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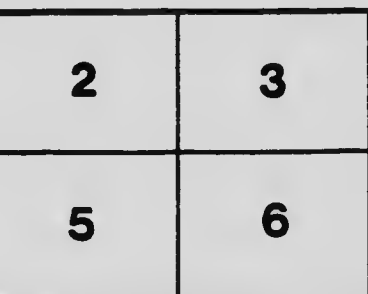
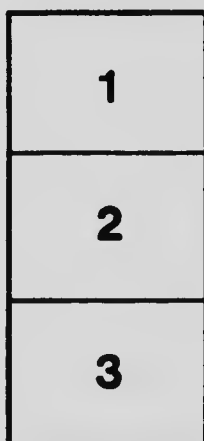
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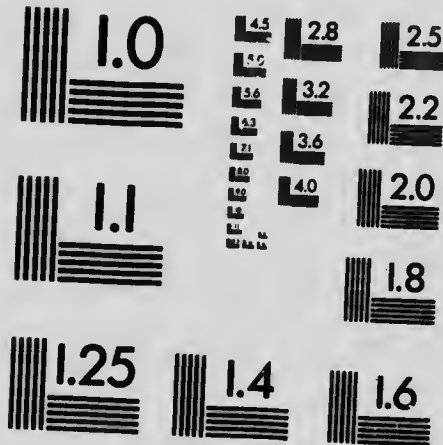
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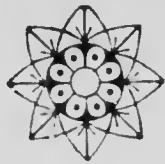
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Rochester, New York 14609 USA  
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NW  
330.9711

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Pam

# British Columbia



Its  
Industrial  
and  
Commercial  
Possibilities



**The World.**  
VANCOUVER, B.C.

B.C. - Industries

McC Lagan, George, 1830 - 1901

VANCOUVER  
NOV 6 1952  
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# INDUSTRIAL BRITISH COLUMBIA

A Province rich in natural resources and with a  
growing population which offers to shrewd  
advertisers immense possibilities for  
the development of a good  
healthy trade.

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DECEMBER, 1903.

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...Published by...

The World Printing & Publishing Co., Ltd.,  
Vancouver, British Columbia.





Photo by Edwards.

A MILE OF VANCOUVER HARBOR.

## *Vancouver....*



ANCOUVER, the city, was never deliberately planned by man as such. It sprang into being almost full grown, suddenly transforming the quiet, sombre silence of the lion-guarded inlet into a busy hive of rushing commercial life. Though now the western terminus of the great Canadian national highway, the home port of magnificent trans-oceanic and coast shipping lines, the scene of puffing smoke stacks, humming mills and bustling docks, and the natural hinge between the Far East and the Old World—the great hub of western activity has not yet reached its majority. Phenomenal success has marked the few short but eventful years of the city's past, auguring a bright heritage of prosperity in the early future.

### **NATURAL ADVANTAGES**

Every circumstance indicates a solid expansion. The magnificent pivotal location in the midst of the North Pacific natural shipping routes, the matchless land-locked harbor, the untamed beauty of the surrounding scenic panorama of snow-capped mountain, green waving wood and flashing waterfalls, the immense wealth of the tributary agricultural valleys, mineral deposits and fishing banks, and the inevitable addition to the population that will follow upon the increase of the operated and projected milling establishments—all assure a future industrial importance little dreamed of but a few short years ago. The significance of present conditions is scarcely understood save by those who have been identified with the history of the city since the date of its inception.

### **SCENIC SETTING**

The townsite occupies two ridges, each rising gradually to an elevation of about two hundred and thirty feet; and this, with a subsoil of hard pan, affords the natural drainage for surface water necessary to preserve healthy sanitary



Vancouver, looking East from Court House.

conditions. Generally admitted by visitors as by residents, the water supply is one of the purest in the world and is amply abundant for all possible requirements. From a scenic point of view, few metropolitan cities possess so beautiful a setting as does Vancouver. The ever varying combinations of cloud and landscapes are unsurpassed, while ready of access are a thousand miles of coast line protected from the ocean by hundreds of islands, tree-clad from snow line to water's edge, outrivalling the Norwegian fiords in splendid grandeur. Nature has with lavish hand scattered her wildest charms about Canada's gateway to the Orient.

In the midst of this panorama of mountain, forest, cloud and water, nestles the city. **BUSY HUM** Immense strides have been made — the miles of paved streets, the long stretches of modern brick and stone business structures, the thoroughly equipped street railway system, and the general pulsation of energetic activity testify to the progressive spirit — the men who are building the foundation of future greatness. At the wharves, steamships from China and Japan, from Australia, New Zealand, Fiji and the Hawaiian islands, from every port of Europe and South Africa, from California, Puget Sound and Alaska, load and discharge cargo. As

the provincial population moves forward in leaps and bounds with the inflowing tide of migration, many varied forms of manufacturing industries are required to supply the settlers' wants.

A busy  
day in  
Vancouver



Moreover, the executive headquarters of the chief corporate trading bodies are established in Vancouver, and so intimately is the city connected with every important enterprise of the Pacific slope that its pulsation indicates accurately the throb of British Columbia's industrial life.

#### **TOURIST ASSOCIATION**

A factor of recent origin, but which, nevertheless, will prove of considerable formative importance in future developments, is the Tourist Association. Though organized only a year ago, it has already accomplished much in the self-assumed task of thoroughly advertising the business opportunities awaiting a promotor, and its neat pamphlets descriptive of the tourist attractions to be found in the west are widely scattered throughout eastern America and Europe. The association has delightful headquarters where the visitor is cordially welcomed. The energetic secretary, Mr. A. J. Baxter, is prepared to supply any required information concerning points of interest, routes of travel, or desirable homesites, and will gladly assist in the solution of the thousand and one perplexing problems confronting the visiting stranger. A most convenient central point from which to commence a systematic canvass of the neigh-

boring beauty spots is the readily accessible and significantly furnished Tourist headquarters on Granville street. The illustrative cuts used in this publication have been loaned by the Association Executive, and are merely a few of those enriching the pages of its more pretentious booklets.

### **SOLID PROGRESS**

History has furnished other instances of remarkably rapid urban growth—towns that have sprung up, as it were, in the night. But in almost every case, having their origin in the stimulated excitement of a boom, they have lacked the solidity which alone can ensure permanent success. Vancouver has builded well and steadily, so that to-day her outlook is brighter than ever it was in the palmiest years of early hope and expectation. When British Columbia can boast, as it soon must, a population numbered in the millions, the "Terminal City" will indeed become the veritable "Liverpool of the West."



Beyond the  
C. P. R.  
Depot.

# Vancouver's Banks



## Industrial British Columbia.



**BRITISH COLUMBIA** is pre-eminently a business province. As in all western countries, where the ambition, energy and virile power of daring manhood first essays the task of hewing from nature's wild tangle the almost mathematical order of modern civilization, the principles which underlie all activity are commercial in the extreme. To the keen observer, the Canadian Pacific coast promises ere long to become the scene of gigantic industrial enterprises, and, as a result, the attention of investing capital and ambitious labor will be drawn, as never in the past, to its mining, manufacturing, lumbering, fishing, transportation and agricultural possibilities. Opportunities lie broadcast, for where in former days immense stretches of neglected but fertile lands dismayed the investor, thousands of successful and happy homes now offer a rapidly augmenting field for home consumption.

### GROWING TOWNS

In terse form, British Columbia is upon a firm basis in commercial as in natural possibilities. Its advantages are recognized both at home and abroad. Settlers are pouring in from



C. P. R. Depot.

south and east, finding ready employment in the busy cities, the immense mines, the logging camps, the fisheries or the farms. Towns are springing up rapidly;—solid urban communities that naturally gather around the more favored spots ere the keen eye of the promoter has discerned his opportunity. A healthy sign indeed is the fact, that apart from the floating population ever to be found in large cities, the vast majority of those who make homes in British Columbia are *bona fide* settlers, owning in their own right the holdings they are laboring to improve; and, as such, they are more deeply and substantially interested in the welfare of the community than is usual in the generality of cases.

#### **RAILWAY DEVELOPMENT**

The present activity displayed in the railway and shipping circles will continue to increase as surely as trancontinental and local railway developments take place. The C. P. R., one of the strongest of North American lines, has large vested interests, is firmly established, and is continually assisting and promoting enterprise calculated to increase at the same time freight traffic and general prosperity. Other ventures are being energetically advocated. The Grand Trunk Railway has been given authority to construct a road through the immense stretches of the territories and Northern British Columbia, with the undoubted purpose of ultimately entering the principal shipping centres of this province. The Canadian Northern is anxious to accomplish the same end, having already made substantial progress in the actual work of construction. It is even now operating a system which drains a large wheat area. From the south, the Great Northern, under the progressive leadership of James J. Hill, is gradually completing a series of connections and spurs giving it access to Vancouver, the Fraser valley and the wonderfully fertile Similkameen district. The operations of the big American corporation in the latter direction have been provocative of suppressed excitement in mining and agricultural circles. Absolute lack of transportation facilities has hitherto deterred intending farmers



from locating in this magnificent fruit belt, and at the same time has made impossible the exploitation of its rich coal beds. However, with the announcement of the railway extensions contemplated—indeed, already commenced—by the Great Northern, revived



Landing Sailors from His Majesty's Ships



On the Waterfront.

interest has been manifested, resulting in a noticeable movement towards the district in question.

### **LUMBER TRADE**

Last year eighty-one vessels cleared from British Columbia ports laden with many million feet of lumber. Saw and shingle mills are numerous along the coast and throughout the interior, each year adding its quota to the total number in constant operation. From these heavy shipments are made to all parts of the world, the Orient, South Africa,



THE LUMBER INDUSTRY: A FEW OF THE  
LEADING MILLS

Australia, Europe, South America and the Hawaiian islands, drawing a large portion of their supply from the inexhaustible store houses of the British Columbia forests. Eastern Canada, too, has lately learned the value of the timber surrounding the Pacific Coast, and, as an immediate result, the demand for shingles is so insistent that the railroads handle the large quantities offering for haulage only with extreme difficulty.

### **SHIPPING ACTIVITY**

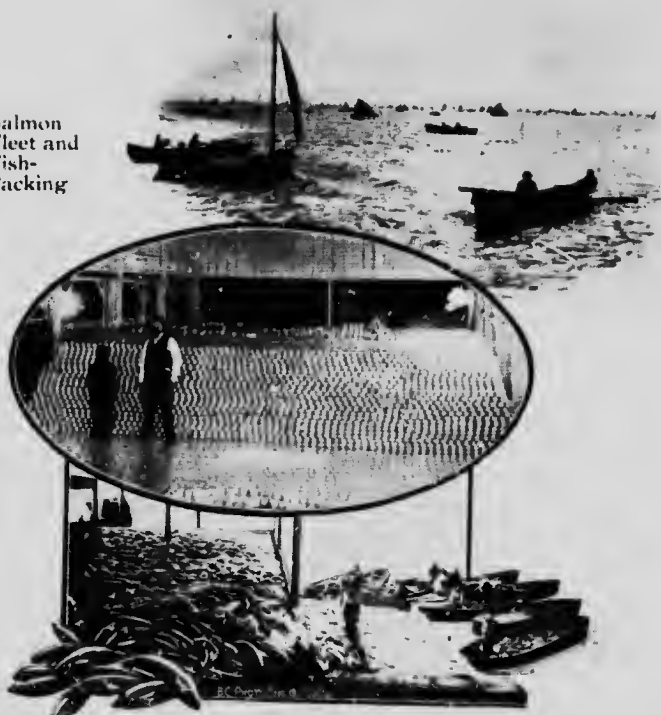
The lumber fleet, extensive as it is, by no means exhausts the shipping interests of the province. Several steamship lines regularly operate between Vancouver, the Orient, the Hawaiian islands and Australia, while the Blue Funnel corporation owns a large number of packets plying between Liverpool, the Orient and Victoria. The "White" steamers of the C. P. R. Empress service are known the world over for the comfort and convenience provided for passengers; but though comparatively few years have elapsed since the date of launching, this fleet of five magnificent steamers has already been found inadequate for the accommodation of the heavy traffic developed between British Columbia and the Far East. Plans have been prepared for early additions, and during the present summer the construction of several larger vessels intended for the service will be commenced in the English ship yards.

### **FISHERY OUTLOOK**

Generally associated with the Canadian Pacific province as its distinctive feature is the salmon canning industry. The fish that have made the Fraser, the Naas and the Skeena rivers famous swarm in countless millions during the spawning season, but, pre-eminent as they have always been in the estimation of the public, they no more than merely indicate the fishery wealth of British Columbia. Deep-sea fishing, which offers a magnificent field for development, has as yet been scarcely touched. For some time, it is true, a fleet of steamers has been employed on the Vancouver island banks taking halibut, which are packed in ice and shipped by the carload to Boston. The halibut is

of the finest quality known to the epicure, and notwithstanding the immense distance from the market, is able to compete on even terms with the product of the North Atlantic. A new company has lately embarked on the enterprise with a completely equipped drying, curing and packing plant. The supply of halibut is unlimited and the quantity of the catch depends entirely upon the capacity

Salmon  
Fleet and  
Fish-  
Packing



of the steamer employed. Immense shoals of herring, skill or black cod, and the true yellow cod are to be found, while smelts, oolachans and other small fish swarm in the estuaries of the rivers. Anchovies and the *bona fide* sardine of exquisite flavor abound. That the fishing industry

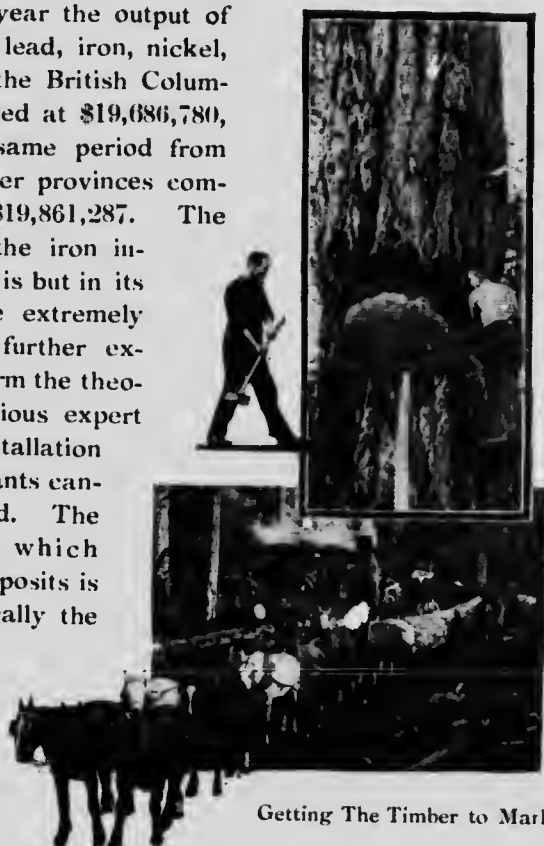
with the Latin population of South America, the coolies of Honolulu and Queensland, the general Australian market and the enormous population of Japan, China and Siberia as customers, should remain unexploited, while Atlantic fish of no better quality cross the country by rail, seems incredible. The deep-sea resources of the province are already receiving serious attention and ere long will develop an extensive source of employment that will attract added immigration.

### **MINERAL WEALTH**

Some conception of the vast mineral wealth stored in the Rocky mountains, along the river courses and on the neighboring islands, may be gathered from the fact that the mines of British Columbia annually produce values almost equal to the total of those uncovered in all the rest of the Dominion. This computation, of course, excludes the Yukon. Last year the output of gold, silver, copper, lead, iron, nickel, coal and coke from the British Columbia mines was valued at \$19,686,780, while that for the same period from those of all the other provinces combined totalled \$19,861,287. The possibilities before the iron industry, which as yet is but in its earliest infancy, are extremely bright, and, should further exploratory work confirm the theories based upon previous expert examinations, the installation of large reduction plants cannot be long delayed. The chief importance which attaches to these deposits is that they are practically the only known occurrences of the ore on the northern Pacific coast. Ere long

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Getting The Timber to Market.

British Columbia may give birth to just such another "New Pittsburgh" as sprang up in Cape Breton a few years ago at Sydney. Exhaustive research conducted by the American government has demonstrated that the neighboring states can never become large producers of pig iron. There is, therefore, a growing market across the line for the products of the western Canadian iron ores—a market iron which the coast producer would have an advantage over the eastern manufacturer commensurate with the heavy transcontinental freight rates. If iron works were erected they would earn the bounty of three dollars per ton offered by the Dominion government.

### GENERAL RESUME

Summing up briefly, the successful industrial future of British Columbia is beyond dispute. With all her magnificent resources in precious metals, her coal and her iron, her inexhaustible fisheries and vast forests, her delightful climate and rich valleys, her matchless harbors and busy mills, it is no wonder that the Pacific Province expects a brilliant future, and no wonder that her sons are straining every nerve to share in her success.

'Way back I heard men callin'; one woman's voice was fond,  
An' the rich lands towards the harvest murmured "rest";  
But a sweeter voice kept callin', from the unexplored heyond,  
A wild voice in the mountains callin' "West."

I heard it in the foothills—then I climbed the great Divide  
In the canyon—and I faced the rapids' roar;—  
In the little breeze at dawn', in the dusk at eventide,  
The voice that kept on callin' went before.

---

But I hear it callin' still as I lay me down to rest,  
An' I dream the voice I love has never lied,  
That I hear a people comin', the Great People of the West,  
An' maybe 'twas His voice callin' me to guide.

—From *The Western Pioneer*, by Clive Phillips-Wolley.

## Advertising Possibilities.



HEREVER steady progress is unmistakably manifest, there commercial enterprise will succeed. Advertising methods that evoke no response in a dead community may accomplish marked results amongst a busy, wide-awake people. The class of persons found in British Columbia are instinct with life and energy; they are prospering, and have through experience learned to appreciate at its proper value a straightforward business proposition. In the seventeen years that have elapsed since the province was opened for settlement the population has increased to over two hundred thousand, and the present influx is greater than ever it was before. Vancouver alone is rapidly nearing the forty thousand mark. That it should pay to interest this vast number of consumers will be patent to every shrewd business man; the only problem is that of the best available means.

The Vancouver *World* covers the field more thoroughly than any other journal published within the confines of the province. It is the pioneer afternoon daily and semi-weekly newspaper of the mainland, and is pre-eminently the organ of the masses. Since its establishment in 1888, the circulation has steadily increased, until at the present day it reaches the vast majority of rural and urban readers. With enterprise as its watchword, it utilizes every modern, up-to-date appliance in producing the several editions—noon, evening and semi-weekly. In all departments *The World* has kept pace with the marvellous development of the far Canadian west, and its consistent policy of steadily advocating the conservation of the people's rights has made it the leading exponent of public opinion.

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### SUBSCRIPTION RATES.

#### DAILY WORLD.

EVENING EDITION.—Delivered to any part of the city, 10 cents per week.

NOON EDITION.—Mailed, \$3.00 per year, \$1.75 per six months.

#### SEMI-WEEKLY WORLD.

Mailed to any part of Canada, United States or British Colonies, \$1.00 per year, 60 cents per six months; mailed in the city, \$2.00 per year.

NOTE.—All the above rates are strictly in advance.



F.S. MACLURE  
MANAGING DIRECTOR



THE LATE J.C. MC LAGAN  
FOUNDER.



MRS. S.A. MC LAGAN  
PRESIDENT



# The World Printing and Publishing Co.,

LIMITED.

## ADVERTISING RATES.

### Classification 1.

Timber Notices; Application for Foreshore Rights; Certificate Improvement Mineral Claims, 30 days.

Per 100 words.....	\$5 00
Per each subsequent 50 words.....	1 50

### Classification 2.

TRANS      LEGAL—Assignment Notices; Dissolution of Partnership; Foreclosure of Mortgages; Application to Parliament, and such like advertising.

First insertion.....	\$0 10 per line.
Subsequent insertion.....	5    "
One week.....	35    "
Two weeks.....	50    "
Three weeks.....	65    "
One month.....	75    "
Two months.....	1 75    "
Three months.....	1 25    "

Every other day, 10 cents straight. After one week, less 25 per cent. Weekly edition, 10 and 5 cents.

### Classification 3.

#### TRANSIENT MISCELLANEOUS.

First Insertion.....	\$0 10 per line.
Subsequent insertion.....	5    "
One week.....	30    "
Two weeks.....	40    "
Three weeks.....	45    "
One month.....	50    "

### Classification 4.

#### COMMERCIAL, MONTHLY CONTRACTS.

Page 1.....	\$6.00 per inch.
Page 8.....	5.00    "
Pages 4 and 5.....	4.00    "
Pages 2, 3, 6 and 7.....	3.50    "

Advertisements inserted only on alternate days, two-thirds of above rates; twice a week, one-half rate.

### Classification 5.

IRREGULAR SPACE CONTRACTS TO BE USED WITHIN ONE YEAR.

100 lines.....	\$0	10 per line.
500 " .....	4	"
1,000 " .....	2½	"
2,500 " .....	2	"
5,000 " .....	1¾	"
10,000 " .....	1½	"
25,000 " .....	1¼	"
50,000 " .....	1⅓	"

These are rates for display ad , run of paper.

### Classification 6.

CIRCUS.

Per line.....10 cents straight.

### Classification 7.

LOCALS.

One insertion.....15 cts. per counted line.  
Subsequent insertion 10 " " "

### Classification 8.

MUNICIPALITIES.

One insertion... ..10 cents per line.  
Subsequent insertion..... 5 " "  
Tax sales.....75 cts. a parcel.

### Classification 9.

CLASSIFIED.

Per word per day..... 1 cent.  
" " " week..... 4 "  
" " " month.....15 "

Initials and figures as expressing of one word to be counted as words.

Minimum charge for any advertisement to be 25 cents.

### Classification 10.

SHIP NOTICES.

Transient.....\$3 00  
Contract ..... 2 00

### LODGE CARDS.

Per month, each.....\$1 00

### Classification 11.

#### COMMERCIAL AUCTION.

Local advertisers,  $2\frac{1}{2}$  cents per line net, irrespective of advertising contract.

### Classification 12.

Bank, Insurance, Financial Statements, Reports of Annual Meetings, 5 cents per line, minimum charge, 200 lines.

### Classification 13.

LOCALS—On an estimate, six words to count as one line. Capitals count double lines. Black-face type treble (3) lines.

DISPLAY—On an estimate, six words to count as one nonpareil line. Heads of advertisements set solid to be counted three lines.

Any extra white space between heading and matter to be counted according to its measure.

### Classification 14.

GUARANTEED POSITION charged extra as follows :

Adjoining reading matter.....	10	per cent.
Following " " .....	15	"
Adjoining " top of col.....	20	"
Top of column, alongside and followed by reading matter.....	30	"
Surrounded by reading matter.....	50	"

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### Notes.

No advertisement charged to account for less than \$1.

Positively no reductions or discounts allowed except those published. Cuts must be metal-faced. Matrices can be used for stereotyping purposes.

Columns are the standard width of 13 ems pica, and  $21\frac{1}{2}$  inches in length.

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