONE 542

PHONE 542

EMPRESS DRUG HALL

The neatest and most up-to-date on the Pacific Coast



We carry the
latest Toilet
Articles
and
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Rouch-Tisdale
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GEO. A. FRASER & CO., 912-914 GOVERNMENT ST.
PHONE 542 (NEXT TO POST OFFICE) PHONE 542

DESCENDING from the Rotunda by the northerly main staircase, one reaches the well arranged **Billiard Room**, containing not only the very finest English tables (which are most in demand) but also American tables of the most celebrated makers—five in the total number. The perfect lighting of the tables has been a special study, while in the other appointments of this department the same solicitous study of the pleasure of the guests has governed all arrangements, and the same good taste is displayed. The **Buffet** is conveniently contiguous to the billiard room, fitted in solid oak with all the art of studied simplicity, and provided with a due allowance of cosy chairs and sociably small tables. It is the commendable intention as years go by to make the billiard room a special repository of typical trophies of the chase, and already an excellent beginning has been made in this direction. Needless to say, **The Empress'** wine cellars and cigar cases have been constructed with scientific care, and stocked with full lines of the very highest grades demanded by the critical connoisseur, some of the vintages being exclusively controlled by the management under very special arrangements with the largest importers.



Billiard Room

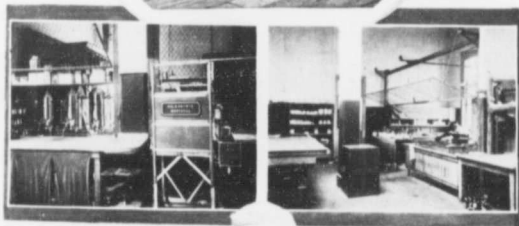
THANKS to the differing trade policies of differing governments, there are many articles of universal use and fashion which are both cheaper and better under one flag than another. The high grade woollens, to cite an example, are much cheaper in this British city than four hours journey south, under the Stars and Stripes. Superior qualities in underwear, hosiery, golf jackets, sweaters, flannel shirts, travelling rugs and other articles too numerous to mention, made by Dr. Jaeger's Sanitary Woollens Co., or J. & R. Morley, are examples in point. And as still others may be instanced Burberry's coats and sporting garments, Dent's gloves, Henry Heath's and Christy's hats and caps, specialties well known to discriminating buyers.

On all such lines and many more as well, the American duties are so high that the purchasers in Victoria obtain the same quality goods at what is the trade cost on the American side.

Headquarters in all such specialties of British manufactures is the establishment of W. & J. Wilson, 1221 Government St., a firm founded in 1862, and enjoying an enviable reputation for fair dealing and the qualities of all goods handled.



Golf Links near Victoria



In the Kitchens with the makers and dispensers of good cheer.

NO one who visits the **Empress**, be it merely to enter the office or to favor with a hurried glance the comfort-bespeaking rotunda, can fail to mark appreciatively the beauty of the fine oak panelling or the general furnishings. It is a matter of local pride that these, as well as the fittings of the ornate buffet and the handsome grill, reflect the craftsmanship of **Weiler Brothers'** employees, this house being today among the foremost in Canada or on the Pacific Coast in undertakings of this character. In addition, the **Weiler Brothers** factories and salesrooms—the latter two short street blocks above **The Empress**, along Government street—are easily the largest and most heavily stocked in all departments in the Canadian West. Being direct importers as well as manufacturers on the largest scale, the firm specializes rare **Chinas, porcelains, cut glass, etc.**, buying for cash and in such quantities as to make prices below the possible reach of competition. An insight into the quality and extent of Victoria's representative manufacturing industry and trade is sadly incomplete unless the **Weiler** ware-rooms be favored with a visit. The principal showrooms are located in the large block at Government and Broughton streets, exclusively occupied by the allied departments of this one famous family furniture firm.



Scene in Beacon Hill Park

ONE of the sights, not of Victoria alone, but of Western Canada, is Beacon Hill Park in summer, when the broad, breeze-kissed slopes of this fine natural pleasure ground secured for the public by the far-sightedness of the pioneer Governor, Sir James Douglas, are ablaze with the golden broom. The broom unquestionably is Victoria's floral emblem—her glory and her pride. The Park, containing approximately 210 acres and fronting on the shimmering Straits of Fuca with the snowy Olympics beyond, has wisely been left with its grand old oaks much as nature made it, the miniature lakes with their water-fowl to delight the heart of childhood, the spacious deer park, and the rustic bridges and resting places everywhere, increasing rather than detracting from the natural general effect. Wisely again, the city's park has been preserved as a citizens' playground where the "Keep off the grass" sign is not omnipresent, and each sunny afternoon sees it thronged with laughing little folk, the fairest flowers of this floral city.

F. R. STEWART

A. BRENCHLEY

1894-1909

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VANCOUVER AND VICTORIA



Ladies' Parlor

FRED FOSTER

MANUFACTURER OF

HIGH GRADE FURS

We wish to mention to the Lady Guests of the Empress that Victoria is the 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. **Fur Garments, Stoles, Ties, Muffs, Etc.** We make a specialty of **Seal Garments.** **You can save fully 25% on Seal Garments by buying from us.**

1108 GOVERNMENT STREET

AN atmosphere distinctly feminine and delicate pervades the **Ladies' Drawing Room** which occupies the south-western ground floor corner, overlooking the Parliament Buildings and the Harbor, with entrance from the office, close to the elevators. That woman's taste designed this lovely bower none need be told: the fact asserts itself insistently though always with modesty. Here the furnishings are in soft tones of Quaker grey and pink, pink roses for decorations and pink chintz window adornment. The semi-grand piano is in the fashionable dull finish, and there is no hint of discord in the harmonious picture of a room for woman's delight which meets half-way the unspoken wish of dainty ladyhood.

Everything
Ready-to-Wear for
Ladies, Misses
and
Children

Campbell's

THE LADIES' STORE

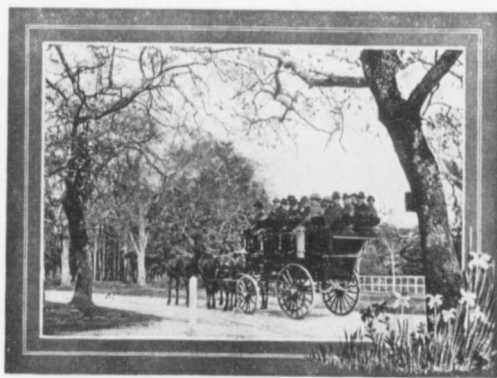


**Burberry's
"Chic" Coats**
**Aquascutum
Touring Coats**
**Golfers and
Sweaters**

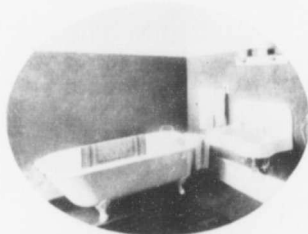
Dent's Ladies' Gloves, pair \$1
Fine French Gloves, pair \$1

**Angus Campbell
& Company, Ltd.**
1010 Government Street
Victoria, British Columbia

A DISTINCTIVE institution of Victoria the Beautiful, and one well pleasing to the stranger within her gates has the **Tally-Ho** excursion become in recent years, the fine equipages (giving an elevation to passengers that is unrivalled for sight-seeing) and the expert drivers and conductors employed by the **Victoria Transfer Co.**, together with the well-considered routes that are followed in the diurnal outings, enabling the visitor to obtain a very comprehensive and accurate impression of the city's chief points of beauty and its homes and home life, with infinitesimal expenditure either of time or money. The Tally-Ho expresses traverse all characteristically Victoria drives and bracken-hedged suburban roads, passing the established and recognized "show places"—the parks, the golf links, the notable public edifices and stately private homes, each set as a jewel in its well kept lawns and gardens. Assuredly one cannot more pleasantly or profitably employ an idle hour than in thus "doing the Tally-Ho circuit." There is in addition to the charms of the sight-seeing programme, much of diverting novelty in bowling merrily over the smooth roads that environ this western capital behind the four and six horse teams employed in this service, with drivers whose skill recalls the picturesque stage coach skippers of a vanishing west.



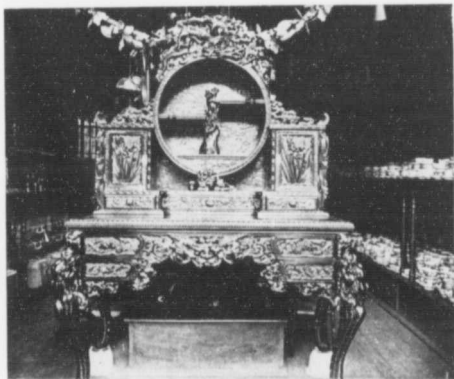
ALMOST one hundred bathrooms, distributed throughout the great hotel, bespeak the special attention bestowed by the designers and builders of **The Empress** upon this most important essential of the complete modern hotel. The baths are large invariably, and of the best quality porcelain, silver fitted; they, with their range of comfort-making accessories are also in themselves an excellent advertisement of the resources in stock and skilled workmanship of the well-known local firm of R. J. Nott & Co., by which this highly important department of **The Empress'** appointment was installed. That such an extensive work should have been carried out and in the manner it has, by a Victoria business house, attests emphatically the progressiveness and the trade facilities of the firm in question. Small residential or office installations receive exactly the same scientific attention at their hands, and a visit to their headquarters may conveniently be made an interesting object lesson in the essential science of modern sanitary craft.



In addition to the equipment of the bathrooms of **The Empress**, the firm of **R. J. Nott & Co.**, whose members rank among the experts of sanitary science in western Canada, were entrusted with the entire range of installation in connection with the plumbing and heat-

ing appointments of this the Canadian Pacific Railway's latest palatial hotel. Nothing more directly affecting the health and comfort of guests, and no part of hotel construction being worthy of greater care and expert skill, it is needless to note perhaps that the compliment of having been called upon to assume responsibility for this feature of construction work, by the architects and superintendents of the railway company, is in itself the highest testimonial to professional efficiency. The firm's business headquarters are at the corner of Store and Herald streets, where estimates will be cheerfully furnished at any time or any information placed at the disposal of the prospective builder. The firm have long standing behind them as a guarantee of stability.

ONE of the most important exports from the Orient to America, which demands the special operation of fast fleets of cargo carriers by the C. P. R. and other competing lines, is silk, which naturally plays an interesting part accordingly in the local trade of Victoria—the entry port of the Continent. Relieved of the charges of rail transportation and middlemen's percentages, silk goods are purchaseable at prices obtainable at few other centres on the Continent, the choice of selection being also most extensive.



J. M. NAGANO & CO.

DIRECT IMPORTERS OF

JAPANESE GOODS

WHOLESALE AND RETAIL

Satsuma Ware, Cloisonne Ware, Lacquer Ware, Brass Ware, China Ware, Workmanship in Tortoise Shell, Hand Carved Furniture, Hand Embroidered Silk Trimmings, Hand Embroidered Mandarin Coats, Kimonos, Dressing Gowns, Dress Lengths, Satin Screens. All kinds of Silk and Cotton Goods.

1438 Government Street and 1117 Douglas Street

THE **Palm Room**, which occupies the eastern front and opens by wide arches upon the Rotunda, is with good reason a feature of **The Empress** in which the management takes especial pride. Some 65 feet square, with its great dome of old gold glass and its ranks of windows greeting the morning sun, this fairyland is the most delightful resort of Victoria for afternoon tea or after dinner chat and cigarette. The furnishings in green, with the wealth of delicate creepers and banks of blooming flowers attest artistic genius in design and execution. The **Dining Hall** also opens upon the Rotunda, but at its northern end—a noble apartment panelled and with huge columns of the Australian rosewood, and in its completeness typifying good taste. The Dining Hall appointments, as one might well conclude, are in thorough accord, the napery (specially woven in Ireland) carrying out the Company's Imperial idea—the rose, the shamrock, the thistle and the Canadian Maple Leaf, surmounted by the Imperial Crown. The silver is one of the old royal patterns of England, and known to all collectors, but with the Crown here introduced in place of the scallop shell. **The Grill** is situated on the basement floor, with entrances from the street and from the billiard hall. Here, too, are faithfully carried out the principles of dignity, elegance and comfort, the general design being essentially old English. The Grill will henceforward be open daily from noon to midnight, and caters for city patrons as well as the resident guests.

What gives certain evidence of being a most striking and artistic feature of **The Empress** lobby is the collection of game heads which it is proposed to employ extensively in the general scheme of adornment. Two splendid cariboo heads and one souvenir of the departed and shaggy bison of the plains form the nucleus of a collection which, in a short time, will be the admiration of visitors and an effective



advertisement of the sporting facilities of the Canadian West.



Palm Room



Dining Room

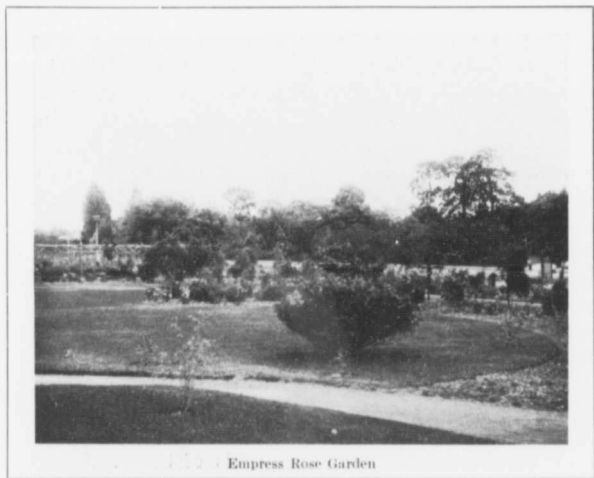


Empress Lobby



Empress Grill

WHAT is locally known as The Gorge, a pretty reversible waterfall created by the ebb and flow of the tide through a picturesque minor canyon, has, ever since the Indian village of Camosun became the white man's Victoria, been rightly rated one of the premier attractions of the city. Situated but two miles approximately from **The Empress**, it is conveniently and quickly reached by motor car or carriage, or by the clean and comfortable street cars of the B.C. Electric Railway Co.; while for those preferring a short, delightful cruise through the famous Victoria Arm, past a succession of fair suburban homes and talkative Echo Rock, the alternative is provided of taking the excursion steamer, White Swan, making regular trips at stated hours daily from **The Empress** landing. The trip to the Gorge, however made, secures a passing view of the historic pelagic sealing fleet of the North Pacific, now rotting at anchorage in Victoria's upper harbor, mute testimony of the vicissitudes of a once thriving industry. Glimpses there are, too, of the broader reaches of the Arm, whereon since ever Victoria has had existence her annual water carnivals have been held, and of the new park of the city, near the Gorge itself. Above the Gorge, sheltered from all the winds and extending to charming beaches on the higher basin, the enterprise of the street railway company has provided what is to-day Victoria's most popular out-of-door resort—the Mecca of picnickers and bathers and this young Capital's nearest approach to the White City on Coney's sands. The Japanese tea gardens afford a very realistic glimpse of Mikadoland, while a prettier picture is not often found than this artistically planned and admirably conducted park on a summer evening, when the effectiveness of the illuminative scheme may be appreciated, and both land and water are animate with happy pleasure-takers. An excellent orchestra and open air bioscope entertainment of quality are gratuitously provided during the summer season—this too being an example of the enterprise of the street railway company. The facilities for both boating and bathing are at this park the best in Victoria, the water being many degrees warmer than in the open water contiguous to the City, while to many minds the upper reaches of the Arm,—above Craigflower with its historic school—are its special beauty spots. The Upper Basin is a picniker's paradise, divided from Esquimalt harbor by a few feet only.



Empress Rose Garden

VICTORIA vies with Portland for the distinction of being known as the Rose City of the Pacific Coast, and nowhere is this royal flower of England to be found attaining higher perfection than in the Empress rose garden. The large pergola which forms so conspicuous a feature of the landscape gardening plans for utilizing the four odd acres of grounds in which the Empress is placed, display to fullest advantage the favorites among the climbers, while altogether more than thirty representatives of the rose are found in bloom in the Empress gardens.

The gardens of The Empress reflect the skill as a rockery and landscape gardener of M. A. Flewin, whose nurseries and greenhouses at 866 Heywood Avenue, are also celebrated for their specialties of bulbs, roses and hardy plants. Many of these are naturally the choice importations of the Far East, which owing to the convenience and economy of transportation facilities are here obtained with far less expenditure than elsewhere in America. The Flewin Nurseries are a long established institution of Victoria, and nowhere are the roses that make Victoria famous found to attain a higher degree of rare perfection.

THE spirit of restfulness especially pervades the **Empress** guest rooms—not restfulness only of the body, but of the eye and, sub-consciously the mind. A tone of quiet elegance is the keynote of every apartment, equally of the suites with sitting rooms and private baths, and of the most unpretentious chamber which the last arriving visitor is fortunate to secure. Carpets of velvety green and curtains of daintiest chintz are notable features; while the furniture throughout is in solid mahogany, inviting arm-chairs and beds of solid brass with satin finish entering into friendly rivalry in wooing invigorating repose. The springs were specially made as were the mattresses. The characteristic attributes of good taste, originality and finished craftsmanship are stamped on every item and detail of the equipment. From the broad windows, an incomparable view is obtained of the passing procession that makes the city's life, the busy harbor, and the shimmering straits with their background of lofty mountains on the one side—on the other the forest clothed hills of Sooke. All guest rooms throughout the house are large, airy, well ventilated and supplied with such modern conveniences as the room telephone, the electric reading light—the last words in appointment.



A Bedroom Suite

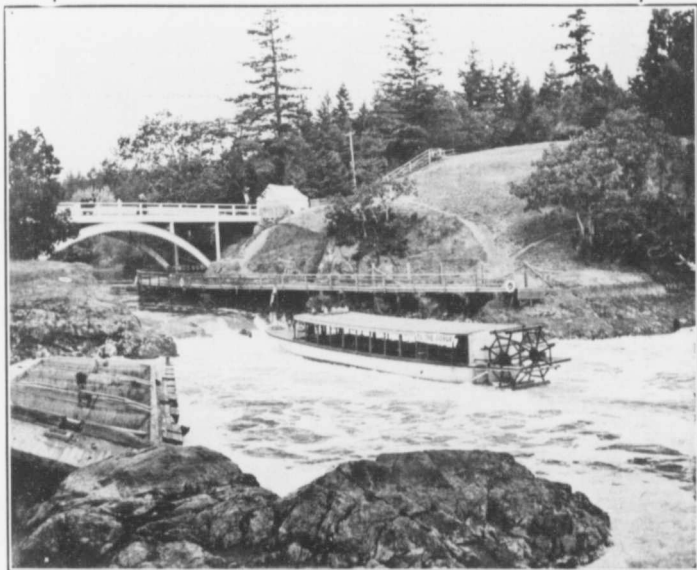
Visitors will miss some of the most beautiful view points on the Island unless they take the water trip to the famous

GORGE AND BIG BASIN

— ON THE —

WHITE SWAN FLYER

(STERNWHEELER)



Passing the Water Front, Marine Ways, Wholesale District, largest Sealing Fleet in the world, the finest residences in town, and the Point Ellice Bridge, famous for the big disaster.

LEAVES CAUSEWAY, 11.15 a. m., 2, 4 and 8 p. m.

Morning trip takes 1 hr. and 15 min. Afternoon trips take 1 hr. and 45 min. Afternoon trips continue on past the Gorge to the Big Basin, fare 40c. round trip.

IT is as a trading centre and delightful place of residence or resort that Victoria is better known than as a manufacturing city, several of the retail establishments carrying the heaviest and most valuable stocks on the Coast in their respective lines, and being well worthy of inspection whether or not one be on purchase intent. As the headquarters of the Pacific whaling, of one of the pioneer export lumbermills of the Coast, and of salmon canneries demonstrating perfect modern methods in preparing this royal fish for the world's markets, the industrial enterprises of the city in their special interest well repay inspection. And all are so congregated that a visit to each entails small sacrifice of time.

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BROAD STREET, VICTORIA, B. C.

THE ethnological department of the Provincial Museum, the eastern feature of the Parliament group, is especially celebrated among all students of aboriginal life, arts and customs, the Indians of British Columbia, (and more particularly the Haidahs) being noted for their weaving and their skill in carving. Excellent examples of these and rare relics of the passing race are also to be seen at Aaronson's Museum, on Government street, where visitors—whether purchasers or not—are always cordially welcome. Long familiarity with the Indians has made Mrs. Aaronson acquainted with all their curious legends and fantastic imagery.



THE RELIABLE CURIO STORE OF INDIAN
AND ALASKAN BASKETS AND TOTEMS

MRS. A. A. AARONSON'S
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THE bison of the plains for several decades past regarded as extinct, through wanton and promiscuous slaughter, are again—thanks to the enterprise of the Canadian Government—being restored to herds of worthy proportions. In their wild freedom, the wood buffalo have their principal habitat at Great Slave Lake, while nowhere are the plains buffalo to be seen in greater number or more appropriate surroundings than in the Canadian National Park at Banff, contiguous to the Canadian Pacific Railway's famous mountain hotel. The herds have recently received large accessions through the purchase by the Canadian Government of the entire band from the Flathead Reservation, just across the line.



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Tzouhalem Hotel

BOOTH at Duncan and at Cowichan Lake excellent hotel accommodation is provided, the Tzouhalem of Duncan (its Indian name phonetically Zoohalem), and the Lakeside, being historic hostelries that have had many notable guests, H.R.H. the Prince of Wales among the number. Both are owned and personally managed by Messrs. F. H. and E. A. Price, whose knowledge of the district and its facilities for sport is that of long residence and active personal interest. The firm of Price Brothers also owns and operates the Cowichan stage system, and in connection therewith as well as in their associated hotel interests, enjoy an enviable reputation among first-class travelers for unobtrusive thoughtfulness and exceptional success in anticipating and providing for the wedded comfort and pleasure of their guests. Lakeside is indeed one of the most celebrated hotels of Western America, and figures modestly in the fiction world, its charms the subject of appreciative reference from the pens of such lions of literature as Kipling, Phillipps-Wolley, Haggard and Service, the latter (now Canada's premier poet) having achieved his first success when resident in the vicinity of Duncan. Sufficiently removed from the city and all that pertains to city life, it is the favorite resort of Victoria's better classes in search of the simple life and the clear air of the woods.

THE wonderful versatility of electricity as a modern servant of man is perhaps nowhere so effectively brought home to the perceptions of ordinary mortals as in its myriads of uses for the traveller's comfort and convenience in the best modern hotels and their floating prototypes, the palatial greyhounds of the sea. Not only does electricity illuminate these great hotels and operate their elevators, convey the written or the spoken word by telegraph or telephone; it also conserves to the general comfort in a multitude of humbler ways—to keep the dishes warm in the dining hall and the guest cool by means of the electric fan. It blacks the boots and cleans the knives and does the fine ironing in the up-to-date laundry. In fact there seems no limit to its adaptability as a safe, clean, and most convenient accessory to the highest civilization. Victoria has not taken to itself the name of the Electric City, but it might do so with justification, for in few places are its general uses for comfort and pleasure more effectively demonstrated. As an agency of pleasure what town in broad America possesses superior facilities for the ideal and ultra-modern sports of motoring by land or water.

The Hinton Electric Company, Limited

WHOLESALE DEALERS
ELECTRICAL MACHINERY
LIGHTING PLANTS
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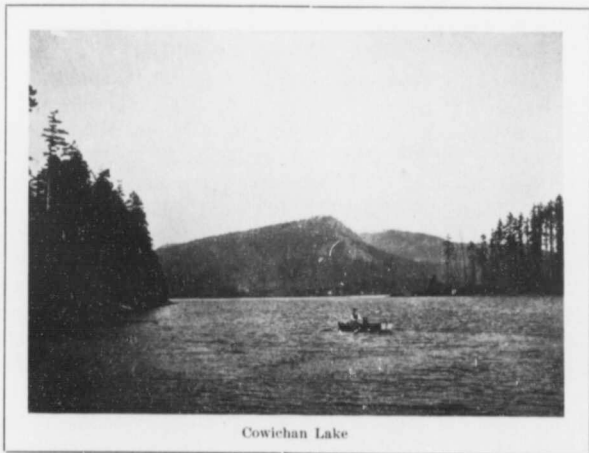
Victoria and Vancouver, B. C.



A Morning's Salmon Catch

ONE of the pioneer institutions in which Victorians take pride, with justification by its consistent development with the progress of the times, unquestionably must be classed the varied interests congregated by the management of The Colonist Printing and Publishing Company, Ltd., whose office premises on Broad street easily take rank as the most commodious and best equipped of their kind in Canada's farthest West. Scarcely anyone on the Pacific Slope needs to be told that "The Colonist" is not only the pioneer public journal of Vancouver Island but has maintained its leadership among the newspapers of Western Canada. Its mechanical facilities, both typographical and for rapid illustration, are exceptionally complete; while from the journalistic standpoint the paper sets a high and dignified standard of alert and yet reliable journalism. In connection with the newspaper production the company does business in the largest way as printers, lithographers, book-binders and photo-engravers, the facilities in each of these departments being the most complete and thoroughly modern that money and sound experience can secure. The quality of the workmanship is maintained at the highest standard throughout.

Q UITE as much as for the beauty of its environment or its equable climate, Victoria is known as the gateway of one of the Western World's finest natural game preserves. Worthy sportsmen's spoil abounds in Vancouver Island, and favorite hunting grounds and fishing waters are easily accessible. The lordly wapiti (great American Elk), the bear, the wolf, the panther, and black-tail deer in countless thousands roam the island forests, while pheasants, grouse, quail, myriads of ducks and geese, with many other prized game birds to which the capercaillie and black game have recently been added, are to be won but a few hours' travel from the city. The laws are exceptionally generous to visiting sportsmen, and every essential in equipment or practical advice is inexpensively and conveniently obtainable, the former of the kind best suited to the country and its conditions. Vancouver Island has been termed not without reason the Fisherman's Paradise. The royal salmon is to be taken with troll within sight of the **Empress'** turrets by the veriest novice. Saanich Inlet, but a few miles' distant, is famed afar for its grilse. And the steelhead and the trout have made enduring celebrity for Campbell and Cowichan rivers and Cowichan and Shawnigan lakes, all of which are within easy reach of the city, with frequent communication.



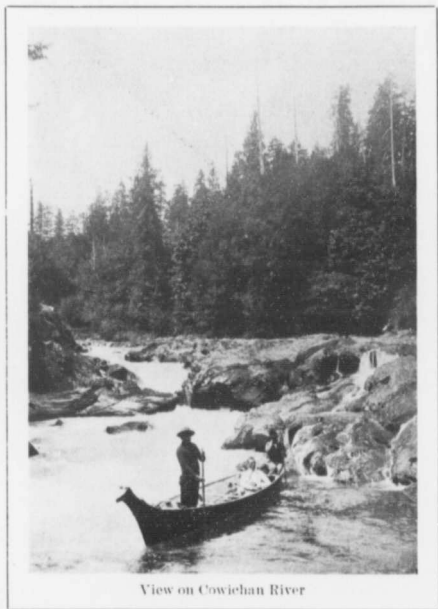
Cowichan Lake



Cowichan Lake

COWICHAN is indeed to-day a magic word for trout fishers the wide world over, the scenery of both lake and river being superb. The favored method of fishing the Cowichan is to begin operations at the Lake, descending the rapids under Indian pilotage—a never-to-be-forgotten and fascinating voyage. En route, midway between the two canyons, and but ten miles from Duncan, the railway base, a camp is being established by **The Empress** for the convenience of guests, a canvas dining hall and dormitory tents for both ladies and gentlemen being models of woodland comfort, and every auxiliary facility being afforded for the enhancement of the delights of this unique experience of backwoods life and adventure. In time this camp of tents is to give place to a rustic chalet. The most suitable equipment for Vancouver Island fishermen is that which is locally obtained. The specialist for fishing impedimenta is Mr. G. T. Fox, of M. & H. A. Fox, 1124 Government street, who as one of the most expert fishermen of the Western lakes and streams, places his extensive local knowledge and experience freely and cheerfully at the disposal of visitors. His advice is always to be relied upon, and his information as to water conditions throughout the season, and as to the flies most favored by the canny trout.

THE facilities for reaching the favored fishing waters of Shawnigan and Cowichan lakes, Koksilah and Cowichan rivers are essentially *de luxe*. To reach Shawnigan or the Koksilah one has but to board the north-bound E. & N. Railway—and, presto! one is there! The visitor bound for Cowichan forsakes the train at Duncan—a charming English hamlet



View on Cowichan River

midway “up the line”—from which point comfortable stages of the Price Brothers’ line, or automobiles, according to the inclinations of the traveler, are available for the twenty-mile river-side drive. This leads up the famed Cowichan valley, through aromatic forests of Douglas fir, and every mile traversed reveals some new delight. The progressive programme of the C.P.R. for Island development encompasses a first-class branch line of railway from Duncan to the Lake.

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