

1917-13

Souvenir programme *for the* BRITISH · COLUMBIA COMMERCIAL · TRAVELLERS

War Dance



Presented May 5, 1952 In Aid of

by
W. Charles Brown
510 Hornby St.
Vancouver

RED CROSS MATERIAL FUND
RETURNED SOLDIERS
CANADIAN PATRIOTIC FUND

ROYAL NAVAL SERVICE FUND

1917-13



ROGERS'

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B.C.C.T.

"Jovie Siddons"
"Mrs Jancouwer"
Queen of the Carnival.
Herald City Douglas is Ct 1E

Hacking Photo.

The Granby Consolidated

Mining, Smelting and

Power Company

Limited



718 GRANVILLE STREET

VANCOUVER, B. C.

B. C. Commercial Travellers' War Dance, 1917

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For Soldiers, Prospectors, Loggers, Miners,
Farmers, Laborers, Business Men, School Boys,
Schools Girls, Etc.

There is only one quality—THE BEST.

Though built of all leather for hard wear—yet
fit and style are not sacrificed.

Look for the name-LECKIE on every pair.

The
Quality goes
IN, before the
Name goes ON
— that's a
Leckie

Thousands of Canadian
Soldiers in Canada,
England and on the bat-
tlefields of Belgium and
France have been and
are being materially as-

sisted and comforted in their noble
work by the use of

LECKIE'S BOOTS

IT'S IN THE FIT AND WEAR

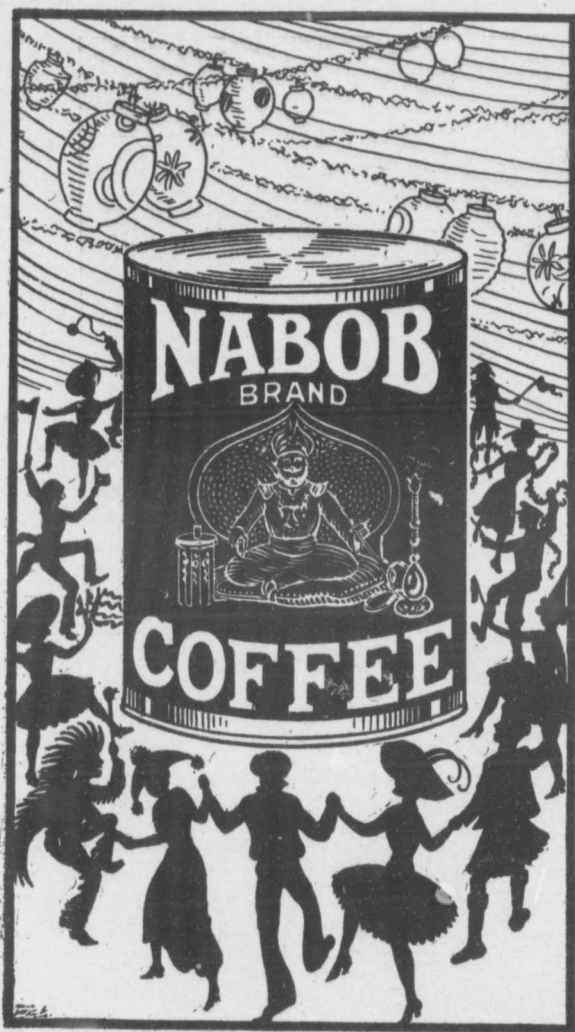
Made in British Columbia.





THE GEORGIA STREET VIADUCT

Where the Carnival will be held. Built by the corporation of the City of Vancouver. Length 2872 feet, width 66 feet.
The largest bridge of its kind in the world.



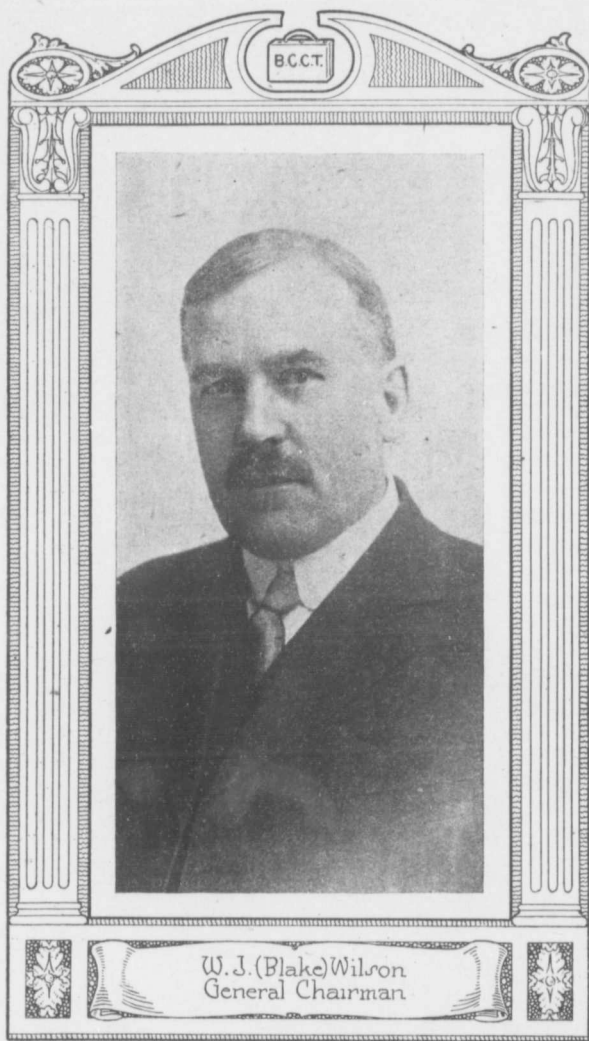
The Commercial Travellers' Association *An Appreciation*

I*N the building up of the industrial and commercial life of British Columbia; in the building up of good citizenship; in the pioneer game; and most important of all at this time, the cause of national defence—hats off to the Commercial Travellers of British Columbia!*

Look down through the lists of captains of industry and merchant princes throughout the west and you will realize that from the road have been recruited the men who are doing big things. These are the men who, in their goings and comings, up and down the country, through good times and times of depression, have preached a gospel of optimism. They are men who have helped to keep alive in this Western country the high ideals of the Anglo-Saxon race—the square deal, the help one-another spirit, the protection of the rights of the smaller organization equally with those of the larger.

And in the grim struggle now being carried to a successful ending on the battle fields of Europe, the commercial travellers of British Columbia have played their parts. They have contributed of their manhood and of their money. And in the promotion of this spring-time fete may be found only one expression of the patriotic spirit and the push and perseverance of the commercial travellers of the Pacific Coast.

For weeks the leading salesmen of this city have been devoting their days and their nights to the work of the War Dance. It has been a labor of love with them. They will receive from it only the satisfaction of having lived up to the splendid reputation of the fraternity of travelling men everywhere; their reward will be the knowledge that something of true value has been done for the city, and in behalf of the heroes who today are making the great sacrifice in the fight to keep secure for British Columbia the institutions and the ideals which we most cherish.—G. M. M.



Hacking Photo.



Hacking Photo.

WHEN YOU ORDER HAM OR BACON

Specify Swift's Premium

Don't be satisfied with just "Ham" or just "Bacon."
Insist on the acme in Hams and Bacon—Swift's
PREMIUM.

THEREFORE the next time you order, specify, and
make sure you get

Swift's Premium Hams and Bacon

Always dependable, because always the same.

Carefully Selected

Sugar Cured



Hickory Smoked

Parchment Wrapped

SWIFT CANADIAN COMPANY
Limited

VANCOUVER.

VICTORIA.

NELSON.

The Song of the Carnival



This is the day of the Dance of War,
Let us laugh and sing;
Woe and fears, grief and tears,
Will not help the king.
Bring in your gold and cast it down
At old England's feet;
Wounded men shall bless you then:
Life and love are sweet.
Bring ye roses, red and white,
Bind them in your hair.
Can we ease a Flanders' night,
Moping in despair?
If a tear could conquer Death
I would bid you weep;
Gold shall be our shibboleth:
Pile the dollars deep.

Vancouver! Vancouver!
Child of the dancing sea;
As God hath given thee gifts of Heaven,
Great let thy offering be.
From Flanders the wounded
Are yearning gifts from thee.
This is the day of the Dance of War;
Let us laugh and sing;
Woe and fears, grief and tears,
Will not help the king.

They who have given the flower of Life,
Dearer far than gold,
Gave their all: shall their call
Find our love is cold?
He who giveth with cheerful heart
Lendeth to the Lord.
Shall ye fear security
Up in Heaven stored?
In the coming days of peace
Happy shall ye be,
That ye gave your gold to ease
Hearts beyond the sea.
Spring is here with balmy breath;
Skies are blue and deep;
Gold shall be our shibboleth:
Pile the dollars deep.

—WILSON MacDONALD.

The British Columbia Mills Timber and Trading Company

Head Office, VANCOUVER, B. C.

Hastings Saw Mill
(Established 1865)

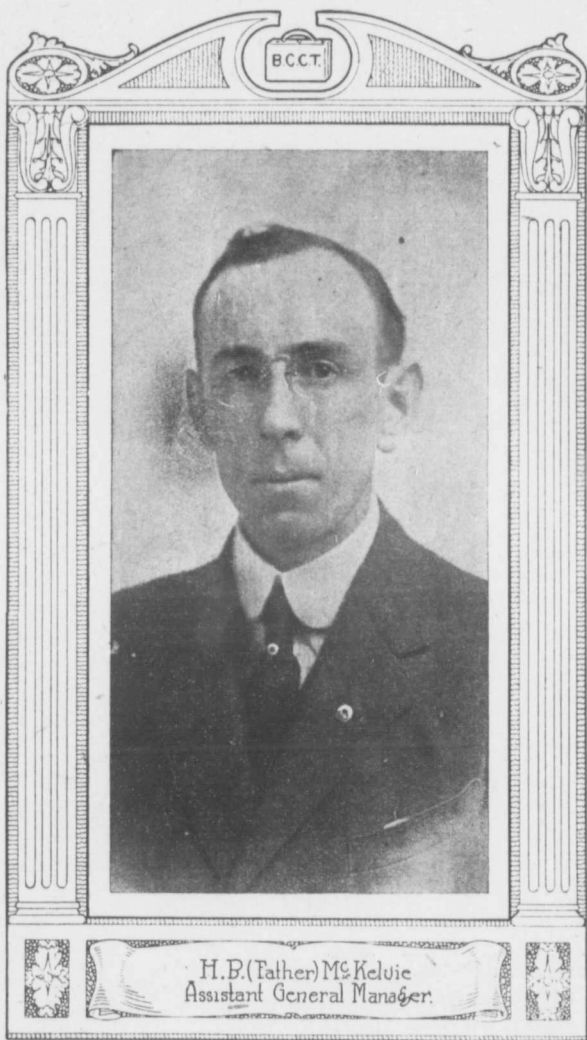
Manufacturers and Shippers of Rough and
Dressed Fir, Cedar, Spruce and Hem-
lock Lumber; Lath, Pickets,
Mouldings, Shingles,
Etc., Etc.

FIR FINISH A SPECIALTY

Spars and Long Timbers Furnished on
Short Notice.

Loading Facilities for Vessels of any size at
our Docks on Burrard Inlet.

**OUR GRADING AND MANUFACTURE
UNSURPASSED**



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"Pride of the West"



Manufacturers of
High-Grade
Hand-Finished
Pure Wool
Sweaters
Sweater Coats
and
Bathing Suits
For Men
Women and
Children.

Wear
"PRIDE OF
THE WEST"

Knit goods; they
are guaranteed
to please particu-
lar people.

MADE IN
VANCOUVER
BY

"Pride of the West" Knitting Mills
LIMITED

Programme

WEDNESDAY TRAVELLERS' DAY

Grand Parade introducing a sensational array of Arenic Novelties. A stupendous spectacle revelation, embodying bewildering attractions in gorgeous splendor. The spirit of hospitality will prevail, and merry makers will throng the Viaduct.

CROWNING THE QUEEN OF THE CARNIVAL

MISS JOSIE SIDDONS as "Miss Vancouver," by His Worship Mayor McBeath.

The Youlikems in unique posturing with the use of wooden wands.

The King of them All, Great Le Stranges, the Human Fly in a death defying slide for life.

Wand Drill Squad from the Y. M. C. A. Juniors.

Grand Balloon Race, with a Triple Parachute Drop by McClellan Bros., the famous Air Pilots and Aviators.

Professor Clay's Pupils' Orchestra, twenty-two performers.

PROGRAMME

No. 1—Belle of the Pantomime Morley

No. 2—Parma (Romance) Ellis

No. 3—O'er the Lagoon (Vocal Waltz) Paretto

Vocalist Miss L. Fisher

No. 4—Bon Vivant (Overture) Allan

DANCING—The world's largest open-air Cabaret.

IRISH JIG—Misses M. and L. Isdale and Mr. R. Lowe.

POLLY REDFERN—Vancouver's idol in comedy.

Professor Ozborn's Banjo Orchestra.

SAILORS' HORNPIPE—Miss L. Isdale and Mr. R. Lowe.

The Great Le Strange's death defying slide for life in a ball of fire.

Grand Fireworks Display showing for the first time in America Aerial Bombs and tar Shells the same that are used on the Battlefield in France today.

EIGHT "8" VESSELS

The Union Steam- ship Co. of B. C.

Limited



TRAVEL REGULARLY

"North by West in the Sunlight"

ALONG THE SHORES OF BRITISH COLUMBIA

To All Those Who Desire the Pleasure of
A HOLIDAY TRIP

Travelling

"NORTH BY WEST IN THE SUNLIGHT"

in One of the Company's Vessels in the Coast Service, Combin-
ing Unique Opportunities for Appreciating Nature,
with Every Comfort and Accommodation,

We recommend the following
Service :

S.S. "CAMOSUN," TUESDAY, 11 p.m.
FOR ALERT BAY, RIVERS INLET,
OCEAN FALLS, BELLA COOLA

T.S.S. "VENTURE," THURSDAY, 11 p.m.
FOR SURF INLET, SKEENA AND NAAS RIVER

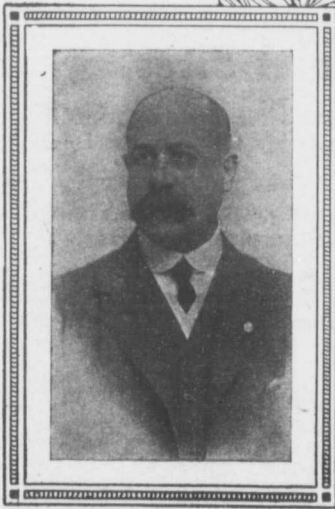
T.S.S. "CHELOSHIN," FRIDAY, 9 p.m.
FOR OCEAN FALLS, PRINCE RUPERT, ANYOX

Travellers have opportunity of seeing the wonderful develop-
ment of Pulp, Paper, Mining and Lumber industries; also the
Salmon Canneries in operation.

For further particulars apply to

HEAD OFFICES AND WHARF, UNION DOCK,
Foot of Carrall Street VANCOUVER, B. C.
(Take Car to Columbia Avenue.) Phone Seymour 306

PERCY MARTIN
Vice Chairman
Chairman Programme
Committee



E. W. DEAN
Chairman
Arrangement
Committee

The B. C. Electric Railway Company stands for the development of Vancouver and district and the welfare of its citizens.

Cheap Power

The B. C. Electric has 84,000 horse power developed in its two hydro-electric plants.

286 Miles of Electric Railway

Radiate from Vancouver, bringing suburbs, distant towns and the fertile Fraser Valley into close touch with Vancouver by cheap electric traction.

Industrial Sites

in all parts of the lower mainland are made available by means of the freight tracks of the B. C. Electric.

City and interurban cars of the system bring beaches, parks and beauty spots within reach of all.

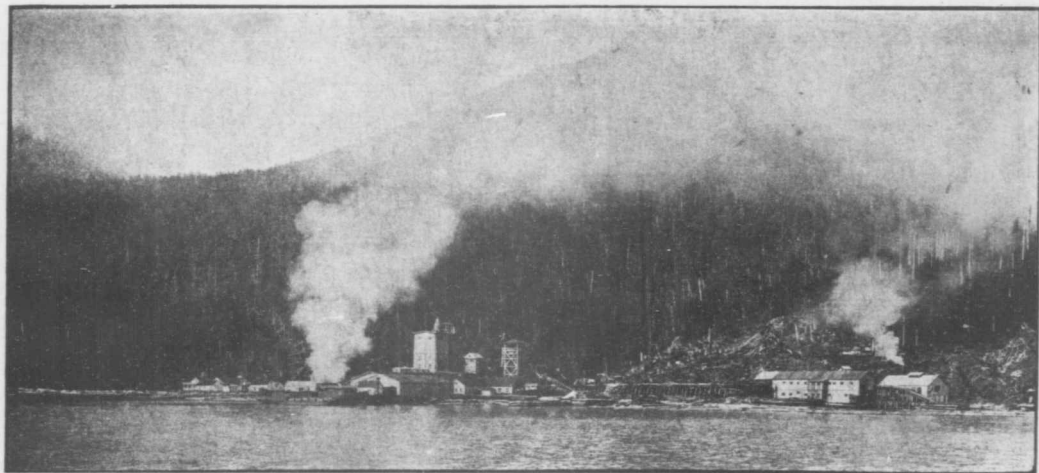
Tell your friends of these advantages of Vancouver as a manufacturing centre and a home town. We invite enquiries.

D. M. MacDonald
Chairman
Ways & Means
Committee



F. M. INTYPE
Chairman
Finance
Committee

Hacking Photo.



B. C. Sulphite Fibre Company's Plant at Mill Creek

Programme

THURSDAY ROTARY AND AMERICAN DAY

PARADE—Leaving Granville and Pacific at 2:30 p.m. Proceeding down Granville street to Hastings; Hastings to Main, terminating at Main street entrance to Carnival grounds. Leading parade will be float representing Britain's welcome to the United States in the European War followed by a car representing every State in the Union.

1:30 O'CLOCK—Joint Rotary American Luncheon at Vancouver Hotel. All visiting Rotarians welcome.

AT 4:00 P. M.—At the Avenue Theatre, admission free, President Suzzallo, of the University of Washington, will deliver the Patriotic address on "Americas Mission" in the war, followed by Premier H. C. Brewster of British Columbia.

3 TO 5 P. M.—Great Open Air Dance.

The Great Le Stranges, the Human Fly, in his death defying slide for life.

The Youlikems, unique posturing, with the use of wooden wands.

Balloon Race, by McClellan Bros., the famous air pilots and aviators, originators of the triple parachute drop; three to twelve parachute drops from one balloon their specialty.

Professor Clay's Pupils' Orchestra.

PROGRAMME

No. 1—Belle of Cadiz Ellis
No. 2—Beneath Thy Window (Serenade) Hucke
No. 3—On the River (Vocal Waltz) Ellis
Vocalist Miss L. Fisher
No. 4—Queen of Burlesque Tilley

Larrymore Troupe, Acrobatic Premiers, and Many Fall Family.

Open Air Dancing, on the world's largest Dancing Pavilion.

The Raymond Troupe, in comedy.

The Penny Troupe, Massed Manhood in Mammoth Mounds of Flesh and Bone.

Beaver Pierrot Troupe, Twenty Minutes of Brighton.

Miss Polly Redfern, Vancouver's Idol in Comedy.

A Terrible Slide for Life in a Ball of Fire by the Great Le Stranges, the Human Fly.

Grand Fireworks Display.

PEOPLE
BUYING
UNEXCELLED FOOD
REQUIREMENTS
NAME
SHAMROCK
& BRAND
CORRECTLY
ORDER
LET'S
INITIATE
MANY
INTO
TRAVELLERS
ENTERPRISING
DANCE.

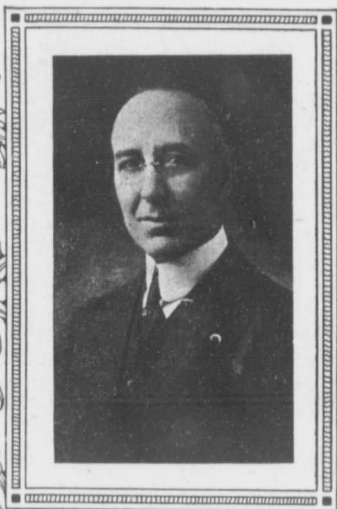
Vancouver.

Calgary.

Edmonton.



C WELCH
Chairman
Music
Committee



J. H. HUDSON
Chairman
Hotel
Committee

Hacking Photo.

City of
Vancouver



Health
Department

DAIRY SCORE CARD

Name of Dairy, THE VALLEY DAIRY.

Owner or Manager, A. B. Balderston.

Licensee, A. B. Balderston.

Address of Dairy, 1569 Sixth Avenue West.

License No. One. Phone No. Bay. 553. No. of Wagons 16.

Location ... | Max. Score **25** | Score Obtained **25** | Grade Excellent
Construction | Max. Score **60** | Score Obtained **58** | Grade Excellent
Arrangement | Max. Score **50** | Score Obtained **50** | Grade Excellent
Apparatus .. | Max. Score **140** | Score Obtained **140** | Grade Excellent
Cleanliness | Max. Score **90** | Score Obtained **85** | Grade Excellent

GRADES—

EXCELLENT—95 to 100 per cent. to each division.

GOOD —85 to 94 per cent. to each division.

FAIR —75 to 84 per cent. to each division.

Your Dairy, under the above scoring conditions, is Graded as
"Excellent in Five Counts."

Dated March 31st, 1917.

Inspector.

This certificate is only good while the conditions of the Dairy is maintained according to this score.

"ENOUGH SAID"

Programme

FRIDAY ELKS' DAY

- 2 TO 5 P. M.—Open Air Dancing in the world's open air Cabaret.
- Youlikem Boys, unique posturing with the use of wooden wands.
- Grand exhibition by the Great Le Stranges, the Human Fly, in his death defying slide for life.
- Irish Country Dance, by pupils of Miss M. Isdale.
- Patriotic Address by President Suzzolo, of the University of Washington, representing Governor Lister.
- Wand Drill Squad, by Y. M. C. A. Boys.
- McClellan Bros., aerial pilots in balloon race and triple parachute drop; a feat never before seen on the Pacific Coast.
- DANCING—The worlds largest open aid Cabaret.
- Professor Clay's Pupils' Orchestra.

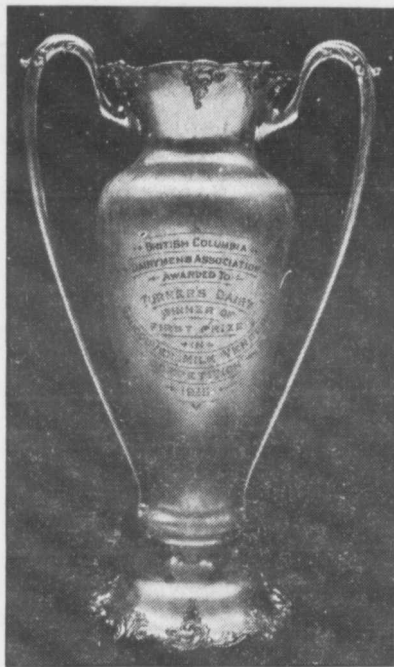
PROGRAMME

- No. 1—March Bon Vivant (Overture) Allen
- No. 2—May Queen (Barn Dance) Folkstone
- No. 3—Oxford Boat Song (Vocal Waltz) Ellis
- Vocalist Miss L. Fisher
- No. 4—Queen of the Night Ellis
- Polly Redfern, the darling of the gods in comedy.
- Unique display of strength, Roman ladder formation by the Y. M. C. A.
- Spanish Dance, Misses Isdale, McDougal and Sibbald.
- Beaver Pierrot Troupe.
- Penney Troupe, Masses Manhood in mammoth mounds of flesh and bone.
- Grand Patriotic Tableau, Britannia and her Allies, Miss Isdale and her pupils.
- Professor Ozborn's Banjo Orchestra.
- Raymond Troupe in Comedy.
- The Great Le Stranges in his illuminated slide for life.
- Miss Isdale's Pupils in selected Scotch dances.
- Grand Display of Aerial Bombs and Star Shells. The same as being used on the battle front today.

Turner's Milk, Cream and Butter

Known as "THE BEST BY TEST DAIRY PRODUCTS"

Are All PRIZE WINNERS



Turner's Honest Dairy Products have established themselves in public favor by sheer force of their merit.

PHONE YOUR ORDER TO THE DAIRY, FAIR, 597

TURNER'S DAIRY, Limited

Seventeenth Avenue and Ontario Street

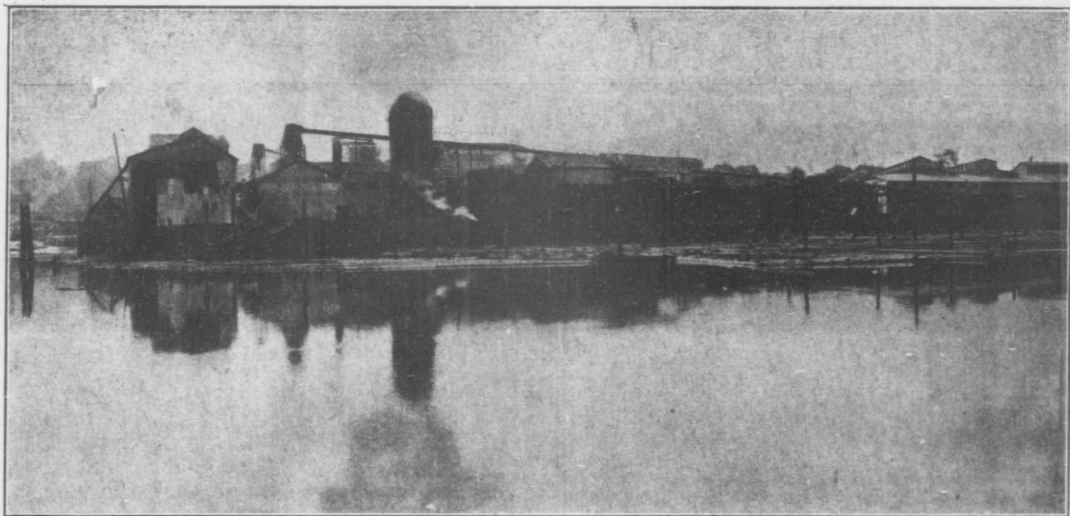
VANCOUVER, B. C.



CHAS ROSS
Chairman
Parade
Committee



W W MOORE
Honorary
Secretary



MILLS AND FACTORY SITUATED
ON TIDEWATER

J. HANBURY & CO., Limited

FOURTH AVENUE AND GRANVILLE
STREETS, VANCOUVER, B. C.

Programme

SATURDAY MARDI GRAS DAY

Opening of the largest open air dancing pavilion in the world.

Dancing from 2 till 5 p.m.

Terrifying slide for life by the Great Le Stranges, the Human Fly.

Youlikem Boys, in Acrobatics.

Y. M. C. A. Wand Drill. Something classy by the Juniors.

Unmasking of Dancers.

Balloon Ascent and triple parachute drop by McClellan Bros., aerial pilots and aviators. A feat never before seen on the Pacific Coast.

Exhibition by the Loyal Sons, Roman Ladder Fame.

Beaver Pierrot Troupe, in twenty minutes of fun.

Dancing—The worlds largest open air Cabaret.

Professor Clay's Pupils' Orchestra.

PROGRAMME

No. 1—Belle of Cadiz Ellis

No. 2—Parma Romance Ellis

No. 3—Pierrot's Serenade Paretto

No. 4—Christy Minstrels Overture Turner

Miss Polly Redfern, the idol of Vancouver in comedy.

The Penney Troupe.

Masses Manhood in Mammoth Mounds of Flesh and Bone.

Dancing in fancy costume in the world's largest Cabaret, 700 feet of dancing space.

Final performance of the Human Fly. The Great Le Stranges who will make his slide for life illuminated.

THE BEAUTY SPOTS AROUND VANCOUVER

THE beauty spots around Vancouver are many and varied and it would be difficult indeed for one to single out any particular place or scene which might be agreed upon to be the most fascinating.

Those, however, that have made the forty-minute trip from North Vancouver to Whytecliff on the Pacific Great Eastern Railway unanimously concede that the claims of the North Shore are, in this respect, unique.

No sooner does the train pull out of North Vancouver than the attention is arrested by the beautiful unobstructed view of the Burrard Inlet and the waterfront of Vancouver.

Passing the Indian Reserve, with its quaint church and spire, now a landmark to Vancouverites, the train runs parallel with the "Narrows," the entrance to Vancouver's Harbor and in a few minutes stops at Capilano. This is an old Indian village, bearing the name of the "big chief" who held sway over the tribe, the remnant of whose encampment still remains. A few yards away, the river "Capilano" empties itself into the "Narrows" and the anglers may often be seen along its banks casting the rod over its rippling water.

A miniature forest, which lends variety to the scenery, is thereafter passed through but the needs of the fast-growing community is made evident by the work of the axeman as the next station is approached.

"Ambleside" is a charming residential suburb dotted with pretty houses and a beach stretches to "Hollyburn" which claims the homes of the settlers who were first attracted by the beauty of the surroundings.

Passing along the mile and a half stretch of track which runs alongside the shore, the scenery is unsurpassed.

Looking southwest there is an uninterrupted view of the Sound with high mountain peaks of Vancouver Island in the background. It is an impressive sight to watch the ocean liners and the craft of different type passing to and fro in this expanse of water.

From sea level to Dunderave which marks the change of scene, there is a gradual rise in altitude and one is carried through much that is beautiful in forest and ravine, until at Caulfield, the Gulf of Georgia presents itself.

The elevation of the track in this section reveals cunningly hidden coves and little islands of great beauty which are not visible to the traveller by steamboat.

The fascinating beauty of "Eagle Harbor" which is the next stop, would require an entire article in which to do it justice.

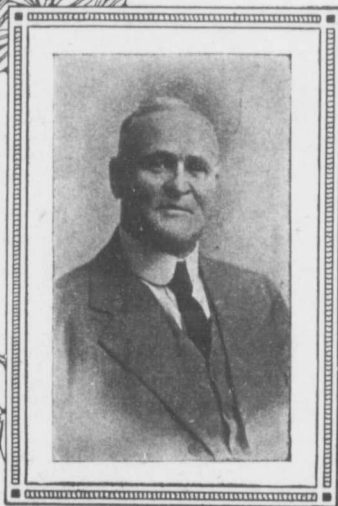
A few minutes' ride brings us to Whytecliff Station from which a shady avenue leads to Horse Shoe Bay. Whytecliff townsite comprises 1200 acres of natural grandeur encircling, in horse shoe design, the limpid water, with a generous fringe of enticing beach between. The picture is a memorable one.

More strenuous natures will enjoy delightful rambles over the many trails hewn through the forest, now and again reaching hill-tops from which the glorious land and seascapes may be fully appreciated.

The return journey is equally interesting and the visitor will be impressed by the rugged beauty of the coast line, and the panoramic view of the Inlet, Stanley Park and the City of Vancouver.

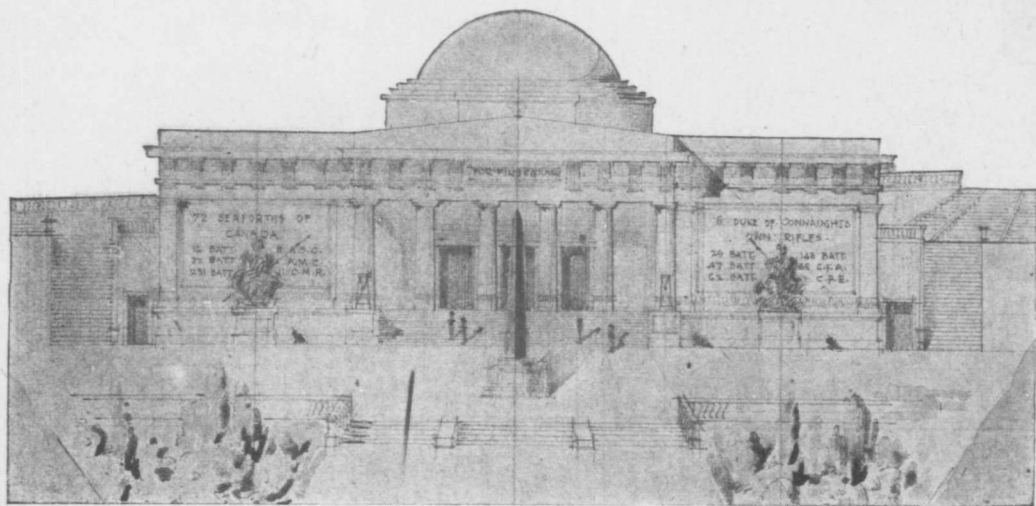


A.A. VAN KLEEK
Chairman
Concession
Committee



W.A. ALLAN
Chairman
Donation
Committee

Hacking Photo.



IN HONOR OF OUR FALLEN HEROES

Sketch of Museum which it is proposed to erect on the Old Court House Square, for the preservation of trophies and relics of the World War. Drawn by Fred L. Townley, Architect, 325 Homer Street, Vancouver.

Memorial Square

(By ALD. W. R. HAMILTON.)

THE people of the lower mainland heartily welcomed the recent announcement of the Provincial Government's intention to convey the old court house block in trust to Vancouver for memorial purposes.

An intimation some years ago that the previous administration purposed disposing of the site to private interests, met with vehement protest. Various delegations waited on the Government to voice their disapproval and ask that the site be conveyed to the city to be beautified and maintained as an open space. One of these delegations represented more than half the population of the whole province. Delegates from the councils of New Westminster, North, South and West Vancouver, Point Grey, Burnaby, Richmond and Ladner, accompanied the delegation. Sir Richard McBride promised to consider the request but nothing was done.

However, since we have begun to realize the greatness of the sacrifice made by those who have responded to the Empire's call in the hour of supreme need a fitting memorial has frequently been suggested.

In October last the City Council made a request to the government-elect and followed up the resolution in February by a delegation from the council supported by several members of the British Columbia Union of Municipalities executive which asked "that the site be conveyed in trust to be developed as a memorial." The government's favorable reply in the speech from the throne will make the memorial possible.

It is proposed that as the Pender Street elevation is 27 feet higher than the front at Hastings Street—as shown in accompanying sketch—to carry the Hastings Street level back about one hundred feet and then by a slight elevation approach the front of a Grecian Doric edifice of native granite with a central dome. Steps on each side would lead up about 15 feet to a sunken garden extending back to Pender Street. Access at this level could be had from Pender, Hamilton and Cambie Streets.

The proposal keeps in view the importance of a breathing space, while providing a permanent and fitting repository for rolls of honor, regimental and other records and trophies of war. Such a memorial would keep alive for future generations the spirit of patriotism which actuated our citizens soldiers to so willingly offer their lives.

The present opportunity must not be neglected or our priceless historic records and trophies will find other resting places.

Trafalgar Square, London, commemorates the struggle of a former generation against militarism. Memorial Square, Vancouver, with its beautiful building, with future development of the area to the south, would betoken British Columbia's sacrifices to maintain the rights of weak peoples to life, liberty and the pursuit of happiness.

It is suggested that to finance the undertaking a fund be created partly by popular subscription and the balance by bond issues pro rata by Vancouver and the sister communities of the lower mainland. Many public and private citizens have expressed hearty approval of and a desire to assist in the realization of this practical memorial.

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What of Our Commercial Future ?

(By L. W. MAKOVSKI.)

IT IS not possible to do more than glance at the possibilities of Pacific deep sea commerce to and from Vancouver in the future. Space is extremely limited and the subject practically limitless. There is no need to go into ecstasies over Vancouver's potential resources. The time has passed for wild speculation and the sobriety of practical business, it is hoped, may succeed the unbridled license of the political spellbinder combined with the ignorance of the untrained commercial mind.

What has Canada to sell? What markets are available across the Pacific?

What can Canada purchase from such markets?

What are the shipping and railway facilities offered by Vancouver?

There in a nutshell is the problem of Pacific trade. It is no use stating that Canada manufactures this or that and setting out a long list. Those manufactures are useless if they are not desired by Pacific markets or cannot be manufactured at a competitive price. There is a great deal of talk about the possibilities of the Vladivostock route to Siberia. Does anyone know what may be called the freight rate shed of the Russian railways? That is the exact point to which we can export advantageously as against Russian imports from the West? What are the commodities wanted in that market? Steel probably for railway and other construction, agricultural machinery, and possibly sanitary ware, sewing machines and such like articles. Siberia produces foodstuffs and minerals in almost unlimited quantities. Can we import those foodstuffs? Can we take their hides, their pigs, their wheat even, and make use of them?

There is no manner of use in attempting to discuss this question in a few words. All that can be done is to endeavor to indicate or stimulate thought.

There should be a fine reciprocal market with the Antipodes. We can send lumber, they can send wool. . . . if we would only manufacture here where the climate is one of the great assets instead of in the east where the climate is against such manufacture.

We should be able to import large quantities of pig iron from China and manufacture steel. Or better still we might develop the raw material of the west coast of Mexico. England gets iron ore in immense quantities from Spain as well as from her own mines—we should be able to benefit by the vast resources of Mexico. We should get fruit in cold storage from Mexico. Hides for boot making and saddlery. These could be tanned here.

If Vancouver were a free port?

Two hundred words. . . . how can you deal with such a subject in such a limited space?



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Representative on the Pacific Coast of Messrs. Cammell, Laird & Co., Ltd
a former President of the Vancouver Board of Trade.

Vancouver as a Railway and Shipping Terminal

(BY NICOL THOMPSON.)

WE speak of Vancouver as being the Liverpool of the Pacific Coast. When you realize that Vancouver has 34 miles of waterfront and 52,000 acres of water area, exclusive of False Creek you will readily conceive the possibilities which lie before Vancouver as a natural terminal and distributing centre.

In a recent conference between the General Manager and Vice-President of the C. P. R. and the Council of the Board of Trade the question of shipping wheat through the port of Vancouver was freely discussed. For many years this question of shipping the wheat of Alberta and Saskatchewan to a Pacific port in preference to the long haul to the Atlantic seaboard has been under discussion and consideration. Heretofore the head officials of the C.P.R. and eastern interests have been against the western outlet. Natural conditions, however, have at last broken down sectional prejudice and the power which for years has opposed now freely admits that the natural solution to the present deadlock and congestion of traffic from Winnipeg to the eastern Atlantic seaboard is the shipping of all grain produced west of Swift Current via the Pacific Coast route. This will become more and more apparent as the grain production of the provinces of Alberta and Saskatchewan increases, and the mining, lumbering and fishing industries of our own province continue to develop. In this and the intelligent development of the Port of Vancouver is a supreme necessity; and to accomplish this the Harbor Commission should be reconstructed on business rather than on political lines, and, while both Dominion and Provincial Governments should have representation on the Harbor Board, the various business interests, including the different municipalities within the jurisdiction should not only have representation, but should control the board. Remuneration should be paid only to officials such as secretary, engineers and harbor masters. It would then be possible to arrange harbor dues and fees to cover the expense of running the port without unduly taxing shipping.

The development of a free port district in the port of Vancouver would, I feel sure, be a great incentive to both import and export business.

Looking to the future of this great province the settling up of Alberta and Saskatchewan, the export and import trade which will inevitably follow, the establishing of a properly developed and equipped shipping port, the City of Vancouver should promote a joint railway and shipping terminal in English Bay, constitute the Harbor Board on business lines and have it made representative of all the interests comprised within the harbor jurisdiction.

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Transportation

(BY W. G. MURRIN.)

NATURE has been prodigal in the bestowing of riches on British Columbia. With the same hand that has provided soil and rock abundant in wealth, it has given the people something good to look upon. But neither the natural resources of the earth nor the scenic beauty of its surface are of use unless they are developed.

Vancouver is the ocean terminus of two Canadian transcontinental lines, the Canadian Pacific and Canadian Northern. Ultimately, it will be joined with the Grand Trunk Pacific by means of the Pacific Great Eastern, a section of which is now operated on the north shore of Burrard Inlet. The Great Northern which is now building a new station in the city and the Northern Pacific provide rail connection with the south while Chicago, Milwaukee and St. Paul cars are brought into the city by the B. C. Electric Railway.

As the coast abounds in land-locked waters, boat transportation has been well developed for many years. Regular sailings take place to Seattle, Victoria and Prince Rupert besides the small towns and the pleasure resorts a shorter distance from Vancouver.

These railway and steamship lines provide arteries with the world that carry their tens of thousands of tourists to Vancouver every year. The vessels of the Canadian Pacific and Australian lines make their terminals at Vancouver. A steady trade with Russia is being built up. Signifying the point where "rail and water" meet, the harbors of Vancouver have immense potentialities and are being developed by the government and by private enterprise with full recognition of their future value.

The needs of the favored residents of Vancouver, however, have not been neglected. There are radiating from Vancouver, a total of 286 miles of electric railway, operated by the B. C. Electric Railway Company, covering a territory twenty miles deep and eighty miles long. In the city of Vancouver, there are 102 miles of street railway, besides the terminals of three interurban lines, tapping the surrounding country. Comparing the street railway facilities of Vancouver with those of other cities, there are more miles of track and more actual service per thousand of population in Vancouver than in any other city in Canada.

Vancouver's wealth of parks and natural beauty of surroundings make good transportation facilities all the more necessary. Three bathing beaches attract their tens of thousands of persons each day in the summer. Stanley Park often has 20,000 persons in it on a holiday. The North Shore of Burrard Inlet with its famous Capilano Canyon and Lynn Valley are likewise served by the electric car.

A great amount of freight is moved on the interurban lines, electric locomotives handling a large number of cars on the industrial tracks around the city, silently and quickly. One line runs from the city to Steveston, a fishing town on the Fraser. Two lines run from Vancouver to New Westminster, one a double track line carrying 6,000 persons a day. Another line joins the Steveston line with New Westminster via the north arm of the Fraser River. Around New Westminster, various lines radiate bringing numerous industrial districts within touch of Vancouver and other railway systems.

From New Westminster, the Fraser Valley division, to Chilliwack, seventy-nine miles from Vancouver, starts. It is the longest interurban line in Canada. This line also, has opened up a large industrial district and, making connections with American lines at Sumas, enables cars to be brought right into Vancouver by electric power.

Thus, given the natural resources, the water shipment facilities and the market, the railways of Vancouver provide that finishing touch, the link between them that is necessary for successful production.

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VANCOUVER:

CANADA'S FOURTH CITY

A Holiday Centre : An Industrial Area : The British
Columbia Mainland

(By HORACE D. DAVIDSON, Acting Industrial
Commissioner.)

THE local centre of Western Canada is Vancouver, for those who look westward. The trend of transportation is toward this tide-water terminal. Commerce converges her chief lines at this Pacific portal. Not only are the great basic features centered here, but the lesser, though essential features that make community welfare also sit side by side with the elements of great power to make the city by the sea a complete community, one of the most attractive cities on the continent, commercially, industrially, physically, climatically, scenically, residentially luxuriously—and hopefully. In some of these features Vancouver stands pre-eminent; in all, conspicuously high by comparison and in the aggregate of natural attractions is probably unequalled in America.

Locally Vancouver is situated at what is one of her proud boasts, one of the three best natural harbors in the world, English Bay and Burrard Inlet, which extend inland a little more than thirty miles, two-thirds of this distance beyond the City of Vancouver. Beside this double salt water harbor, empties the great fresh-water Fraser River.

General features indicating the condition of the city commercially may be quoted in the Inland Revenue which increased for the month of January, 1917, as compared with January, 1916, by one-quarter, or to \$75,234; the building permit values which were nearly quadrupled and in February under normal operations reached \$96,780; the postage stamp sales which were increased by one-fifth and the customs returns which decreased by one-fifth for January, indicating a greater consumption of local and

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VANCOUVER—" CANADA'S FOURTH CITY "

(Continued)

Canadian produced goods. As an indication of the growth of population in the city recently as closely allied with the commercial conditions the water rates collections for the first two months of the year 1917 may be quoted. These returns were nearly six per cent. greater in these two first months of 1917 than 1916 and were greater than the corresponding period in 1913 when Vancouver was still enjoying a boom period, or in any previous year. The population of Vancouver estimated conservatively from a variety of forms of data and by two unrelated methods was, in 1916, 156,000 people within the area which may be described as commercial or residential Vancouver, that is within a eight-mile radius of the centre of the city.

The two great obstacles to industrial development, high transportation rates and high costs of metals appear about to be dissolved. The entry of several lines and branches of railroads to Vancouver within the past two years has already had a marked effect in reducing transportation charges and it is confidently expected with good cause that further and more marked reductions will take place in the near future.

The homes of Vancouver and its suburbs, built generally of wood, are attractive and in some instances magnificent. The surface of the city is rolling providing easy transportation and complete sanitation and drainage. The water of the city is almost chemically pure, is delivered under excellent pressure and in unlimited quantities. In all Vancouver is a luxurious city in which to live for in addition to her natural attractions there are added the advantages of a great gateway of travel and commerce through which the celebrities of art and oratory pass, and pause to participate in the life and lend their aid.

The spirit of the people of Vancouver and British Columbia generally is one of optimism, and confidence in the prosperity and happiness of the future.

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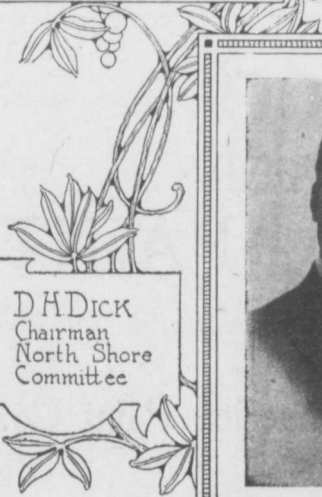
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Manufacturing In British Columbia

Past :: Present :: Future

(By J. A. Cunningham, President B.C. Mfg's. Assn.)



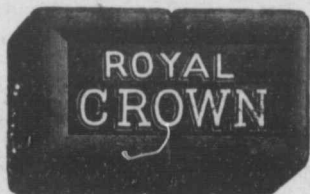
BRITISH COLUMBIA is essentially a manufacturing country. It has been endowed by Nature with all the attributes to successful Industrial enterprise. It has within its boundaries abundant supplies of raw material—it has millions of acres of fertile land suitable for mixed farming, fruit growing, grazing, etc.—its standing (immediately convertible) timber represents one-fifth of the timber of the Dominion—it has unlimited supplies of coal, iron and other minerals—has the finest natural harbors in the world, and is blessed with tremendous water powers, which can be developed at a minimum of cost practically at tide water. In addition by its geographical position it has the cheapest of all freight routes—the ocean—and is therefore happily placed to develop a large overseas trade.

General manufacturing is only in its initial stages. Our lumber and salmon fishing industries are developed to a considerable extent, and our mineral resources are being gradually developed, but the possibilities of those industries are not even guessed at yet.

British Columbia has been growing through the natural evolution that all new countries experience. It is only within the last ten years that general manufacturing has occupied any position in the development of the Province. The resources and natural advantages of the province were little known prior to that period and capitalists and captains of industry who were attracted came more in the way of speculation than anything else. Conditions changed, however, with the advent of the railways and the tremendous publicity campaign they carried out in United States and Europe. The population alone increased from 22,000 in 1898 to 150,000 in 1913, necessitating the establishment of stores and factories to cater to their wants. The Klondyke rush of '98 also caused the establishment of certain wholesale firms and factories, and British Columbia's birth as a manufacturing centre may be dated from that time. The history of the pioneer manufacturers is the history of courageous men, and an example of wonderful faith in the future of the Province. There was a veritable fight for existence in face of many difficulties—limited capital, adverse freight rates, competition of established branches of Eastern wholesalers, and general apathy on the part of the Government, public and semi-public institutions, and the purchasing public. Our population, like that of all the Western Provinces, was attracted by the prospect of easy money in speculating rather than by industry, the result being a real estate boom and a consequent overgrowth of our cities; tremendous sums borrowed and invested in

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MANUFACTURING IN BRITISH COLUMBIA

(Continued)

non-productive and unremunerative enterprises. This led banks and financial experts to regard British Columbia credits with disfavor and the bona fide manufacturer suffered with the rest. The day of real estate speculation is gone, and the people of British Columbia have now settled down to legitimate enterprise on sound business principles. Credit is being restored and today a casual observer would be surprised at the remarkable progress made in the last few years.

At the present time our business conditions are coming back to normal, the only slackness being in the building and allied trades. Our lumber and shingle mills are operating full time and overtime. Our mining interests have increased their output over 1915 by thirty million dollars, our general manufacturing plants have an output of approximately sixty million dollars per annum. The articles manufactured are many and varied, for example: Aerated waters, boilers, babbitt metal, bronze, brooms, brushes, bedsteads (brass, iron and wood), belting, bricks, boots, beer, biscuits, cattle feed, chocolate, cider, cigars, cigarettes, concrete pipe, cement, creosote, clothing, cereals, cans, dies, canvas goods, dynamite, elevators, electrical machinery and light fittings, engines (marine, gasoline, oil, hoisting, logging), fencing, furnaces, fruit syrups, fish (cured and dried), furniture, furnace springs, flooring, flour, fertilizer, gasoline lights, girders, glass work, glass bottles, gloves, harness, ice making machines, iron working, including structural steel and iron for buildings and bridges, ice, jam, jelly, kalsomine, lead, lamps, ladders, labels, leather, lacquer, lithography, machinery for canners and shingle manufacturers, metal stamping, macaroni, mattresses, nitratic acid, nails, nickel, nitric acid, oatmeal, overalls, pipe (wood, iron and steel), pumps, pickles, pillows, paints, paving, boxes (paper and wood), refrigerators, roofing, rice flour, solder, saws, stoves, shipbuilding, sauce, syrup, shingles, showcases, saddlery, sewer pipe, knitted goods, stone cutting, and art stone, shirts, sulphuric acid, stumping powder, tins, tools, veneer, vacuum cleaners, varnish, vinegar, wire, wash boards, wagons, zinc chloride, etc., etc.

There are throughout the Province exclusive of the basic industries, lumber, fish and mining, some six hundred manufacturing plants, and British Columbia today ranks as the third manufacturing Province in the Dominion per capita.

There are still several obstacles in the way of successful manufacturing, viz.: high freight rates, scarcity of labor, and lack of co-operative effort. Strong representations have been made to the Government (Federal) for the appointment of a Canadian Customs Official at New

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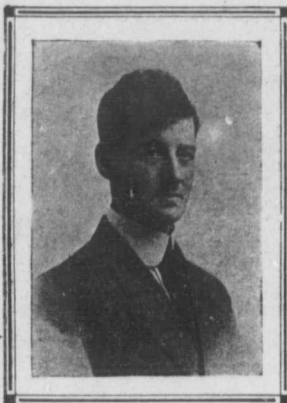
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MANUFACTURING IN BRITISH COLUMBIA

(Continued)

York to enable raw material and supplies to be shipped through New York in bond, and give British Columbia the benefit of water rates and the Panama Canal. The Government has placed contracts for two steamers to ply between Canadian Atlantic and Pacific ports and the West Indies. This service will be increased as the demand warrants.

The labor question will settle itself as manufacturing increases and we may expect a large influx of land settlers and skilled artisans at the cessation of the world war. In regard to lack of co-operative effort, the manufacturers were the first to realize this and formed the Manufacturers' Association of British Columbia for mutual benefit and to further British Columbia industries. Other organizations covering other business interests have been formed and the exigencies of the war have brought all organizations into close and intimate touch with each other.

The above bears out the contention that this is naturally a manufacturing province, and a survey of the future possibilities makes this more apparent. One of our most serious drawbacks was the want of shipping. Today we have commenced shipbuilding on a large scale and orders are in hand at present in British Columbia yards amounting to twenty million dollars and over.

Copper and zinc smelters are being established. An immediate start is expected in the erection of blast furnaces for the manufacture of iron, and electric power is available for steel production. Other industries being attracted at present by cheap electric power are fertilizer manufacturers, aluminum manufacturers, electrolytic treatment of metals and concentrates and chemical manufacture.

Our lumber interests, when ocean bottoms are available, will be called on for material to reconstruct devastated Europe. There is now being created a demand for our halibut, herring, cod and other fish besides salmon. This demand will be continued when the war ceases. Plants are being erected for the treatment of fish offal for various purposes, and plants are today in operation extracting potash, algin, etc., from our kelp beds. Our pulp industry has increased from ninety tons in 1911 to seventy-five thousand tons in 1915 and this will be greatly increased in the near future by the operation of three new plants employing 2500 to 3000 hands.

With the opening of new foreign markets there will be further development in all classes of wood manufacture, such as furniture, freight cars, vehicles, motor bodies, etc., in fact motor cars, tires, etc., are likely to be manufactured for export very shortly.

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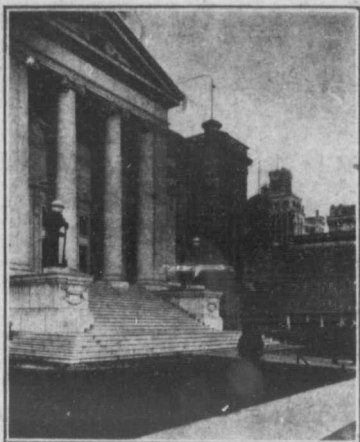
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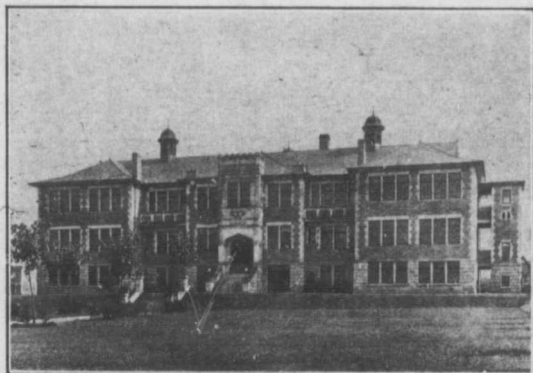
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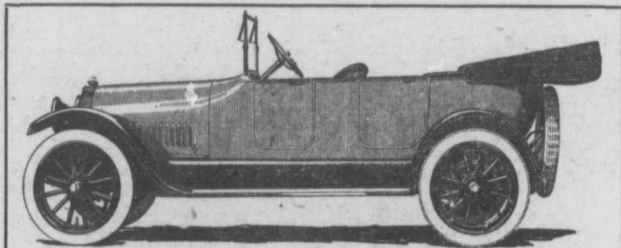
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In addition to the above our harbors are being steadily improved. Steamship companies are establishing headquarters at Vancouver and Victoria, through shipping by our ports has increased and is increasing by leaps and bounds. This all means a considerable circulation of coin of the realm, and taking all the above into consideration I firmly believe our province is destined to become one of the foremost, if not the foremost, manufacturing Provinces in the Dominion.

The one thing hitherto and still lacking in this great Western Province is the necessary capital to develop the natural resources to the stage where the small manufacturer can obtain his raw material to make the different commodities that would replace the imported articles for home consumption, at the same time catering to the export trade; and in time bring the balance of trade, which at present is against us into a favorable balance. We in common with other portions of the Dominion wish to help to make the Empire self-supporting, and keep the wealth of the Empire within the Empire, as has been so necessary from a supply and credit basis in the crisis we are passing through and replace in our own country and those of our Allies' raw materials and manufactured products previously supplied by our enemies.



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Canada's Wealth in Fisheries on the Pacific

(By W. D. BURDIS.)



ONE of the most productive assets of the Dominion of Canada consists in its fisheries, which are now beginning to be appreciated and developed.

The wonderful development which has taken place during the last forty years in British Columbia, more particularly in respect to the Salmon Canning Industry, has demonstrated to the world the immensity of the natural resources and commercial possibilities of the Pacific Coast Fisheries.

The Inlets, Rivers and Lakes which teem with edible fish of every variety, are recognised as the most prolific in the world, and with economical administration will provide profitable investment for capital, for all times; afford employment for our people, and food for the ever-increasing population of our Empire.

The greatest salmon river in the world is the Fraser River which in 1913 (the last big year in the four-year cycles), provided salmon to fill 732,059 cases by Cannery on the Fraser River, and 22,583,463 cases put up in canneries on Puget Sound, or a total of 3,315,522 cases valued at \$17,106,592.; all Fraser River fish.

The same year the total pack in British Columbia amounted to 1,353,901 cases valued at \$6,986,129.

The present year should be equally as satisfactory, if all conditions prove favorable.

Its cheapness has caused canned salmon to be largely consumed by the people in Great Britain, Europe, Australia, New Zealand and our other colonies, as well as created a great demand for the cheaper grades of salmon in the Southern States of America and countries where a colored population predominates.

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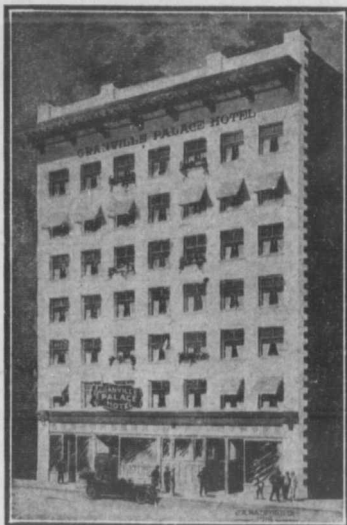
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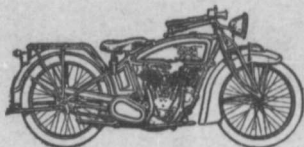
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The Mineral Resources of British Columbia

(By E. A. HAGGEN, Mining Engineer, Vancouver, B.C.)



BRITISH COLUMBIA covers 900 lineal miles of the Cordillera of North America—the world's greatest mineral zone. In the United States, where the mineral industry has a history extending eighty-five years, the mineral production from the Cordillera is estimated at about \$4,000,000 a mile. Its extension northward into Canada is attended by similar geological conditions, producing minerals of similar character, so that it is reasonable to expect the mineral wealth of this Province will, as our mineral resources are developed, rival that of our neighbors to the south.

The mineral industry of British Columbia, with the exception of placer gold, dates back not more than twenty years. With an average population not exceeding 250,000, the Province has produced minerals of a total value of \$560,000,000, or over \$2000 per head; while annual output is now at the rate of \$150 per head. The year 1916 saw the mineral production increase from \$29,447,508 to about \$45,000,000—an increase in one year of 50 per cent.

Gold leads the figures of mineral production, with a total of \$166,192,282 to date. Coal is next in importance, the production of coal and coke being valued at \$165,644,842. Copper takes third place with a value of \$115,204,794. The other minerals produced in important quantities are silver, lead, zinc, stone and clay products.

British Columbia is destined to be one of the world's largest producers of copper. It has the two largest copper smelters in the British Empire, viz.: Those of the Granby Consolidated Mining, Smelting and Power Company, Limited, at Grand Forks (4000 tons a day), and Anyox (3000 tons a day)). It has the three largest copper mines in the British Empire—the Britannia, on Howe Sound, within thirty miles of Vancouver; the Hidden Creek Mine at Anyox; and the Copper Mountain mine of the B. C. Copper Co., Ltd., in Similkameen.

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THE MINERAL RESOURCES OF BRITISH COLUMBIA

(Continued)

The Slocan is the principal producer of silver-lead-zinc ores, but Northern British Columbia, along the route of the Grand Trunk Pacific Railway, gives promise of becoming of equal importance in the mining of these metals.

The Coal resources of British Columbia are the second largest of any Province of Canada, the estimated tonnage of the known fields being placed at over 70,000,000,000 tons.

Other minerals produced, in addition to these enumerated, are: Platinum, molybdenum, antimony, manganese, sulphur, talc, magnesite; while there are known deposits of mercury, tungsten, iron, chromite, alunite, tripolite, cobalt, graphite, etc.

In metallurgy the plants of British Columbia are second to none. The Granby Company has to its credit the profitable treatment of the lowest grade of copper sulphide ores in the world's mining. The plant of the Consolidated Mining and Smelting Company is the only plant in the world electrolytically refining five metals—gold, silver, copper, lead and zinc. This plant was one of the first to develop the electrolytic refining of lead and the electrochemical production of spelter. That plant was also the first in Canada to install an electrolytic copper refinery.

Mining in British Columbia is a profitable enterprise, where conducted on business lines. The dividends paid from the mines of the Province aggregate about \$30,000,000.



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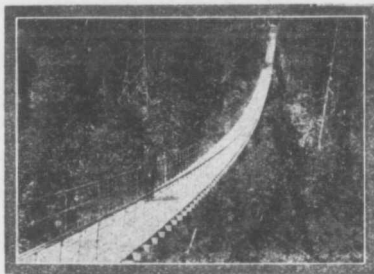
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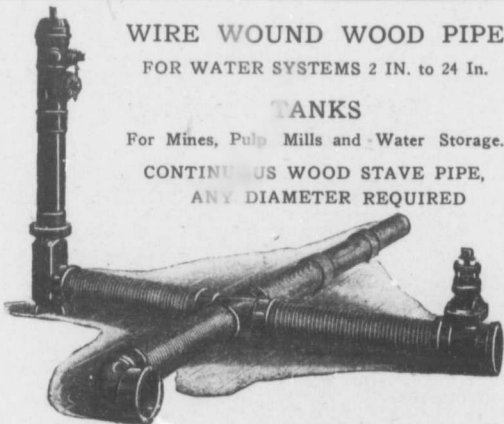
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J. J. Ford
Supt. of Concessions & Attractions.

The image features a central black and white portrait of a man, J. J. Ford, wearing a dark suit and a white high-collared shirt. The portrait is enclosed within a decorative, Art Deco-style frame. At the top center of the frame is a small rectangular box containing the letters 'B.C.C.T.'. The frame is adorned with vertical lines and ornate, symmetrical flourishes at the corners and top. Below the portrait, a banner-like section contains the name 'J. J. Ford' and his title 'Supt. of Concessions & Attractions.' in a stylized font. The entire graphic is set against a light background.

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