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PORT ALBERNI

Vancouver Island : : British Columbia

THE MAGNETIC CITY

Farthest West Terminus of Canadian
Pacific Railway system and nearest
Canadian Port to the Panama Canal



WHAT PORT ALBERNI HAS TO-DAY.

A population of 1500.

Branches of the two best banks in Canada in the Royal and Bank of Montreal.

A collection of modern, up-to-date hotels and buildings valued at half a million dollars.

The terminus of the Canadian Pacific railway, with the Canadian Northern rapidly nearing the city.

A timber wealth unsurpassed in the Province.

The finest sites for milling and kindred industries, at a very cheap rental.

Unlimited wealth of fish in the adjacent waters.

An equitable climate.

Large and commodious harbor.

Splendid agricultural lands in the sheltered, well watered valley.

Adjacent scenery rivalling any on the continent.

Water falls capable of producing energy up to 50,000 horse power, now in process of development, ensuring current for industrial and lighting purposes, at a rate lower than any city in the Province.

Unequalled opportunities for the sportsman.

Municipal owned water and lighting system, selling both commodities at very cheap rates.

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Present and Future.

Port Alberni, the most progressive city for its size in British Columbia, is a rapidly growing municipality situated at the head of the Alberni Canal, a natural waterway to the open ocean, averaging a mile in width, with a harbor, on which the city is built, one and a half miles across.

Destined to become an important shipping, manufacturing and distributing centre, both on account of its natural facilities, and the wealth of raw material in coal, timber and minerals, Port Alberni will loom large in the eyes of the commercial and investing world during the course of the next decade.

Various causes contribute to the making of a shipping port, chief amongst these being the accessibility of the harbor; a large producing country back of the port, ensuring cargoes to outgoing vessels and nearness to the great ports of home and foreign countries.

These advantages Port Alberni possesses to a marked degree, having an unrivalled harbor free from rocks, shoals, etc., which averages in depth from 50 to 300 feet, a country back of it which is rich in natural wealth beyond the wildest hopes, and being

the closest port in Canada to the great trade centres on the Pacific Coast and the Orient.

With the opening of the Panama Canal, Port Alberni will assume her rightful place in the shipping world.

Not for nothing or merely to handle the local trade did the Canadian Pacific Railway company construct what is the most expensive piece of road on its system. With the clear sightedness which has characterized this company in the past, it has been quietly getting the road and shipping organization on a sound, smooth running basis, ready for the call at the opening of the canal.

Being situated in almost the centre of Vancouver Island, with water communication with the whole of the West Coast, this city will gradually grow to be a manufacturing centre of no small dimensions. Possessing all the raw material necessary for saw mills and their allied industries, Port Alberni will out of these evolve manufactures that will give employment to many workers.

The city council with an eye to the future, has adopted a wise policy which has resulted in this city having improvements not found in one of similar size in the Province.

With commendable foresight, a waterworks scheme was carried out

which has resulted in the citizens being supplied with the finest of water, clear and cold all the year, obtained from China Creek at a spot high in the mountains. This system, which is up to date in every particular, can provide for a population of 25,000 and was installed at a cost of \$130,000.

As well as water, the city boasts its own electric lighting system, which provides for light at a cost to the citizens the same as Vancouver and New Westminster, the lowest in British Columbia. No city in the interior can boast of such cheap rates, and it is not without a certain amount of justification that Port Alberni claims to be the most progressive city in British Columbia.

Most of the townsite has been cleared, and the roads graded. Sidewalks will gradually be laid, and the streets assume that look of attention which betokens the up to date city.

The stores in the city will be found to be up to date in every particular, and their variety sufficient to enable everyone to satisfy the ordinary wants.

Population.

Port Alberni was incorporated in March of 1912, having then a popula-

tion of 300. Today the census gives the number of people resident within the city limits at 1500, and this number is rapidly increasing.

Banks.

The financial end of Port Alberni is looked after by the Bank of Montreal and the Royal Bank, while two other banks have secured building sites in the city. As showing the importance of Port Alberni as a growing centre, the Royal Bank has purchased a site sixty-six feet square on the corner of First avenue and Argyle street for which the sum of \$10,000 cash was paid. A handsome new building will be erected on this site in the near future.

Buildings.

With a building assessment of over half a million dollars, Port Alberni's operations in this respect have been very satisfactory. Within the last year several buildings valued at sums from \$35,000 to \$2,000 have been erected. Most prominent in this class is the addition to the Somass hotel, which is now one of the finest outside Vancouver or Victoria; the Carmoor business block, with its spacious

suites of offices and stores; the new Hotel Beaufort, a handsome and commodious building on Third avenue, and the West Coast General Hospital. Added to these are numbers of dwelling houses and general buildings.

The Dominion Government has passed the plans for a new Government building, to be situated on the corner of Third avenue and Angus street. This calls for an expenditure of \$10,000 this year and an additional \$15,000 in 1914. The importance of this move on the part of the Government can not be over estimated, as it clearly indicates that Port Alberni is to be the centre of the Dominion government's work on the West Coast of Vancouver Island.

The building will be used for Post Office, Telegraph, Fisheries and Customs offices, business in these departments having so enormously increased during the last year, as to make it a vital necessity to the city and community generally.

Railways.

At the latter end of the year 1911 the C.P.R. ran its first train into Port Alberni, thus establishing rail communication with the various Island and Mainland points. Previous

to this the C.P.R. steamer "Tees" handled freight and mails, supplemented by a stage coach running to and from Nanaimo. When the service was started trains arrived in Port Alberni every other day, but the growing traffic made it necessary for the railway company to establish a daily service which has been in operation since June of the present year.

In connection with the freight and passenger service the C.P.R. has put on the West Coast run the fine new oil burning steamship Princess Maquinna, which is a thoroughly equipped and luxurious example of the enterprise of this company. With such a fine ship on the run, travelling on the West Coast is accomplished with the maximum of enjoyment and minimum of delay.

In addition to the line operated by the C.P.R. the Canadian Northern Railway Company is busily engaged in getting its line from Victoria to Port Alberni constructed. Some nine hundred men are engaged on the stretch from Port Alberni to Cowichan Lake, and already much of the grading has been completed. The stupendous nature of this undertaking is realized when the huge cuts and fills are seen. For a distance of some ten miles the line follows the shore along the Alberni Canal, the route

being literally cut from the solid rock. Branching inland at Franklin Creek the line runs to Cowichan Lake where it connects with the Victoria section of the line. As illustrating the magnitude of the operations, it may be mentioned that the cost, per mile, on the canal section is in the neighborhood of \$100,000.

When this line is completed a new country will be opened that will ensure an enormous amount of business being done in Port Alberni, when this city will become the centre of a large railway and shipping industry.

Timber.

When the future of Port Alberni is being contemplated, the enormous value of its timber resources must occupy a leading place as a means whereby wealth and population will be attracted to the city. At a very conservative estimate there is enough standing timber of first-class quality to provide for a cut of 1,500,000 feet per day for forty years. When it is known that every thousand feet of rough lumber cut provides for the payment of \$7.00 in wages, and ensures the employment of 2500 men, drawing an annual pay roll of \$2,000,000 some idea of the importance of this and subsidiary industries to the

city of Port Alberni is gained. What coal is to the East coast of the Island, so timber is to the West Coast, with the added advantage that whereas there is no means of replenishing the mines, the timber wealth is practically inexhaustible, if scientific afforestation methods are adopted.

Pay Roll.

With a payroll of \$57,725 a month being handled in the city, Port Alberni compares very favorably with other cities. Indeed, it is doubtful whether many cities of the same size can boast such a fine array of figures, which works out at \$692,700 for the annual amount distributed in wages. With the advent of several new industrial concerns, these figures will be largely increased, and ensure for the worker liberal wages and steady employment.

Hospital.

The West Coast General Hospital, which occupies a prominent place overlooking the fine harbor, is a spacious, well equipped modern institution. Erected at a cost of \$20,000 there is ample accommodation for the care of the sick and injured, and the efficient staff in connection therewith can be depended upon to bestow the same care and consideration as one finds in older and more settled cities.

Industries.

The largest concern in the city at the present is the Canadian Pacific Lumber Company, with a monthly pay roll of \$10,000. Erected at a cost of \$100,000, the mill is thoroughly equipped for handling the enormous logs found in the neighborhood. Having a capacity of 90,000 feet per ten-hour day, lumber of a quality averaging a standard seldom seen, is turned out for local use and for shipment to the prairies.

Operating on a smaller scale are two other saw mills, chiefly engaged in manufacturing lumber for local and coast trade.

Under this heading may be mentioned several smaller industrial concerns. Two fishing companies, one engaged in the curing and smoking, one cold storage plant and a boat building yard.

Fishing.

British Columbia fish are renowned all over the world, and millions of dollars worth are annually caught, sold for local consumption, or canned and shipped to all parts of the world. Who has not heard of the British Columbia salmon, whose arrival in the

coast waters at a certain season every year means a good livelihood to thousands of men and women. The waters adjacent to Port Alberni can not be surpassed for wealth of fish, which in season literally swarm with salmon making their way to the spawning grounds.

Herring, halibut and a variety of other fish abound in the West Coast waters, and the day is not far distant when this city will be the centre of a large canning and curing industry. Already at Uchucklesat the Kildonan Cannery is reaping the benefit from this form of wealth in the shape of large profits that are the best indication as to the profitable nature of this industry.

For the sportsman who is fond of fishing no spot in British Columbia can boast of such consistent big catches, it being a common occurrence to see sportsmen land salmon ranging in weight from ten to seventy pounds, and on a few occasions fish weighing from the latter weight to over the hundred have been landed.

If fly fishing is preferred the trout streams are calculated to give the disciples of Issaac Walton all the sport they desire, and the streams are so many that there is an ever varying choice from which to select. This ensures that the streams will

not be fished out, a common fate in less favored centres.

Climate.

It has been truly said that Vancouver Island boasts of a climate beyond compare. During the summer months the weather is ideal, bright warm days with just enough rain to help produce the wonderful fruit and vegetables for which the Island is famous. The nights are cool, with a complete absence of the heat experienced in the east.

The rainfall in the winter months is in common with that experienced on the Island generally, and while the whole coast range receives more moisture than further inland, the winter season is more equable, and not subject to sudden changes, as the temperature seldom goes below freezing point for any length of time. The snow fall is slight, and taking it altogether the seasons are delightful.

Agriculture.

A city with a large farming community back of it has the basis of real and continued prosperity. Especially well favored in having thousands of acres adjacent to the city in

the well-watered, fertile valleys, Port Alberni can look forward to the time when these lands will be all under cultivation and producing crops the value of which it would be impossible to estimate. As an example of what can be done in this direction, it is well worth while paying a visit to Alberni Land company's experimental farm, where can be seen fruit and vegetables of a size and goodness scarcely creditable unless seen.

Land can be purchased from \$50 an acre up, according to amount of clearing, distance from city, etc. While the clearing in some parts is a considerable item, this is balanced by the fact that twenty acres will produce enough to give a settler all he wants to handle.

Almost every variety of fruit can be grown in the open air, the soil being ideal for the production of strawberries, cherries, apples, peaches, tomatoes, etc., and a ready market is found in the city, which will take more and more each year.

Scenery.

Many cities on the American side of the line were built up by the tourist traffic, simply because there was in the neighborhood natural scenery

which attracted the attention of the visitor and caused many thousands of people to visit the district during the summer months.

What the Yellowstone Park is to Montana or the Grand Canyon to Arizona so are the lakes and natural parks of the Alberni District to Port Alberni. Within a radius of eight miles from the city is some of the finest mountain and lake scenery to be found on the North American continent. With an automobile one can reach Sproat or Great Central Lake in half an hour, spend the day boating, fishing or mountain climbing, and be back in the city in time for dinner, having been all day in the midst of scenery superb beyond the wildest flights of fancy.

The motor roads are excellent, the trip from Victoria affording the traveller a view of the magnificent scenery in the Cameron Lake district, which once seen will not be forgotten.

Amusements.

The social side of life is well provided for by a number of clubs, and out of door amusement can be had at the threshold of the city. Boating, shooting in season and other enjoyments can be had for the minimum of expense.

Sports.

For the athletically inclined no town on the Island offers greater attractions. Tennis, football, baseball and swimming has a large following, the facilities for enjoying these sports being of the best. A recreation park has been constructed, possessing running track, football and baseball grounds.

Bathing can be indulged in at the very door of the city, and in this connection it may be mentioned that at the British Columbia Championships decided here this year, it was the opinion of visiting swimmers that Port Alberni possesses the finest water to be had on the coast, being of an even temperature all the summer, without fluctuations from heat to cold, thus making this form of sport most healthful and enjoyable.

Schools.

A modern well-equipped school takes care of the education of the younger members of the community, and tenders have been called for by the Provincial government, to be in by December 3rd, 1913, for a high school building which, it is estimated, will cost \$10,000.

Churches.

Presbyterian, Methodist and Anglican churches are established. Being large commodious buildings, ample accomodation is assured for some years to come. The Roman Catholic denomination has secured a site, but up to the present have not erected a building.

Power.

Large power falls are available at the very door of the city notably the Stamp and Sproat Falls, capable of developing energy up to 50,000 horse power. Realizing the value of this form of wealth, the Ritchie-Agnew Company have entered into negotiations with the city to supply power for industrial and lighting purposes at rates lower than either Vancouver, Victoria or New Westminster, the only cities with as good a rate on the Pacific Coast being Seattle and Tacoma. The city council has already pledged itself in favor of the project and the by-law for a thirty year contract will be put to the voters in the course of a few days.

Starting with an initial development of 750 horse power at a cost of \$100,000 the company will supply current to the city, at the boundary, at a bulk cost of two cents, roughly,

then, as the city develops and the initial plant is found unable to cope with the demand, a further plant costing \$2,000,000 and developing 30,000 horse power will be installed.

Just conceive what this will mean to the city and district. Cheap power has long been the crying want of new cities, and here it is, at a cost that will enable manufacturers to instal plants and buy power at a rate that is bound to prove attractive to the general manufacturer.

The Power Company, which is composed of men having a similar contract with the city of Prince Rupert, agree to employ only local labor if it is available and to purchase all their supplies, wherever possible, in the district.

Such development as this shows the confidence keen business men have in the future of the city, and the day is not far distant when manufacturies of all descriptions will be turning out hundreds of thousands of dollars worth of articles, and engaging a large force of men in the operation.

What Port Alberni Wants.

Briefly, Port Alberni offers exceptional advantages to the small manufacturer and distributor. At the

present time there is an excellent opening for a sash and door factory, brewery, shingle mill and a brick plant. There is every probability that the near future will see the erection of a cement works and another large saw mill, controlled by a syndicate of Vancouver men, which will mean a lot to the city and district generally.

For all further information apply to the Secretary, Board of Trade, Port Alberni, B. C.

NEWS PRESSES



PORT ALBERNI

Port Alberni, B. C.,
Dec. 8th, 1913.

This booklet is issued by the Port Alberni Board of Trade. It will be followed by others, from time to time, giving up-to-date and additional information about developments of the city and surrounding district.

Since the inside pages were printed the contract for the building of a District high school in Port Alberni has been let by the Provincial government and work is now under way.