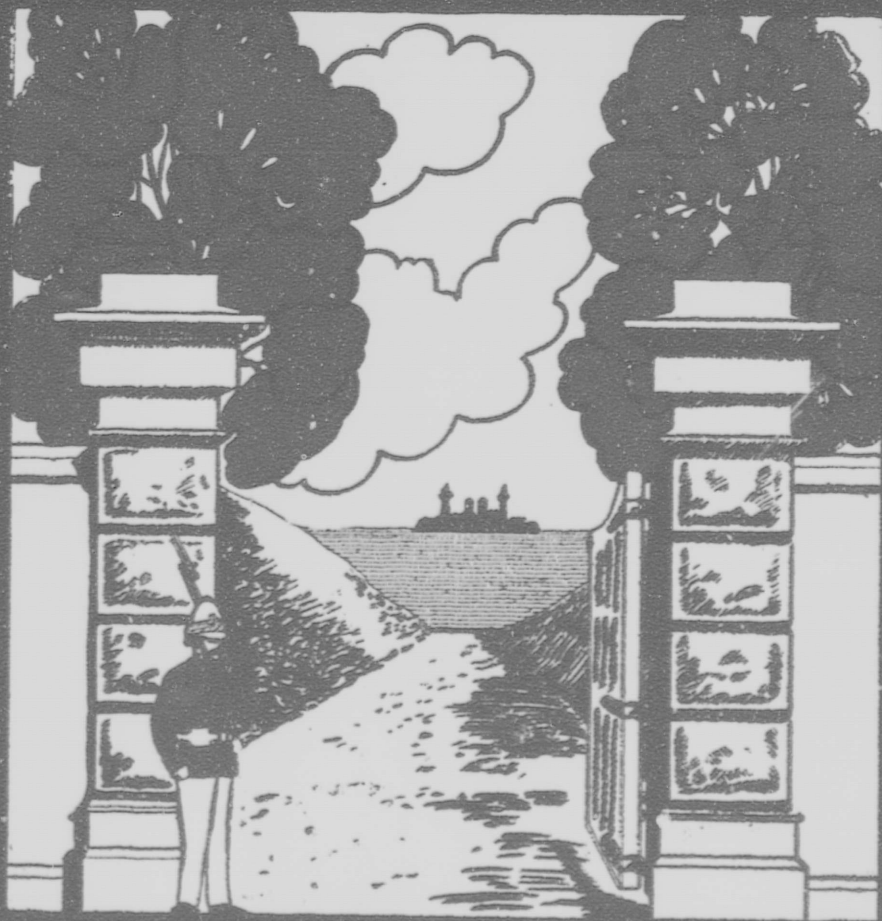


97116
C958
1907
C.2

AN OUTPOST *of* EMPIRE



VICTORIA, BRITISH COLUMBIA
"The Evergreen City of Canada"

1907

AN OUTPOST OF EMPIRE



VICTORIA, B. C.



THE beautiful city of Victoria, the Pacific gateway to the great Dominion of Canada, and the capital of British Columbia, is acknowledged to be the leading Tourist and health resort of the Pacific North West. Situated 6,000 miles away from the Old Land, whence many of the leading citizens first came, and being the most western city in the British possessions it is indeed "an out-post of Empire," and the one city that becomes pre-eminently interesting to all tourists who visit the Pacific Coast. The city is also a hive of industry and offers many excellent business and manufacturing opportunities.

Victoria being the first port entered by all steamships from Australia, China and the Orient, having large and varied commercial enterprises, and being the Capital of the largest and richest of the Canadian Provinces, is of more than ordinary interest to strangers and, is none the less so, because it happens to be one of the most charmingly situated cities in the world. It is the Pacific terminus of the Canadian Pacific railway system in Canada, has a population of nearly 30,000 and occupies an ideal situation at the extreme southern end of Vancouver Island, within a few hours sail of the Mainland of British Columbia and of the United States.

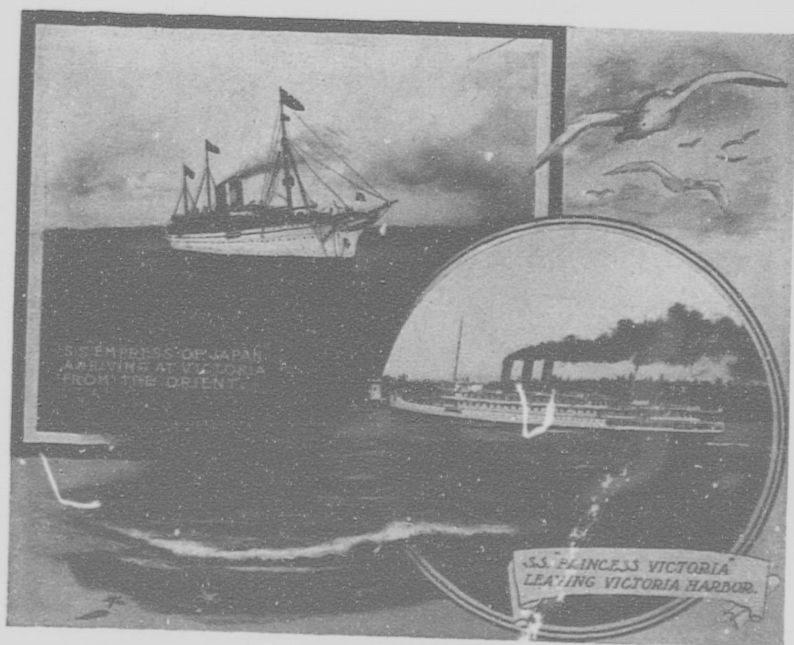
HOW TO REACH VICTORIA

The Canadian Pacific Railway Co.'s new steamer Princess Victoria, the fastest steamer on the Pacific, and most palatial craft in the coasting business in the world, connects with the Company's Atlantic Express and with the "Imperial Limited" every day, at Vancouver, and after a glorious sale of four hours across the Gulf of Georgia and the Straits of Juan de Fuca, lands the tourist in Victoria in time for dinner.



A View from the Sea of Victoria Homes

This steamer also makes a daily trip to Seattle, Wash., in summer, and in winter the same company operates upon this route the new steamer Princess Beatrice, one of the staunchest and best equipped steamers on the coast, built in Victoria at a cost of \$200,000, connecting daily with the Transcontinental Express Trains of the Northern Pacific and Great Northern Railways, and a delightful trip is enjoyed along the waters of Puget Sound and the Straits, very similar to the sail from Vancouver to Victoria. There is a double daily service with Seattle, the Alaska S.S. Co. also operating a line of steamers between Victoria and the Sound cities.



The scenic panorama as you approach this queen city of "the Farthest West," is one never to be forgotten. The eye of the Tourist, enchanted, as he may be, with the marvelous scenery through which he passes along the lines of railway leading to Victoria, always rests with wonder and delight upon the panorama of emerald-like ocean, usually as smooth as polished glass, verdure clad isles and snow-capped mountains, spread beneath a canopy of azure blue sky, fringed with fleecy clouds, as the steamer glides noiselessly towards this city of the golden West.

A REMARKABLY TEMPERATE CLIMATE

VICTORIA has a climate devoid of extremes of heat or cold, and much similar to that of the south of England. There are practically but two seasons, spring and fall; zero weather, sunstrokes and prostrations from the heat are afflictions only known to Victorians through newspaper reports from other parts of the world.

The moderate temperature of the summer season makes Victoria the ideal place for holiday seekers. Her proximity to the Pacific Ocean and the Japan current flowing past her shores, keep the temperature of the winter above freezing. During the summer months the prevailing winds are from the southwest, which, passing over the snow-capped Olympian Mountains and the Straits of Juan de Fuca, are comfortably tempered before reaching the city of Victoria.

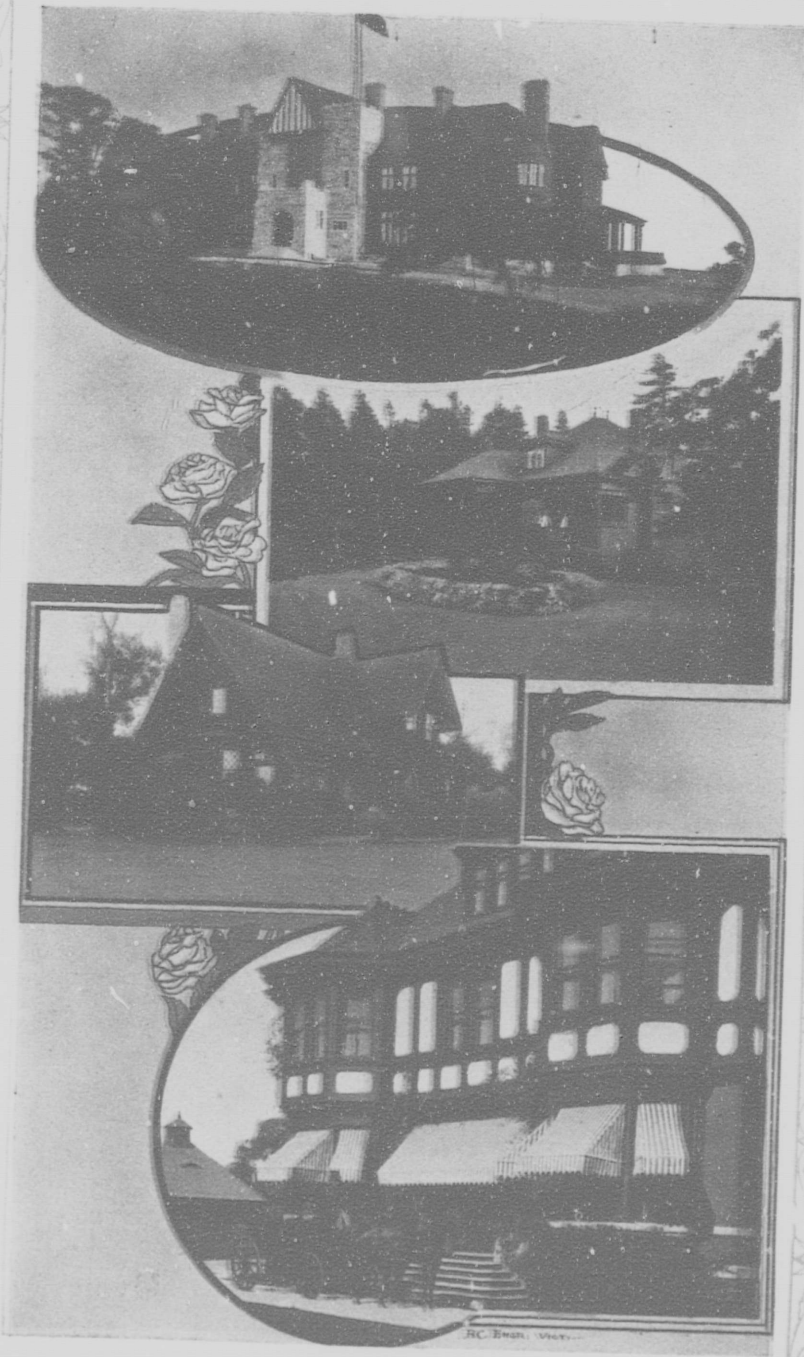
No day is so hot as to be uncomfortable, and no night so warm as to warrant discarding the blanket. The thermometer rarely registers, even on the hottest days in summer, over 80 degrees.

The winter climate is the most moderate in Canada, the average winter temperature being 38 degrees (above).

The following comparisons are interesting:

The absolute maximum and minimum surface temperatures of the following cities of North America for 1905, as reported in the United States weather bureau summary for that year, are as follows:

	Highest.	Lowest.
Victoria.....	84	27
Winnipeg.....	87	-39
Toronto.....	92	-6
Montreal.....	87	-12
Sydney.....	88	-13
Boston.....	94	3
New York.....	95	0
Washington, D. C.....	95	-2
Atlanta, Ga.....	93	3
New Orleans.....	95	18
Oklahoma.....	89	-11
Phoenix, Arizona.....	116	25
St. Louis, Mo.....	96	-18
Chicago.....	95	-18
Salt Lake City.....	97	-4
Sacramento.....	110	18
Portland, Ore.....	99	17
Seattle.....	90	20



A Group of Victoria Homes



The following table gives the rain and snow fall in Victoria for each month of 1905 and 1906, the figures being compiled by Mr. E. Baynes Reed, of the Dominion Government Meteorological Office, Victoria :

Month.	1905.		1906.	
	Rain	Snow	Rain	Snow
January.....	2.89	4.50	2.27	2.90
February.....	2.27	1.66
March.....	1.3967
April.....	.2146
May.....	2.81	1.81
June.....	1.0665
July.....	.1016
August.....	1.2153
September.....	4.03	3.14
October.....	2.81	5.60
November.....	.91	6.13
December.....	2.82	3.82	.30
Totals.....	22.51	4.50	26.90	3.20
Total rain and snow.....	22.96		27.22	

UNSURPASSED SCENIC ATTRACTIONS

The Prince and Princess of Wales said of Victoria in 1901: "It is the most beautiful city we have seen in our tour." The thousands of visitors who pass through the city annually bear out this testimony. They all agree that Victoria's scenic attractions are unexcelled anywhere, and cannot be equalled in the west. From Beacon Hill Park can be seen on one hand the rugged, snow-clad Olympians, and on the other, rising proudly away in the distance beyond the island-studded Straits of Juan de Fuca, the lordly Mount Baker.

This combination of magnificent scenery and almost perfect climate is going to be instrumental in making Victoria one of the largest and richest residential cities on the continent. On March 3rd of this year a gentleman who returned that morning from a visit to New York, in conversation as we walked along the cliffs in Beacon Hill Park and literally drank in the glorious warmth of the brilliant sunshine, and rapturously gazed over the beautiful expanse of the blue shimmering sea to the snow-capped mountains nearly seventy miles beyond, said, "you people don't yet realize what all this sort of thing means to this city. Think of it; think of this perfect day, of its beauties in its ideal weather, almost a perfect summer day, think of its perfection from its glorious surroundings, and then think of the weather I have experienced on my trip; twelve degrees below zero in Chicago where, when I walked from my hotel along the lake front I had to hold both my hands over my ears to keep

them from freezing; at every station along the road, almost, the weather was below zero, and they nearly burnt up the cars in keeping us warm, and yet here I am within twenty-six hours enjoying this beautiful day without overcoat, on this splendid drive by the sea with my wife and child, just as we have got up from lunch; why man it has more value to any city than any gold mine ever discovered. Tell the people about it."

The New Million Dollar Hotel "The Empress."



HOTEL AND SCHOOL ACCOMMODATION

The public schools are a credit to this or any other city and enjoy the confidence of the people. There are also several fine private colleges. Those desiring a high class musical training can secure it in Victoria.

Victoria has better hotel accommodation than any other city of its size in Canada. There are also a large number of excellent private boarding houses. Hotel rates range from \$1.50 to \$5.00 per day, American plan. Boarding houses from \$1.00 to \$2.50 per day. The Canadian Pacific Railway will open this year in the heart of the city, overlooking the picturesque harbour, one of the finest hotels on the continent, "The Empress," costing one million dollars. This hotel has been made necessary by the increased importance of Victoria as a commercial city and the enormous development of its tourist business during the past few years. The view from the hotel

and its surroundings make it unique in Canadian palatial hotels. When it is opened Victoria will be the best convention city in Canada or on the Pacific Coast.

MAGNIFICENT PUBLIC BUILDING

The Parliament Building is acknowledged to be one of the handsomest and most imposing structures on the continent. It is one of the first sights to catch the visitor's eye as he enters

The Parliament Buildings, Victoria, B. C.



the harbour of Victoria. It stands amid spacious and beautifully kept lawns, the vivid green of which testifies to the mildness of the climate.

H. R. H. the Prince of Wales, speaking at the Royal Academy May 11, 1902, said: "The splendid Parliament Buildings of Ottawa, and Victoria, British Columbia, are indeed worthy examples of architectural designs."

In the Parliament Buildings there are three distinct Museums, namely, in the Agricultural Department, the Mines Department, and in a wing solely devoted to this purpose, there is what is known as the Provincial Museum. This latter contains a most interesting collection of British Columbia fossils, Indian curios and specimens of natural history, and it is said by experts to be one of the most perfect collections of its kind in America.

AS A HEALTH AND PLEASURE RESORT

The out door life is particularly charming. From the 15th of May, almost right up to Christmas, most of the usual summer sports may be indulged in, with full enjoyment, while the numerous sea beaches round the city afford ideal recreation grounds for young children, and in the long summer days are crowded with little people and their parents or nurses.

The national games of Canada, the United States and England are all played in Victoria, including Lacrosse, Baseball, Football, Cricket, Basketball, Lawn Tennis and Golf.

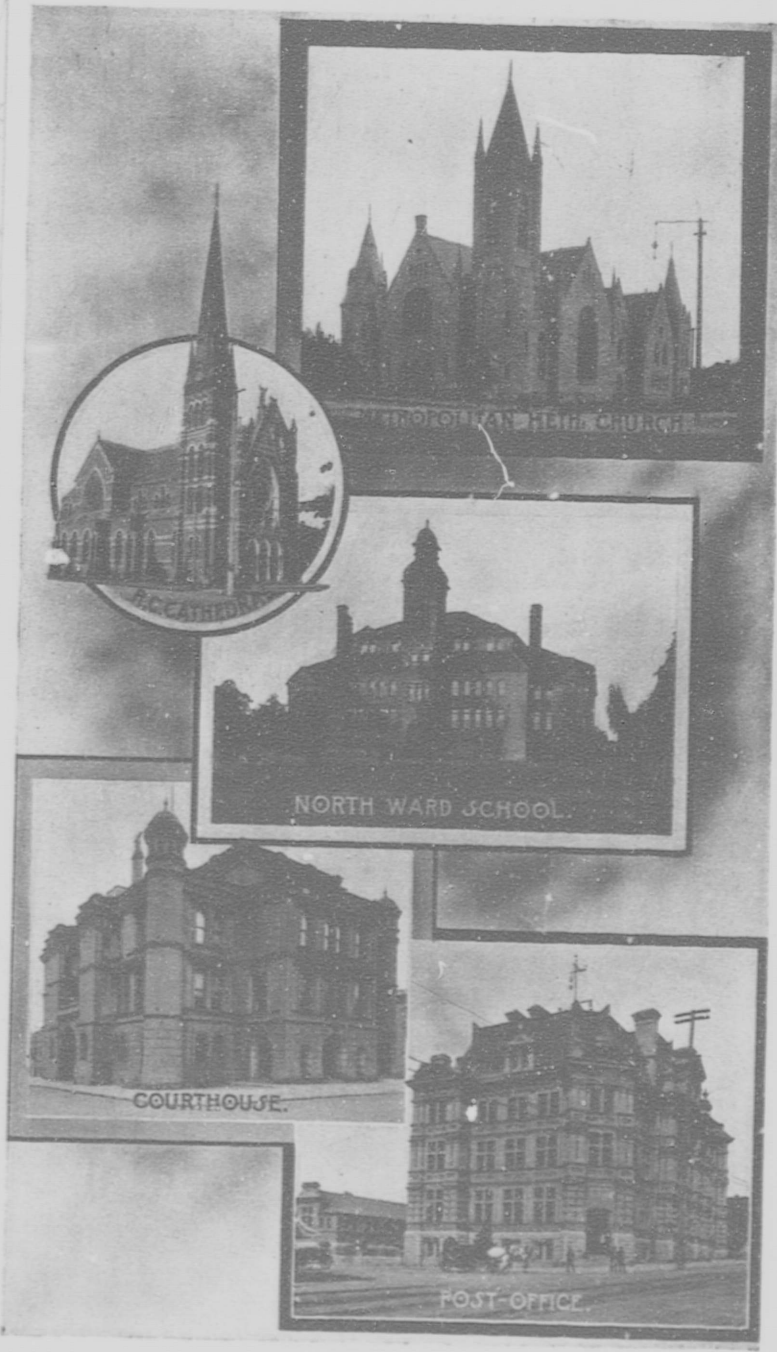
The Golf Links at Oak Bay are considered as fine and are as beautifully situated as any links on the continent. They are owned by the Victoria Golf Club, and visitors are allowed to use them upon very liberal terms. The naval and military officers have also some fine links at Macaulay Point, so that Victoria is a centre of a large circle of golf enthusiasts. The links at Oak Bay are open summer and winter, with the exception of the months of July and August.

Boating and Yachting are favourite forms of recreation of both residents and visitors, and it is safe to say that nowhere on the continent are there greater facilities for the perfect enjoyment of these pastimes than in and around Victoria.

With a frontage of about fifteen miles upon the waters of the Pacific it is not surprising that there should be many lovely beaches around the city. One of these is at Oak Bay, a delightful spot overlooking broad waters, sinuous straits, timbered islands and headlands. The links of the Victoria Golf Club are at Oak Bay and some fine Athletic Grounds and Bicycle Race Track. The Bay is reached easily by electric cars. Space prevents a description of Cadboro Bay, Fowl Bay and Cordova Bay (charming spots with fine sandy beaches), Gordon Head and McNeal's beaches, all within easy distance of the city.

BEACON HILL PARK

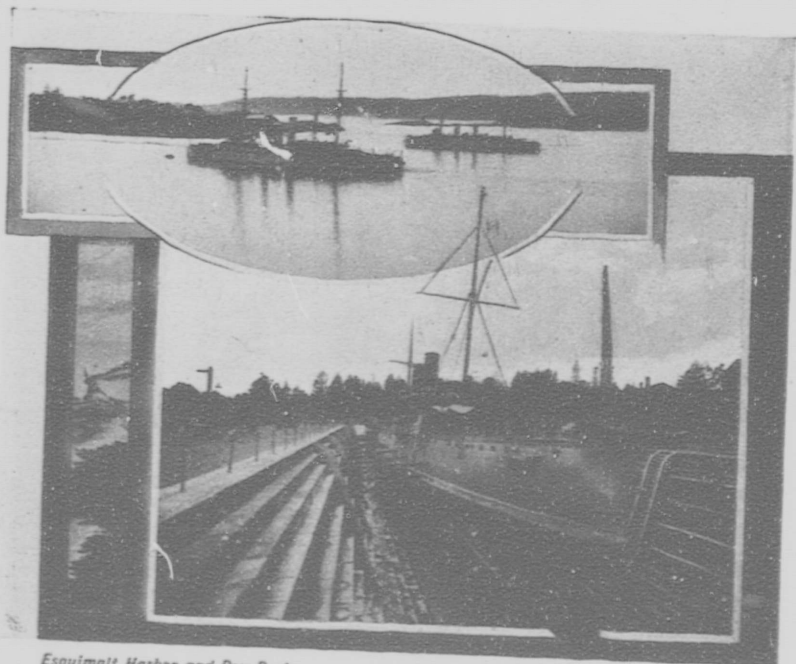
This magnificent park of about 300 acres is situated on the Straits of Juan de Fuca, within a few minutes walk of the business portion of the city. It commands grand panoramic views of the snow-capped Olympians, Mount Baker, Race Rocks Lighthouse, the San Juan Islands, Clover Point (where Captain Vancouver landed in 1792), the Sooke Mountains, etc. This park contains zoological gardens, large recreation grounds, splendid old oaks, pretty flowering shrubs, grassy stretches and meadows, shady walks and beautiful lakes inhabited by gold fish and by stately swans and other water fowls.



ESQUIMALT

THIS quaint little town, connected with Victoria by electric street railway, will always be interesting to visitors, as the former home on the Pacific of Great Britain's Navy, where the Imperial Government until recently maintained a fleet of warships and about four thousand blue jackets. Since the reorganization of the navy, however, the dockyard has been dismantled and has passed into the hands of the Canadian Government.

However, one of H. M. gun boats and a survey ship remain at Esquimalt. This magnificent harbour, now that it is



Esquimalt Harbor and Dry Dock

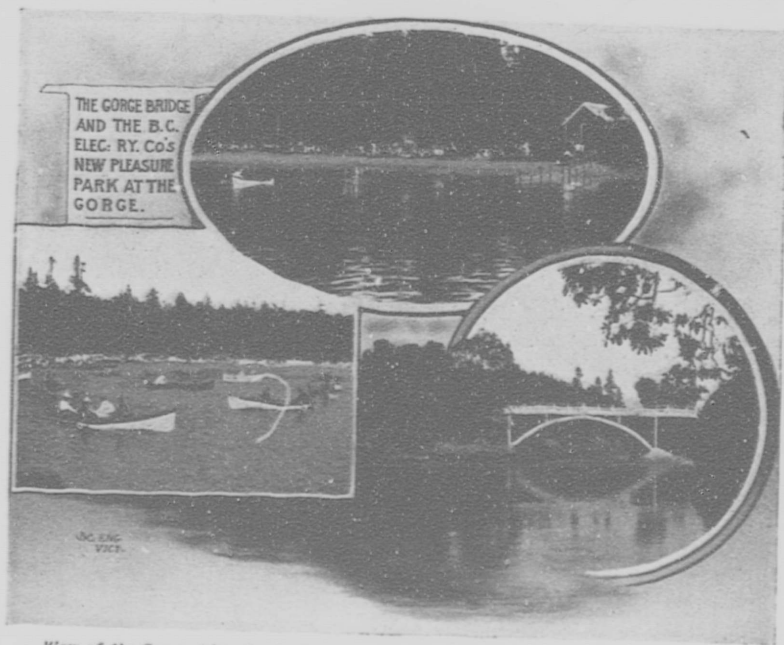
opened to commerce is one of Victoria's greatest assets and along its water front are now located several ship yards, saw-mills, salmon canneries and other industries.

THE BEAUTIFUL GORGE

This is a natural curiosity, where a huge volume of water dashes at Niagara speed through a narrow channel, alternating in direction according to the change of tide. The Victoria Arm, a splendid stretch of water and a continuation of Victoria's harbour, leads to the Gorge. Its beautifully wooded banks and promontories dotted with charming residences form a picture of rare beauty.

ENJOYABLE SIDE TRIPS

The pleasure of a vacation spent in any city is very much enhanced if one is able to vary his visit by short excursions into the country, and excellent facilities for such interesting and enjoyable outings are afforded at Victoria. The country round the city is dotted with villages and hotels that remind one of "Old England" just as much as does the city itself. Many of these are along the line of the Esquimalt and Nanaimo Railway, now part of the Canadian Pacific Railway Company's system, which runs north about 80 miles to Nanaimo, through one of the most picturesque pieces of country in the West. Parson's Bridge, Goldstream, Shawnigan Lake, Koksilah, Cowichan



View of the Gorge, Victoria, B. C.

Lake, Duncans, etc., are all favorite resorts where excellent hotels are found. For the convenience and pleasure of tourists who wish to visit these charming country and lake-side resorts, the management of the railway company has inaugurated a double daily service and issued special round trip excursion tickets at greatly reduced fares.

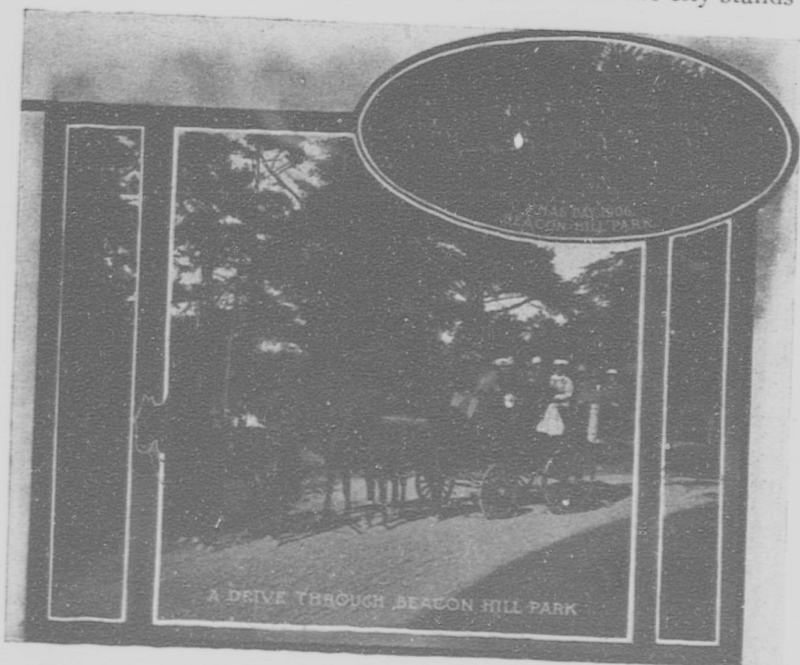
One of the most beautiful excursions on the continent is what is known as the Islands of the Gulf trip. Many visitors have unhesitatingly declared that it is far superior to that amongst the Thousand Islands of the St. Lawrence.

SPLENDID ROADS FOR MOTORING AND DRIVING

Victoria has always been famous for its beautiful suburban drives and its splendid country roads. Writing of his impressions of Victoria, E. F. Knight, correspondent of the London Morning Post, said of Victoria's drives:

"Some drives and walks which I took in the neighborhood of the city during my stay gave me a full explanation of why this is a place so beloved by the British.

"The country immediately outside the town is singularly beautiful, the undulating promontory upon which the city stands



being covered with woods of pine and fir and a lovely wild jungle of arbutus, roses, flowering bushes of many varieties, and English broom, which, since it was imported here, has spread all over the more open country, so that it is ablaze with golden blossoms for a great portion of the year. In the spring and summer there is an extraordinary abundance of beautiful wild flowers, and in the autumn all the vegetation is aglow with tints vivid or mellow, and amid pleasant bocage, skirting the little bays and headlands of the promontory, are scattered the delightful homes of the fortunate citizens of Victoria—the professional men, the merchants, the retired soldiers of the Empire."

There is an Automobile Club in the city with a large membership, as well as a Driving Club. The members of these clubs are always glad to extend a welcome to visiting motorists or horse men and to put them in the way of enjoying to the fullest extent these magnificent runs or drives.

The motor boat steam or gasoline launch is almost as familiar on Victoria waterways as the motors are on her splendid roads. These boats are a source of the greatest enjoyment to the citizens fortunate enough to possess one and are becoming almost indispensable to those who wish to thoroughly enjoy life in Victoria. Auto parties, coaching



and launch parties, make the season very gay for a large number of residents and visitors. Many of these boats and their engines are built right in Victoria, this being one of our newest industries.

EXCELLENT FISHING AND SHOOTING

The touring sportsman whose chief joy in life is his love for the crack of his own rifle or shot gun will find Victoria an ideal base of operations. Large and small game abound within easy reach of the city. At the points hereinafter mentioned along the Esquimalt and Nanaimo Railway there is excellent small game shooting, particularly black tail deer, pheasant,



Mount Baker from Oak Bay, Victoria, B. C.

grouse and quail; while duck and geese shooting both in the salt lagoons and fresh water lakes is most excellent. For big game it is necessary to go further into the interior of the Island, but not very far, and the places are easy of access, where bear, panther and elk are plentiful.

The fisherman is rarely disappointed with his visit to Victoria. Few places on the continent afford a chance to land a 70-pound salmon with hook and line, and Victoria is one of those few places.

The many beautiful lakes and streams referred to in this book, reached on the wheel, or after a short but charming drive over good roads, which adds much to the enjoyment of the



Fowl Bay, Victoria, B. C.

outing, or by taking the morning train, afford every opportunity for the angler to indulge in his favorite sport; and within an hour or two after leaving the city he will be able to make his "cast" at one of the numerous resorts that readily yield 25 trout to the boat. Salmon trolling is to be had for those who care for it, right opposite the city during the salmon runs, and business men often go out and catch one or two fine salmon before breakfast.

Row boats, motor boats, launches and sail boats can be hired for this purpose at most reasonable rates, thus affording every opportunity for visitors to try their luck.



A Victoria Orchard

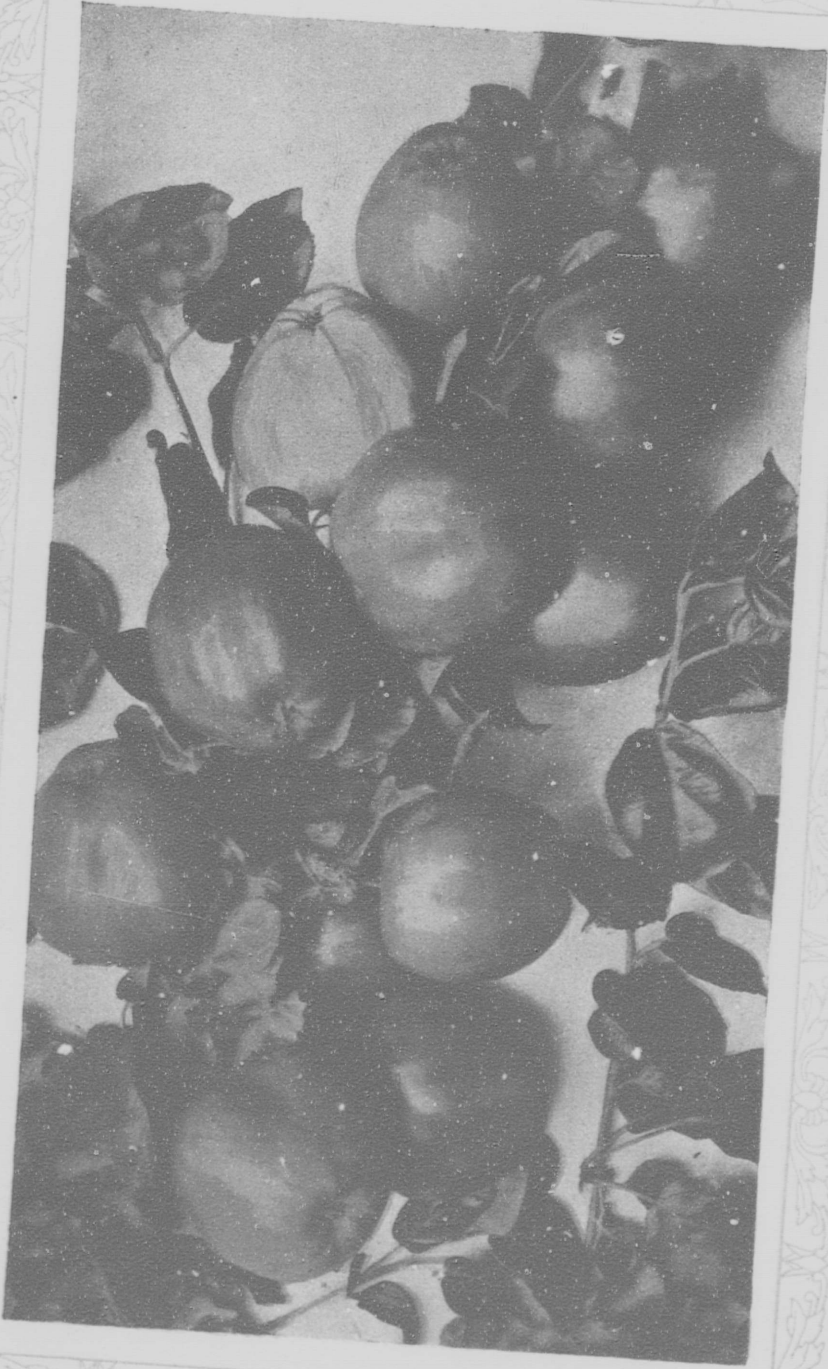
VICTORIA'S GROWING TIME

THIS is certainly Victoria's growing time; and she grows in a most peculiar way. Her people do not believe in living in a cramped condition. Her houses are not built upon half lots and her people are not existing in flats. They require room to breathe and to enjoy her bountiful supply of fresh air. They must live in homes built upon not less than sixty foot lots and very often two or three such lots, and so beautiful are its environs that the people are very particular that their homes command splendid views and have lovely surroundings. Victoria is not so much one city as a combination of several "little Victorias," and these little Victorias are increasing almost every month. Wide-awake capitalists until recently residents of other cities have just "discovered" Victoria and her climate. They realize that she has no peer as a residential city at any rate, and few, in the opportunities she offers as a commercial and manufacturing centre, therefore they have bought some very large tracts of land in magnificent locations on the outskirts of the city, the latest purchase being of nearly one thousand acres. Expert landscape gardeners, surveyors and engineers are being employed in laying out one or two more "little Victorias," that undoubtedly will attract large numbers of wealthy people from other places as permanent residents.

Victoria has been described as "A Bit of England on the Shores of the Pacific," which certainly conveys a very excellent idea of what the city actually is, its institutions, buildings, clubs, homes, manners and customs being essentially of English character, and one with any knowledge of England would imagine as he walked its streets, or conversed with its people that he was, indeed, in a bit England, and, it is these characteristics that make the city extremely interesting to all visitors from the United States.

AN IMPORTANT HORSE TRAINING CENTRE

The city has now invested nearly \$100,000 in exhibition buildings, race track and athletic grounds about two miles from the post office. The annual Agricultural and Industrial Exhibition is held on September 24th to 28th inclusive, and is one of the best shows of its kind in the West. The parade of stock is exceptionally good and cannot be equalled in any city twice its size. The City Council is engaged in putting the race track in fine condition and in improving the horse boxes



Apples as they Grow in Victoria

and stalls on account of the great reputation this city has got as a centre for the training of thoroughbred horses for running and trotting. This is undoubtedly owing to the mildness of our winter temperature which enables horses to be worked at all seasons of the year. Breeders and trainers in other parts of Canada who have not thought of Victoria in this respect should investigate the advantages to be derived from having their horses trained here. There is scarcely a day in the year when it is not a pleasure to drive a horse in Victoria.

FERTILE LANDS SURROUND VICTORIA

A S a tourist and residential city, Victoria is now well established, but, somehow the fact has been lost sight of that it is in the centre of one of the most beautiful stretches of country in the west, possessing unsurpassed facilities for mixed farming, poultry raising, dairying and especially for fruit growing and the cultivation of flowering bulbs. No organized or systematic effort has been made until recently to thoroughly develop fruit culture; but there is no reason why the districts around Victoria should not develop a business in certain lines equal to any, surpassing that of California.



Cherries as they Grow in Victoria



Victoria Grown Fruit at the Victoria Exhibition

A GREAT FRUIT GROWING DISTRICT

The Victoria Development and Tourist Association is often asked by people who have a desire to make their permanent home in or near Victoria, what business they can embark in with moderate capital, particularly by people who have some income from other sources. In answer to those enquiries Fruit Culture can be recommended as one which offers pleasant occupation with the delights of a residence in the country and a sure and steady income if ordinary care and intelligence is exercised.

The following extract taken from an article in the Victoria "Times" December 22nd, 1906, by Rowland Machin, late Inspector of Horticultural Board of California, etc., will be found of considerable interest. "One of the money-winners, one of the small fruits most available to the new beginner is the strawberry. For while getting other fruits ready to yield income, the strawberry can be relied upon to furnish the finance end, the £. s. d. which is so vital to the maintenance of a family."

"To the uninitiated the vital question is, what money is there in this strawberry culture? Does it pay? When at school we learned this important lesson, namely, "What one man has done, another may do."

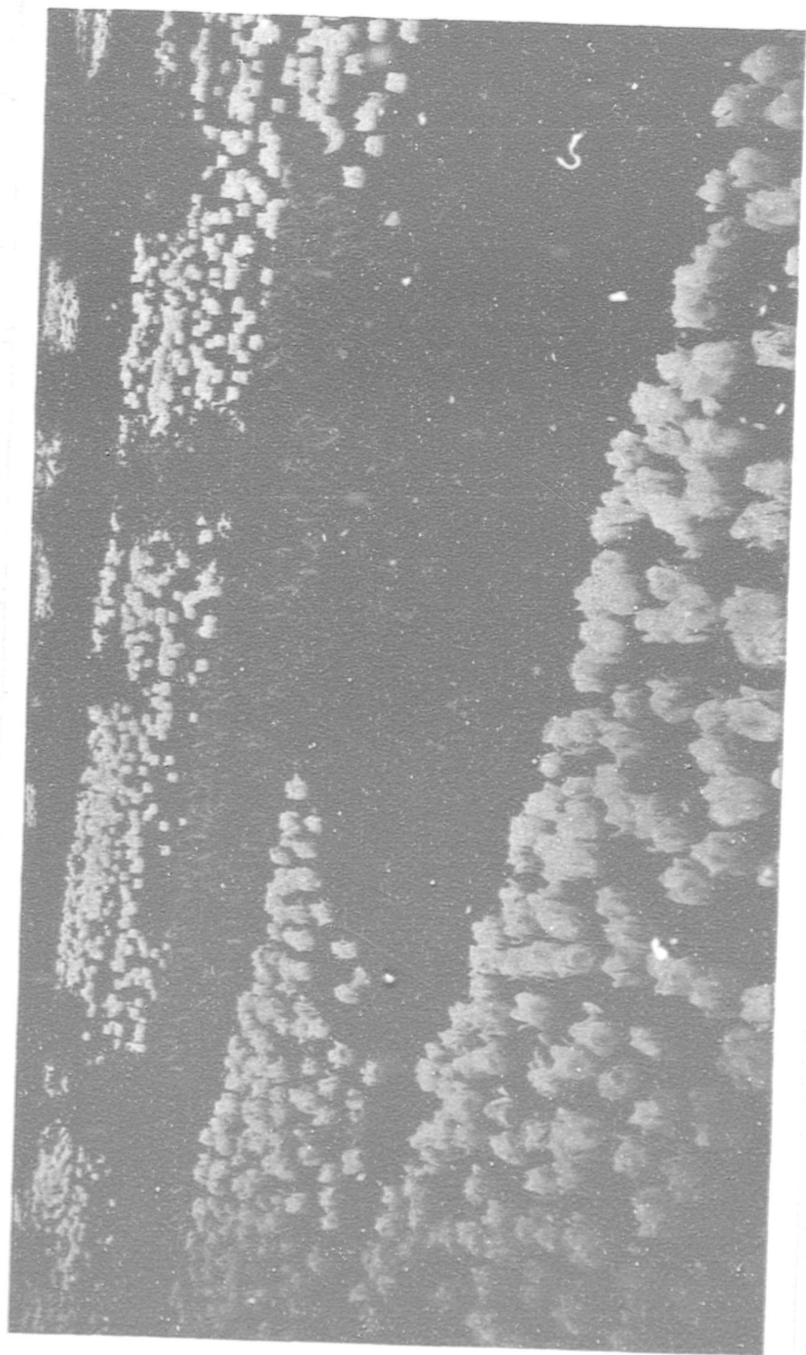
"Herewith are submitted a few figures taken for the season 1906 at Victoria:

Grower A delivered from $1\frac{1}{2}$ acres, strawberries 12,556 pounds, for which he obtained \$1,365.10, less 10 per cent. for marketing—or over \$800 per acre—this crop was harvested from one, two and three year old vines.

Grower B delivered from less than four acres of one, two and three year old vines, 28,126 pounds, for which he obtained \$2,887, less 10 per cent. per acre for selling, or at the rate of over \$700 per acre.

For other small fruits our lands are equally suitable, such as blackberries, raspberries, gooseberries, loganberries, wineberries, currants of all kinds, etc.

If, in addition to the strawberries, we plant Italian prunes on one-half of this ten acre tract, or five acres. The prunes planted twenty feet apart will give us, discarding fractions, 100 trees per acre, or 500 trees for five acres. The cultivation given the strawberries will keep the trees in the pink of condition.



The Only Bulb Farm on the Pacific, Victoria, B. C.

At the end of the first year of growth I estimate the trees have increased in value not less than 25 per cent. each, which sum will repay cost and planting of the tree. At the end of the second year the increase in value to each tree not less than 50 cents or on 500 trees \$250. The third year 75 cents per tree or on 500 trees \$375. The fourth year \$1 per tree or on 500 trees \$500, and a possible small crop thrown in. As five year olds, nine times out of ten, a crop varying in value from \$2 to \$4 per tree, often very much more.

Taking the five acres planted in apples, at 24 feet apart we have 75 trees per acre or a total on five acres of 375 trees. The annual growth on these is equal in value to the prune, so that we have for the first year 375 trees at 25 cents or \$93.75; for the second year \$187.50; for the third year \$281.25; for the fourth year \$375; at five years old fruit will be produced in most varieties of apples valued at least \$100 per acre.

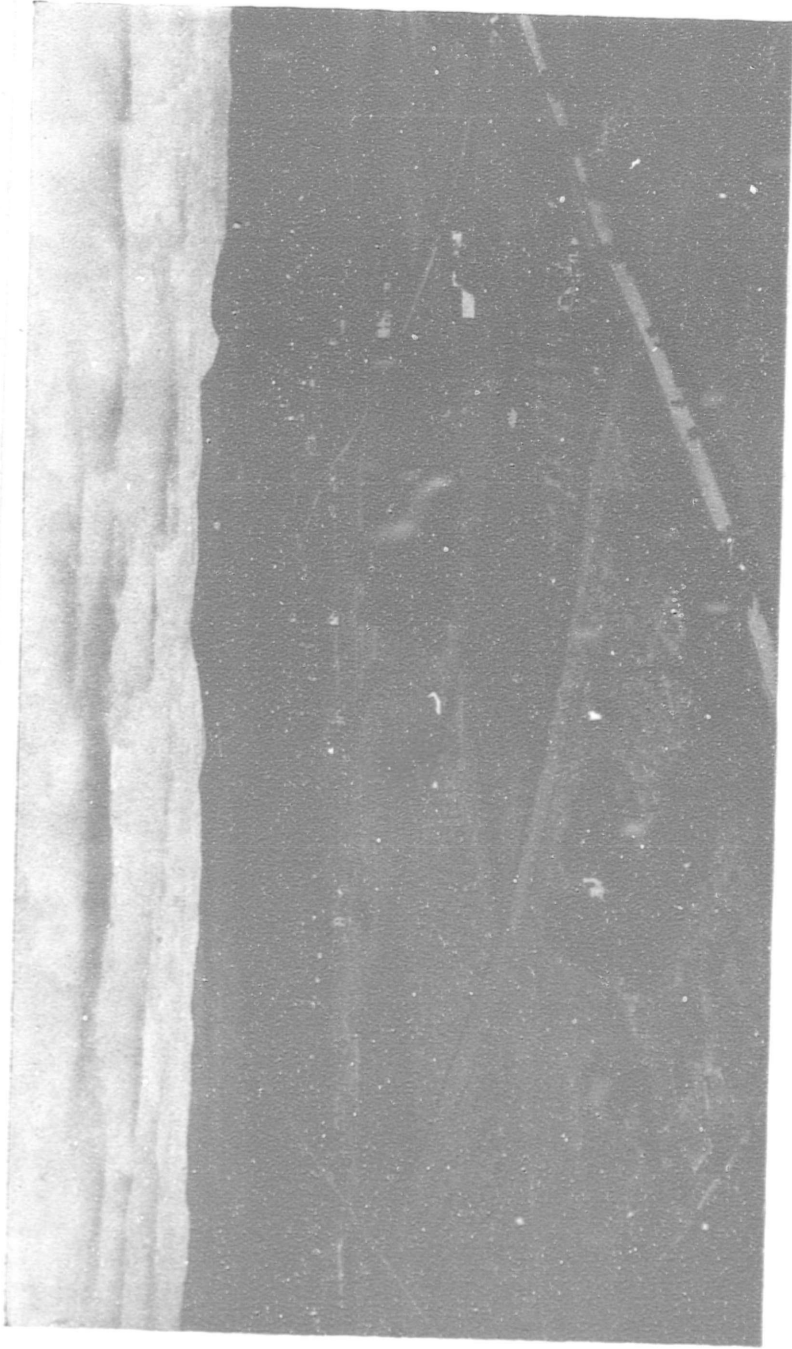
Will such a crop and growth justify careful, continuous culture? This is a question each one must answer for himself."

It is a remarkable fact that nearly all the photographs of fruit published by the Provincial Government in their pamphlets have been taken in Victoria orchards or in those situated near Victoria. This speaks of itself as to the success that can be achieved in this industry in the Victoria Districts.

THE CULTIVATION OF BULBS AND FLOWERS

THE very large average of daily sunshine, the small yearly average rainfall and the almost total absence of frost has made Victoria an ideal location for the cultivation of bulbs and flowers. During the past few years this business has grown very rapidly although it is undoubtedly true that even these successes can only be looked upon as preliminary experiments so large and important will the future achievements be in this delightful industry.

The same success has been met with in the cultivation and sale of cut flowers under glass. Last year almost all florists in the city, notwithstanding that they have been steadily enlarging their premises in every way, were sold out entirely and found it impossible to keep up with their orders that poured in from all parts of the Pacific Coast and Western Canada. Tomatoes and lettuce grown under glass for winter consumption are also important factors in the success achieved in this



Fruit land. Two Miles from Victoria, B. C.

business. There is no question but what the phenomenal success of this industry is due to the fact that so much more sunshine is experienced in Victoria than in any other part of the North Pacific Coast.

OPPORTUNITIES IN POULTRY RAISING

POULTRY raising ought to be one of the most profitable of all occupations that can be followed by those who are fond of country life. It is most surprising that no one, so far, has gone into this business in a large way, and that experts in other parts of the world have not been attracted to this district by the unusually favorable conditions which exist here for making a huge success out of a chicken ranch run upon expert and business like lines. Where else in Canada will such a mild climate be found, where poultry can run out the whole year; where else will be found a market that will pay from 25 cents to sixty-five cents per dozen for fresh eggs, and from twenty to twenty-five cents per pound for chickens of all sorts and sizes? The market here is capable of absorbing all the chickens and eggs that can be raised at these prices, and there is no greater evidence of that than the fact that one wholesale firm in Victoria imports one hundred thousand dollars worth of case eggs per year, the total amount of the value of the eggs imported into the province being over \$400,000 per annum. Several of the most successful Poultry men in the Victoria District claim a profit of from \$1.50 to \$2.50 per hen per year.

AN IDEAL DAIRY COUNTRY

In no part of Canada does Dairying pay better than in the districts around Victoria. Of all the creameries in operation, the product of the Victoria Creamery is the most highly sought after and commands the highest price. Like all the creameries in the Province it is a profitable institution paying the highest prices to its patrons, the farmers in the district, and handsome dividends to its stockholders. Nearly all the stock is held by the farmers themselves. According to the Government report of 1906 the Victoria Creamery turned out two hundred and four thousand, eight hundred and ten pounds of butter, the average price per pound being twenty-eight cents. The Cowichan Creamery, also on this Island and about forty miles north of Victoria, turned out one hundred and forty-six thousand, four hundred and thirty-one pounds at an



A Dairy Farm on the E. & N. Ry Near Victoria

average price of twenty-eight and one-fifth cents per pound, being the highest price realized in the Province. Throughout the whole district around the city there is pasture all the year round, a plentiful supply of good water and an abundance of the very finest clover.

In addition to the individual holdings of the owners of land in the districts around Victoria which are rapidly being bought up and subdivided into 5 and 10 acre lots for Fruit Growing, Dairying, etc., the Esquimalt and Nanaimo Railway Company (the C. P. R.) has arranged for the clearing of 150,000 acres of its land grant (which consists of about 1,500,000 acres) and it is expected, through the exercise of economical methods in removing the timber, that the Company will be enabled to sell the cleared land to settlers at moderate prices.

The agricultural possibilities of Vancouver Island are only limited by the area of cultivable land. All the grains, grasses, roots and vegetables grow to perfection and yield heavily.

A MANUFACTURING CENTRE

The almost limitless undeveloped natural resources on Vancouver Island are behind the city in this respect. It will be as well to point out here what Vancouver Island is, and that it is not to be confounded with the city of the same name situated about seventy miles from the city of Victoria. Vancouver City is the chief city and port of the mainland of British Columbia, but is as far from the Island as Ireland is from England. Victoria is the capital of British Columbia and the chief city and port on Vancouver Island, which is almost as large as England, and has all the potential wealth that made England "the work shop of the world."

IMMENSE IRON AND COAL DEPOSITS

The iron and coal deposits are of course the most important. The latter have been developed to a considerable extent, San Francisco being largely supplied with coal from the Island fields. The iron deposits have not been developed as yet. This is not remarkable when it is remembered that Vancouver Island and the City of Victoria are "The Last West." The tide of travel, of investment and development must necessarily reach here last of all, but it is of the greatest importance to realize that when this tide does reach here it must stop for there is no further west. All the iron that is known to exist on the coast is on Vancouver and adjacent Islands.

It is obvious that great industries cannot be built up on the Coast of British Columbia without this iron and that Victoria and the Island must have a great future from this cause alone.

The establishment of Iron and Steel works would open up the way for the manufacture of many things that have to be brought at very great cost both in freight and duty into this Province, namely, steel rails now in demand for the Pacific division of the Grand Trunk Pacific and other railways and also for the Orient; mining, saw mill and all kinds of machinery; the rolling of steel plates for the shipyards of the Province; freight cars which could be manufactured here much cheaper than in the East because of the available timber on this Island; and a large number of other commodities in which Iron and Steel are important factors.

SHIP BUILDING

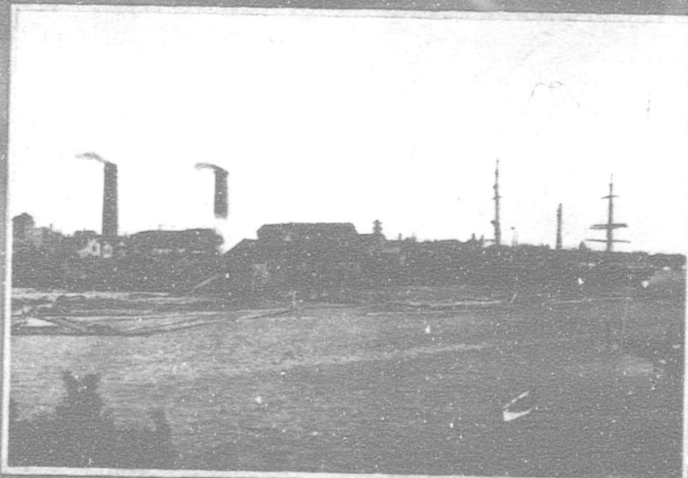
There are no less than five or six ship yards in Victoria and this is becoming our most important industry. It is only natural considering the large extent of sea coast Canada has on the Pacific and the ever increasing carrying trade to all parts of the world, particularly to the Orient, that more and larger ships must be built in the future than in the past, and that the repairing and refitting alone, must become an immense business.

THE FOREST WEALTH TRIBUTARY TO VICTORIA

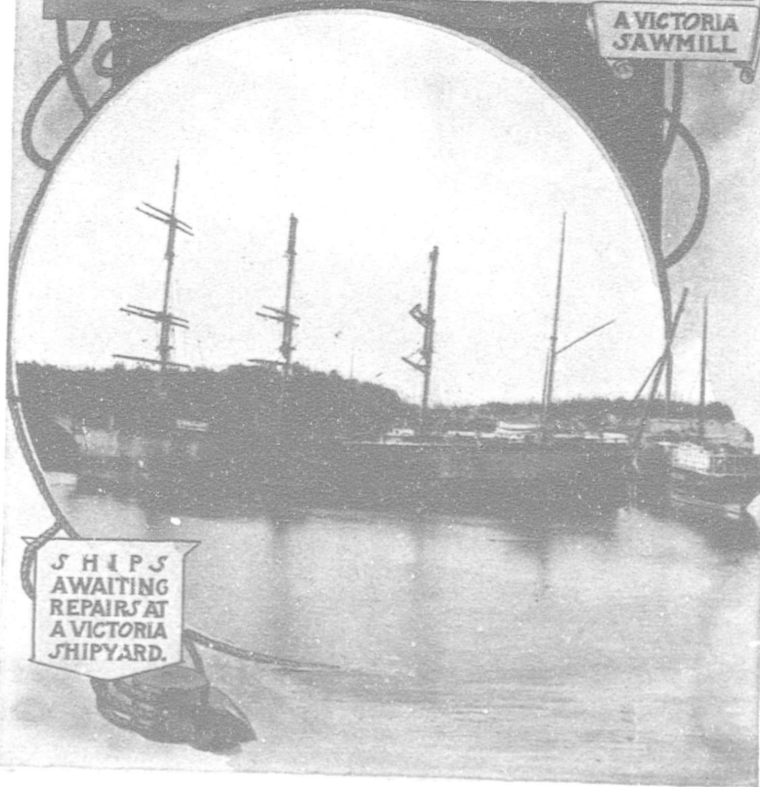
is greater than that tributary to any other city in the world. On this Island there are at least eight million acres of splendid timber with an estimated cut of at least ten thousand feet per acre, although it is not unusual to run up to forty or fifty thousand feet per acre. There are several important mills in the city, while at Chemainus, a short distance from Victoria, there is one of the largest mills on the Coast. The manufacture of pulp and paper will, before long, be a great industry in the neighborhood of Victoria. The Lumbering industry is, however, too big a subject to handle here.

THE FISHING INDUSTRY

is also an important factor in the development of Victoria. There are several salmon canneries established in and around the city, and many traps are located along the shores of the Island near to the city. This salmon industry has always been a great asset of the Province, and British Columbia salmon has always commanded the highest prices in the world, being



A VICTORIA
SAWMILL



SHIPS
AWAITING
REPAIRS AT
A VICTORIA
SHIPYARD.

recognized as being put up in the most cleanly and best condition of all salmon in America.

There are many opportunities offered in the fishing business for the employment of capital, especially in the smoking, pickling and otherwise curing of halibut, cod, salmon, smelts, oolachans and herrings, all of which industries can be carried on from the City of Victoria. The halibut banks, which are somewhat to the north of the city, are the finest in the world.

TRADE AND COMMERCE

Victoria is the oldest port in Western Canada and always has had business houses with reputations unsurpassed in this or any other country; she has the largest stores of any city west of Winnipeg and the stocks carried are largely of English made goods brought around the "horn" in sailing ships and those immense freighting steamers which ply between Liverpool, China and Japan and this North Pacific Coast. The shipping business of Victoria is one of the largest in Canada, in fact for years it has been the third or fourth port. The amount of tonnage entering the harbour in 1906 was 1,603,752 tons.

COPPER AND GOLD MINING

is carried on in several parts of the Island tributary to the city. About forty miles along the line of the E. & N. Railway is one of the principal districts, namely, Mount Sicker, where the Tyee and several other mines are situated. The ores are of fairly high grade, containing a fair percentage of copper and a little gold. There are two smelters, one at Ladysmith and one at Crofton that have been erected to handle these ores. On the west coast of the Island there are several mining camps, where excellent showings have been made, although at the present time there are few mines that have been extensively developed. The trade of these camps is naturally tributary to Victoria.

VISITORS WILL BE WELCOMED

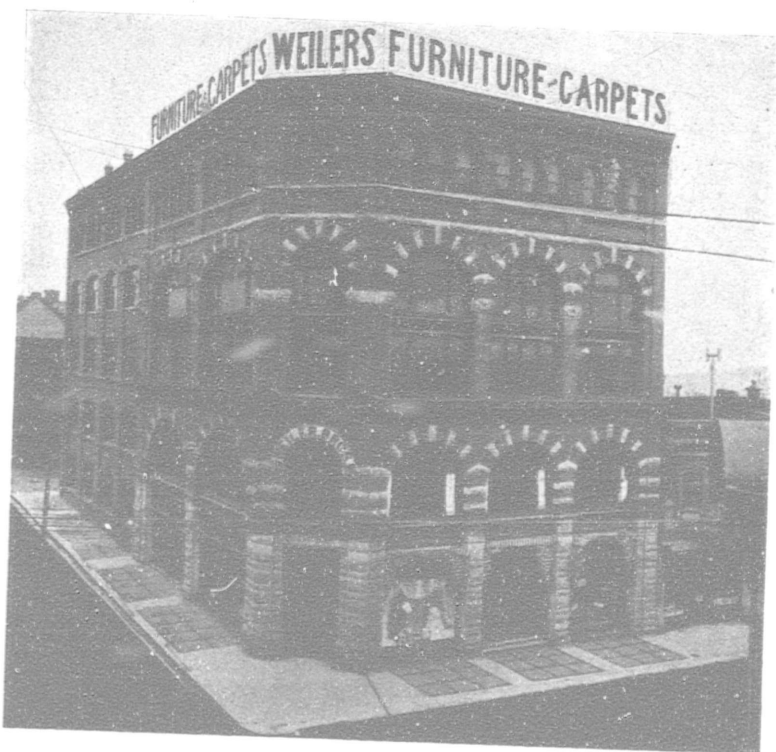
By the Tourist Association at their offices and Free Bureau of Information, 34 Fort Street, where mail can be addressed. Every visitor is invited to call.

This Association is an organization of a civic character established for the purpose of making the attractions of Victoria known to those in search of health and pleasure, and also for the purpose of making all strangers feel at home in the city. The Association maintains a free information bureau, exhibit of Victoria made goods and provides ladies' and gent's cloak rooms.

This little book would be incomplete without some reference to the substantial business concerns that have done a great deal to make Victoria what she is to-day. One of the most prominent is the firm of

WEILER BROS., HOME FURNISHERS

the largest and most complete Furniture establishment in Western Canada, if not on the Pacific Coast. The name of Weiler stands for the best in furniture, carpets, curtains, crockery, glassware, etc. The business was established in 1862, and from a small beginning has grown to be what it is today. The handsome building on Government Street is the largest in the West devoted to one particular business.



Weiler Bros. hold exclusive agencies for Crossley & Son's Carpets and Rugs; Liberty Art Drapery materials; famous Wedgewood China and Jasper Ware; Libbey Cut Glass, etc.

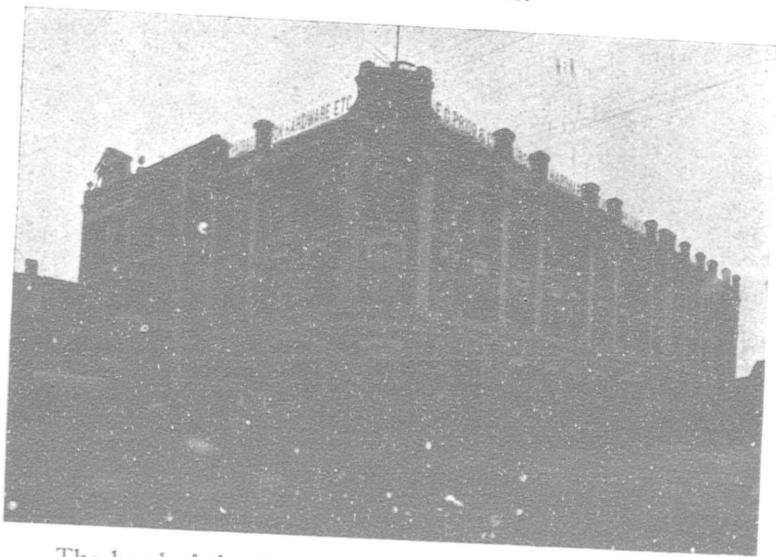
The store and show rooms, six floors, are on Government Street, the factory on Humboldt and Douglas Streets, and the Warerooms corner Broad and Broughton streets. An Illustrated Catalogue will be sent to any address on application to

**WEILER BROS., COMPLETE HOUSE FURNISHERS
VICTORIA, B. C.**

AGRICULTURAL MACHINERY, IRON AND STEEL

E. G. Prior & Company is another pioneer and prosperous business house, established in 1859. This firm has always enjoyed a splendid reputation for its business methods and a desire to give every satisfaction to its customers. It has always been essentially a Victoria concern, and although its ever-expanding connection has made it necessary to open branches at Vancouver, Kamloops, Vernon and Ashcroft, the head office and general management are in Victoria, its home city.

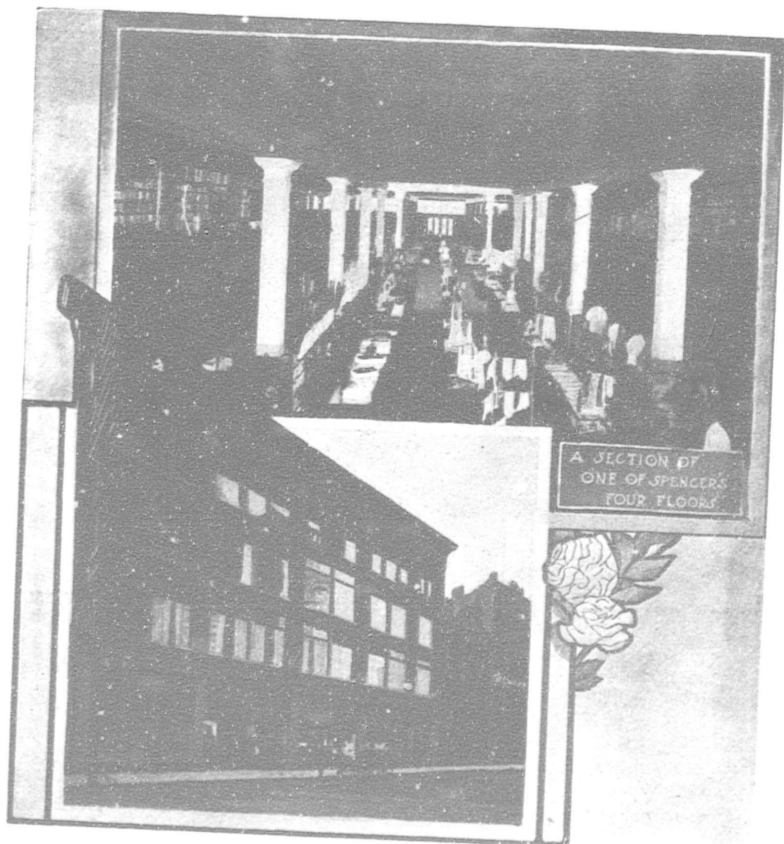
The business done by E. G. Prior & Company throughout the province is a most extensive one. The firm carries an enormous stock of Iron, Steel, and Hardware of all kinds, besides being agents for several makes of Buggies, the "Bain" Wagons, the "Massey-Harris" and other makes of Agricultural Machinery. Particular attention is given to the heavy and shelf Hardware, Tools and Builders' Supplies Departments, in which the firm has an immense business.



The head of the firm, Col. E. G. Prior, is one of Victoria's most prominent citizens, and has held more positions of honor in the public service than any living man in British Columbia, namely: For 14 years as a member of the Dominion House, and for some time a member of the Dominion Cabinet; Member in the Provincial House, Minister of Mines and Premier of the Province. Associated as partners with Col. Prior in the active management of the business are: Mr. G. F. Mathews, Mr. George W. Wynne and Mr. C. P. W. Schwengers.

WESTERN CANADA'S BIG STORE

The David Spencer, Ltd., Victoria's big Emporium, was established by the present head of the concern, Mr. David Spencer, thirty years ago, and was originally the usual dry goods store. Through the untiring energy of Mr. Spencer, and with the co-operation of his sons, the business has grown and prospered until their present establishment will compare favorably with any in Canada, and it is certainly the biggest west of Winnipeg.



The principal reasons why this enterprising concern have been so successful and grown to such proportions, is that assiduous personal attention is given to the public requirements in the minutest details, merchandise is expertly and lavishly bought, through the almost continual representation of one of the firm in Europe. In this way the people of Victoria, Vancouver and Nanaimo—for there is an important branch in each city—are brought closely in touch with all the latest novelties in that continent, and by buying in such quantities, the firm are able to lay down European-manufactured goods at very reasonable prices, thus combining quality with cheapness.

THE COLONIST PRINTING & PUB. CO., LTD. LTY.

The Colonist was established in the year 1858, and is looked upon as the most reliable and widely-circulated paper in British Columbia. As an advertising medium we claim to be the leading publication in the province. This statement can be verified by those who use our space.



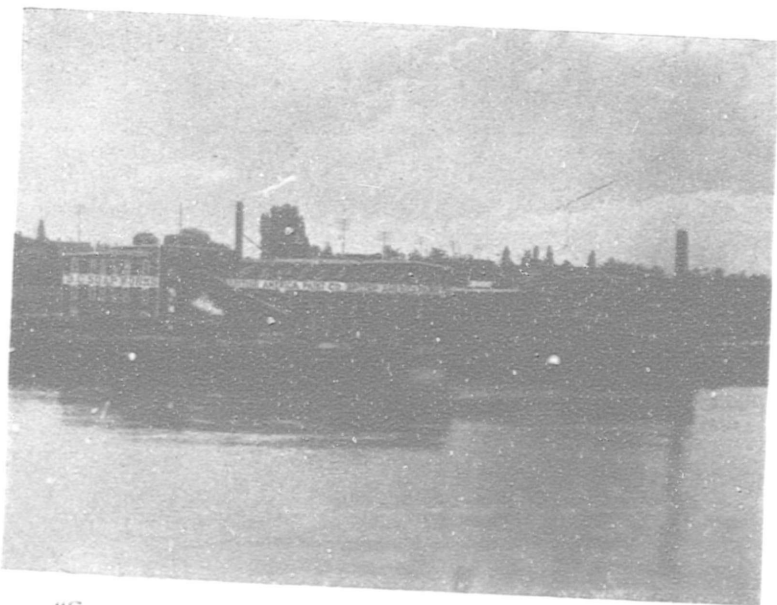
Our Job Printing, Lithographing, Bookbinding and Label Departments turn out work that cannot be excelled in Canada. For quotations apply to T. B. Macabe, Manager.

We occupy 30,000 feet of floor space, and have steadily employed about 110 skilled hands in the various departments. Our weekly pay roll is nearly \$2,000.

J. S. H. MATSON, Managing Director.

A PIONEER MANUFACTURING CONCERN

As you enter the beautiful harbor of Victoria, the Works of the B. C. Paint Company and the B. C. Soap Works, two essentially Victoria concerns, which owe their origin and success to Mr. W. J. Pendray, are almost the first to catch your eye. The most important line manufactured by the B. C. Soap Works is the celebrated "White Swan" Soap, universally known throughout British Columbia and Alberta as the leading laundry soap.



"Save your wrappers for premiums" is the slogan of this firm, and certainly the company gives away an enormous number of premiums during the year. "Pendray's Pearl" is another well known make of soap that is making this company famous. It is an absolutely pure soap, containing nothing but vegetable oils, and is particularly suited to hard water. The soap factory also manufactures Sal Soda, Ammonia, Laundry Blue, Vinegar, and Tree Sprays of all descriptions.

The British America Paint Co. control the British Columbia right to make the well known "Elephant" White Lead and Ready-Mixed Paints. They also manufacture their own Varnish and Dry Colors; in fact, it might be said that they send outside for nothing but raw materials.

In connection with these two large industries there is a very modern Paper Box factory and Can factory, and a Printing and Lithographing plant; so that it is one of the most complete and up-to-date plants in America. The B. C. Soap Works and B. A. Paint Co. have branches at Vancouver and Calgary.



The Evening Times

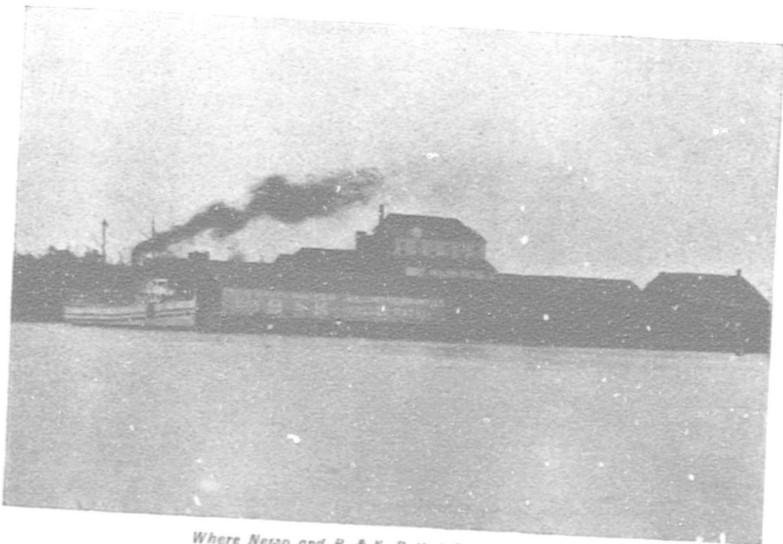
THE EVENING TIMES
HOME PAPER

ALL THE PLATES FOR THIS BOOK
WERE MADE BY THE

B.C. ENGRAVING Co.

THE LARGEST CEREAL MANUFACTURING CONCERN IN CANADA

Victoria is the home city of the largest cereal firm in Western Canada—the Brackman-Ker Milling Company, Ltd. This concern has had a great influence in the development of the Farming Industry in British Columbia, having been the principal means through which the farmers marketed their crops. They have agents in almost every part of British Columbia and in Southern Alberta, buying the oat and wheat crops, and maintain seventeen large elevators at Strathcona and along the line of the Calgary & Edmonton Railway and the Canadian Northern Railway, Alberta, as well as mills in Victoria, New Westminster, Calgary and Strathcona. The Company has also established branch wholesale houses in Vancouver, New Westminster, Nelson and Rossland to handle their immense business.



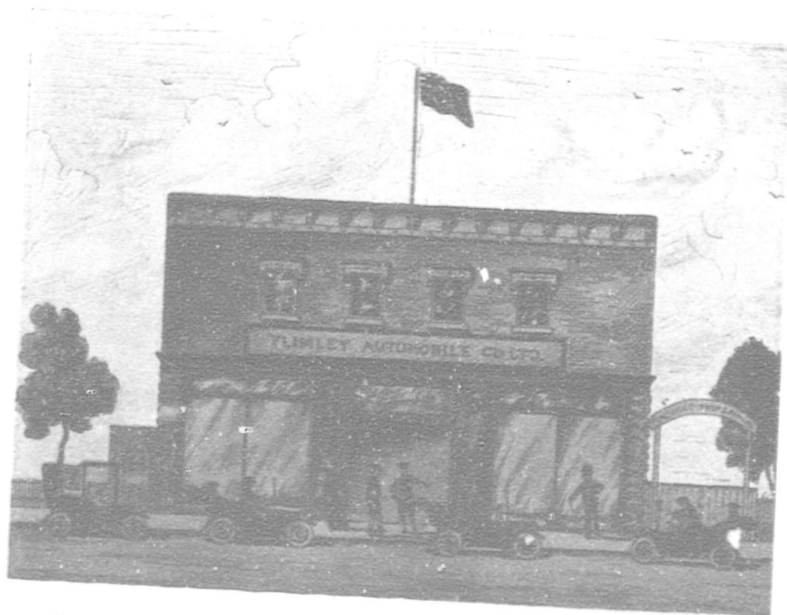
Where Nemo and B. & K. Rolled Oats are Made

THE MAKERS OF "NEMO" AND B. & K. ROLLED OATS

The Brackman-Ker Milling Company are best known, however, as the manufacturers of "NEMO" and B. & K. ROLLED OATS. "Nemo" has no rival as a cooked, ready-to-eat breakfast food, and should be, if it is not, on every breakfast table. The B. & K. Rolled Oats are the standard of excellence of all such foods, and have been pronounced by experts to be superior to any rolled oats on the market. The head offices of the Company, as well as the mills in the above illustration are in Victoria.

ONE OF VICTORIA'S NEWEST BUSINESS CONCERNS

One of the most recent additions to Industrial Victoria is THE PLIMLEY AUTOMOBILE COMPANY, LTD. This, of course, is the result of the increased popularity of the Motor Car, the prosperity of the people, and of the immense tourist business now apparent in Victoria. This company has erected a new garage with a thoroughly up-to-date machine shop, at the corner of Superior and Government Streets. An experienced buyer is sent each year to England and the Continent to purchase the latest types of cars, a large supply of which will always be kept on hand for sale or hire.



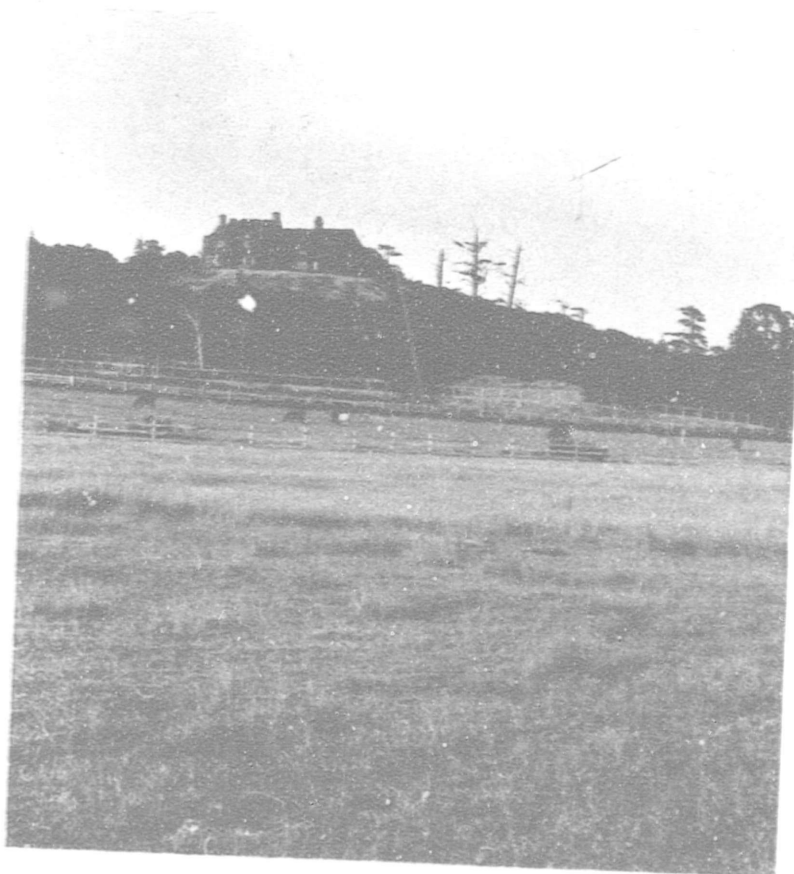
The Company is capitalized for \$100,000, and will carry on a wholesale and retail bicycle and motor business. All the directors are Victoria business men, the board consisting of F. Moore, President; A. E. Todd, Jas. Sayward, Lt.-Col. Hall, H. J. Scott, and T. Plimley, who founded the business.

The Sale Rooms and principal Garage are at the address given above. The Bicycle Department is on Government Street, opposite the Postoffice; while there is a downtown Garage on Langley Street.

There is a great demand for Motors for hire, and this Company is in shape to supply it, as well as all the reasonable demands of a city the size of Victoria for new cars, and a full line of Rugs, Coats, Waterproofs, Gloves, etc., that the average motorist feels necessary for his comfort.

REAL ESTATE AND FINANCE

Victoria has been fortunate in the character of its leading financial and real estate firms doing business in the city. The B. C. Land & Investment Company has for over twenty years done an extensive business, and has the management of some of the largest estates in the Province of British Columbia. The company has its branches and agencies at several different points in the Province, and has always a large list of inside and outside property on its books.



IDEAL HOME SITES

The above picture illustrates a portion of the Fairfield Estate, and is one of the many attractive subdivisions this company has successfully placed on the market. This property is in a most beautiful locality, 1-2 miles from the Post Office, and it is expected that the cars, which are now ten minutes away, will be extended to it this year. Prices and maps of this and other desirable properties may be had on application.

THE BEAUTIFUL GONZALES ESTATE

This estate is partly in and partly outside the limits of Victoria City, and comprises one of, if not the most beautiful suburbs of Victoria. It is adjacent to tram lines with some of the most beautiful views of the sea and mountains (the Olympian Range) that could be found anywhere in the world. Messrs. Pemberton & Son, of Victoria, B. C., are the sole agents for this estate.

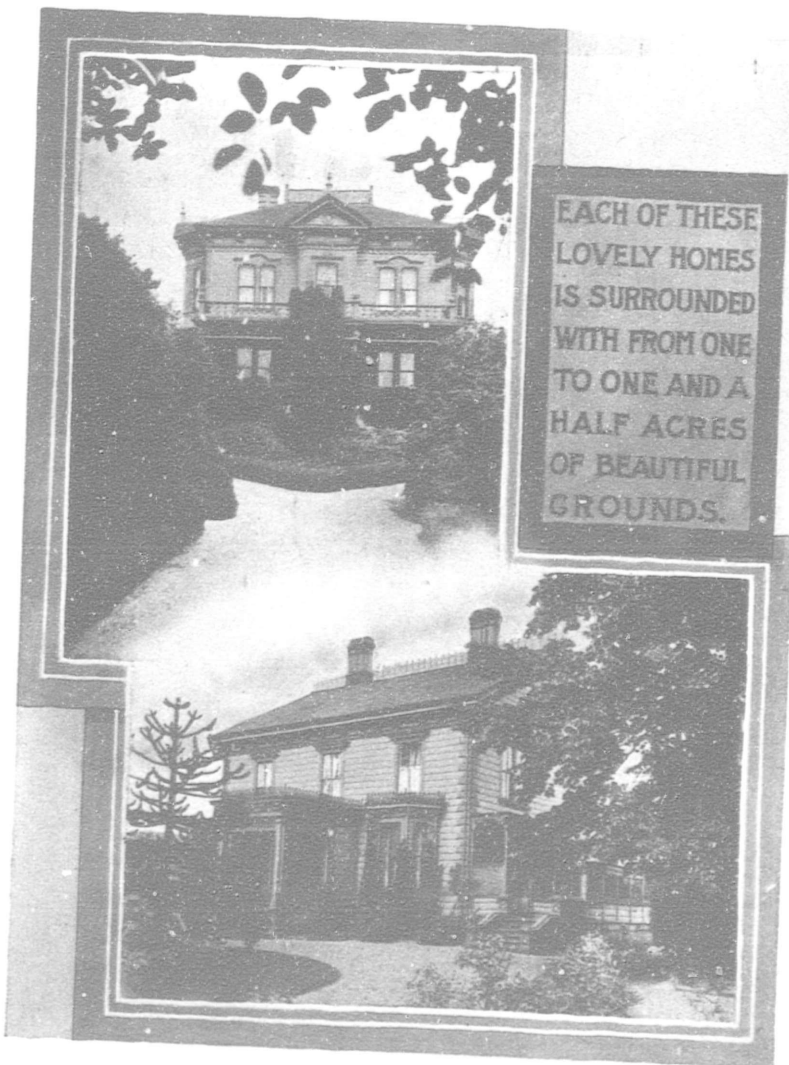


Beautiful Gardens on Gonzales Estate

Splendid building sites in this estate on Oak Bay and other bays close to Victoria are for sale by this firm at first hand. The above photo is a view in a garden of what was a short time ago a virgin part of the Gonzales Estate.

Pemberton & Son are one of the oldest and most conservative firms in Western Canada, and control a large amount of property of every class, and have the sole management of many private estates.

This firm has upon their books many large tracts of land around Victoria, particularly adapted for subdivision, either for residential or fruit-growing purposes, particulars of which will be furnished upon application.

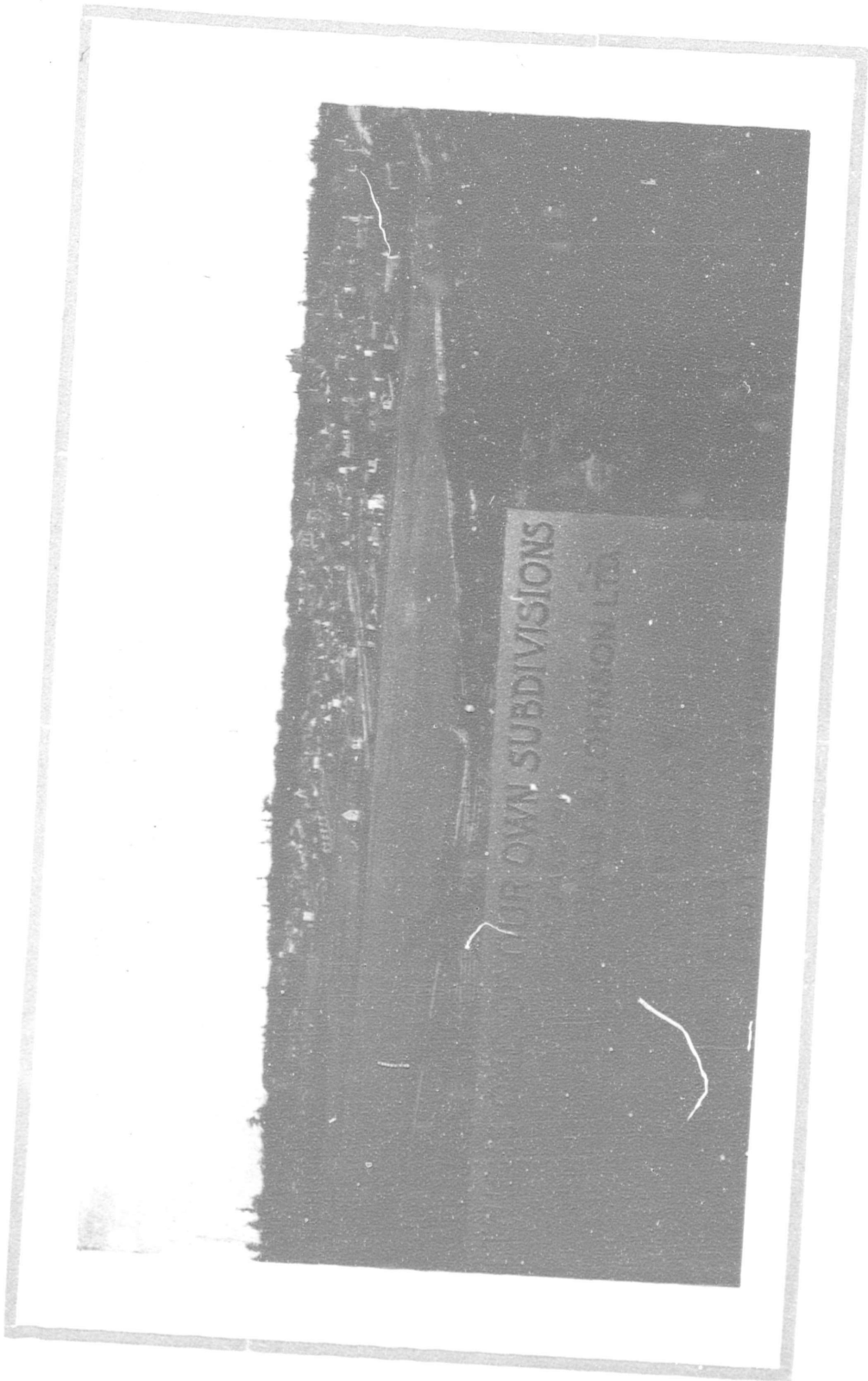


EACH OF THESE
LOVELY HOMES
IS SURROUNDED
WITH FROM ONE
TO ONE AND A
HALF ACRES
OF BEAUTIFUL
GROUNDS.

TWO CHARMING VICTORIA HOMES

These are two of the many homes for sale exclusively by Messrs. Heisterman & Company, 75 Government Street, Real Estate and Financial Agents, who make a specialty in procuring desirable homes for new residents.

This firm was established in 1864, and has an exceptionally large list of city and suburban residential property on their books. Few realty firms have enjoyed the confidence of a larger clientage during so many years more than Heisterman & Co.




OUR OWN SUBDIVISIONS

JOHNSON LTD.



A CITY OF HOMES

The firm of P. R. Brown & Co., Ltd., is one of Victoria's most prominent real estate and insurance firms. Mr. P. R. Brown, the senior partner, has had over twenty-five years' experience in handling Victoria real estate, and especially in the sale of residential property and the placing of investments and loans for outside investors. There is no difficulty in placing loans in Victoria on first mortgage upon the best class of property at six per cent. This firm has acted as brokers in the sale of many fine residences that help to make Victoria the City of Homes.



GLIMPSE OF VICTORIA FROM
"PARKDALE," ONE OF THE NEW SUB-
DIVISIONS, CONTAINING 100 ACRES OF
HIGHLY CULTIVATED LAND RECENTLY

ACQUIRED BY

C.W. BLACKSTOCK & CO

AND NOW BEING PLACED
ON THE MARKET

A HOMELIKE PARADISE AFTER THE PRAIRIES

That Victoria has been "discovered" by outsiders is evidenced by the presence in the city of such firms as that of C. W. Blackstock & Co., for several years large and successful operators in the prairies in the Middle West. Attracted to Victoria by its magnificent future prospects, its superb climate and scenery, this firm has purchased property to the value of \$360,000.00.

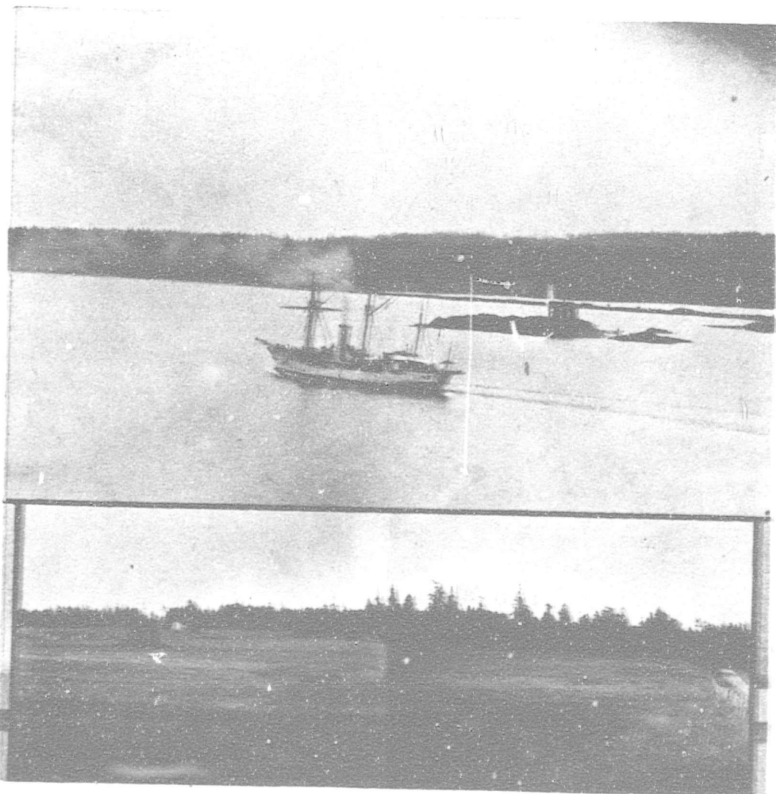


Twenty-seven Acres on Point in Centre of Picture is to be Subdivided.

Blackstock & Company have been more attracted and impressed with splendid acreage properties suitable for attractive "home" sites near to tram cars, and with magnificent views, than with any other class of property. Two of such properties have been purchased and are now subdivided into plots that are especially suited to the well-to-do professional or business man, or those who desire to retire and live at ease under ideal conditions. Maps and all particulars of these properties will be mailed on application. Messrs. Blackstock & Company carry on a general real estate business at 76 Fort Street, Victoria, B. C., and at Regina and Saskatoon. The firm is largely interested in Saskatchewan Wheat Lands and British Columbia Timber Limits. The members of the firm are C. W. Blackstock, W. B. Ryan, E. F. Lang and Howell Smith.

FRUIT LANDS AND COUNTRY HOMES

One of the most attractive as well as profitable industries of Vancouver Island is that of Fruit-growing. The climatic conditions are perfect for the production of fruit in its grandest form, color, flavor and weight.



One of the oldest and most experienced of the offices is that of Messrs. Day & Boggs, these gentlemen having been in business from 1889. Many of the most successful fruit gardens have been secured under their personal supervision, from land selected from their subdivisions. The cuts shown on this page are two of their more recent subdivisions. One, the Scott Estate, at Gordon Head, and the other, the Belmont Estate, situated on the lagoon at the entrance to the great harbor of Esquimalt, an ideal place for boating and bathing. They consist of several hundred acres each, and have been chosen as much for the quality of the land as for the picturesqueness of situation, which is close to and overlooking the sea beaches.

The offices of Messrs. Day & Boggs are two doors east of the Tourist Rooms, where strangers are welcome.

OPPORTUNITIES



FOR the employment of capital in new or existing industries and business concerns in and around Victoria.

The following is a partial list:

The smelting and manufacturing of iron and steel.

The establishment of car shops.

The manufacturing of mining, lumbering and wood working machinery.

Woollen mills and especially the manufacture of blankets.

A cooperage. This is a badly needed industry.

Cigar box factory.

A tannery.

A fruit drying and packing and jam factory.

Brush and broom, nail, glass, match, cheese and can factories.

The building of modern apartment houses in the city and suburbs.

New first-class hotels of from twenty to fifty rooms on Salt Spring Island and at Metchosin and several resorts and townships within a short radius of Victoria.

Fruit growing, dairying, hog and sheep raising and mixed farming.

This Booklet is compiled for The Victoria Development and Tourist Association by Herbert Cuthbert, Secretary, Victoria, B. C., the printing is from "The Colonist" Presses, Victoria, and the Engravings are made by the S. C. Photo-Engraving Co., Victoria, B. C.

Sixty-Fifth Thousand, 1907

