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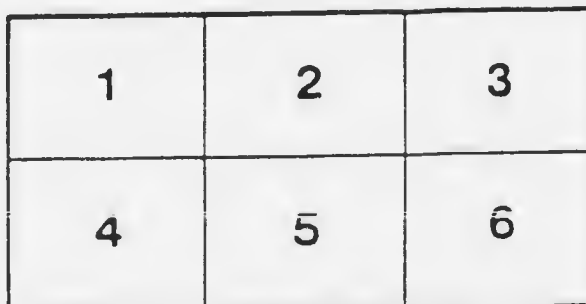
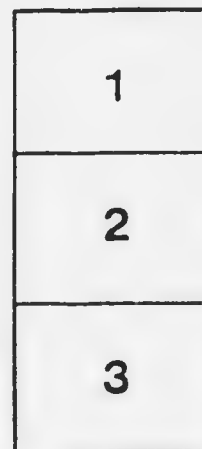
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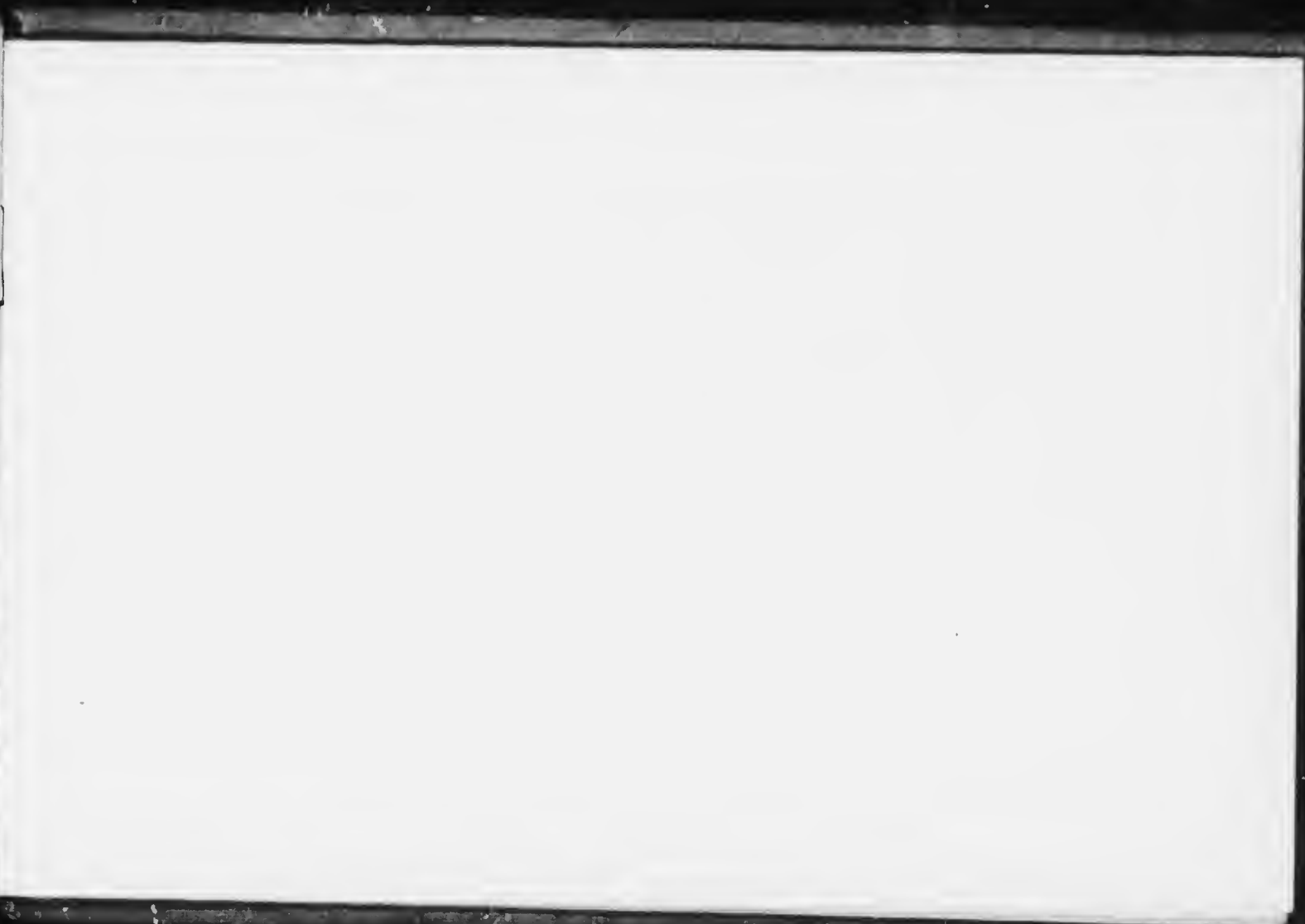
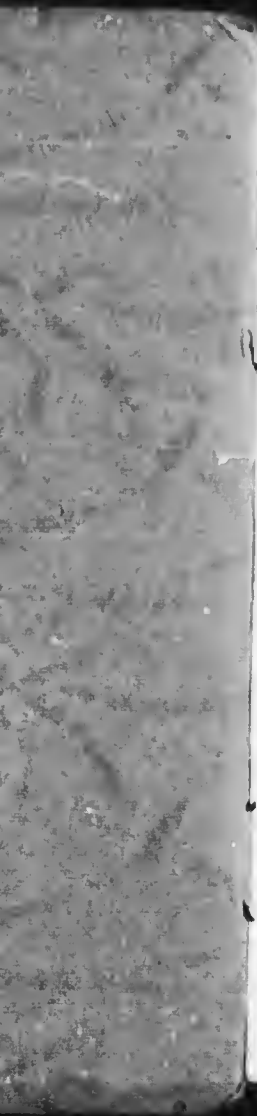
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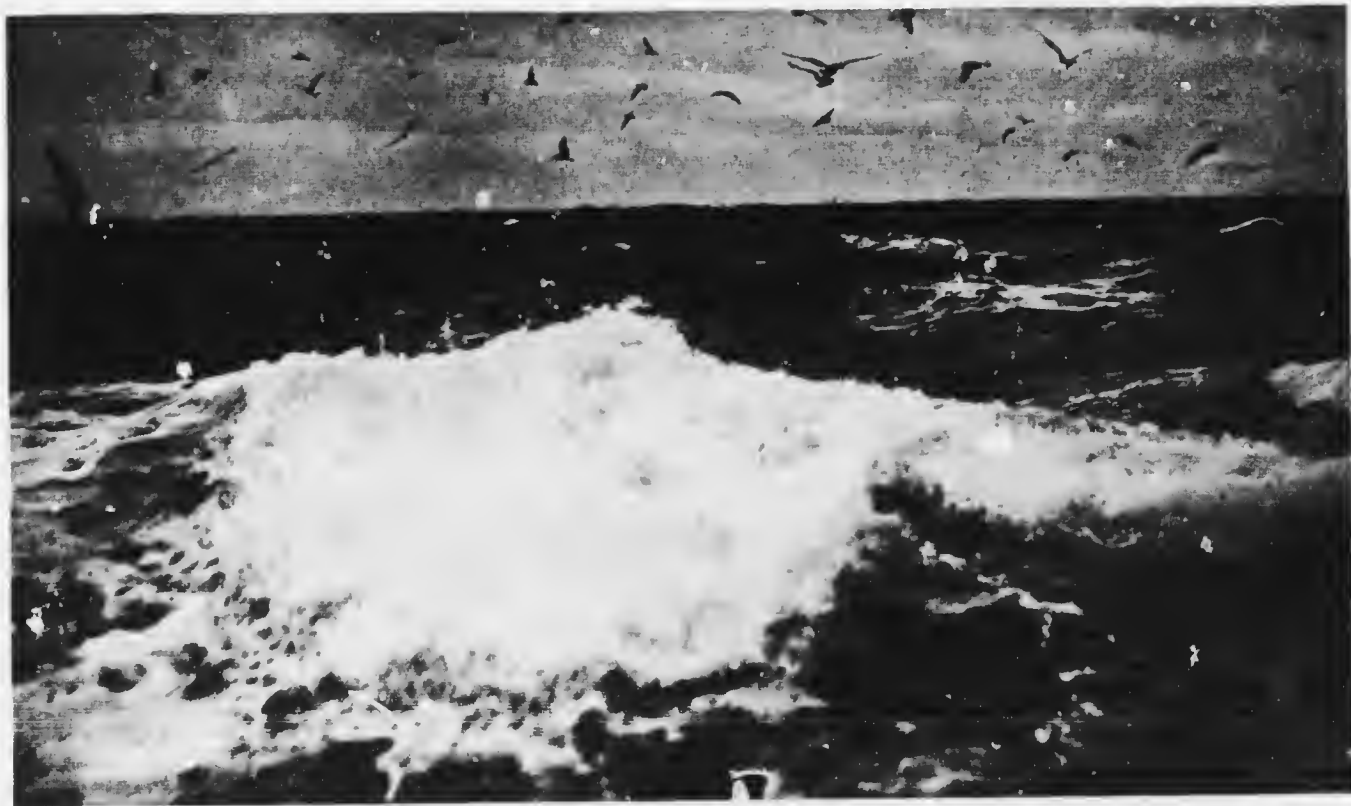
British Columbia Parliament Buildings, Victoria, Vancouver Island, B. C.



**H**AS it ever occurred to you that, with all the remarkable growth and wealth of Western Canada, that section of the vast Dominion does not possess a single out-and-out seaside pleasure resort worthy the name? Stop for a moment and consider—here is a fast-growing, new country where fortunes are being made almost daily, where men work harder than they work in almost any other part of the world; and yet they have no adequate place in which to relax, to recuperate, to refresh body and mind and revive the energies so heavily sapped by months of unremitting toil. Look at it from another view point: here is an Empire of the West wherein there has developed a most delightful Society, contributed to by charming ladies and gentlemen of means and attainments, and yet, when a desirable watering-place is sought the members of this Society must needs go abroad or cross the United States line, not because Western Canada does not possess natural resorts of unrivalled beauty, but because, heretofore, Western Canadians have been too busy catering to the sterner needs of growing communities to give thought or hand to the less pressing but equally remunerative work of catering to the public's normal desire for rest, amusement, relaxation.

In the State of California, not so very many years ago, the demand for a pleasure place with scenery and good climate, gave an impetus to a little town called Los Angeles. It was situated some 400 miles or more south of the fast-growing commercial city of San Francisco. San Francisco was marked for favor as a thriving business community. Los Angeles dreamed no roseate dreams of commercial greatness; it was the resting place, the place where fun was found when work was done. But, see what happened: Los Angeles became famous; people flocked to its hospitable hotels; its climate appealed to families of wealth and influence. San Francisco forged ahead commercially, but it was in Los Angeles that the millionaires spent their wealth, it was there that they built their magnificent homes. Today Los Angeles ranks as one of the great cities of America, and because she used well the talent of climate and scenery that was vouchsafed her, all other things have been added unto her—industries, commercial greatness, surpassing wealth and fame. This is proof of the fact that it pays and pays well to cater to the lighter side of those who can afford to have what they want.

In the pages of this booklet you will read a more or less brief and inadequate description of a monumental project, backed by strong capital and by influential men, whose object is to provide for the people of Western Canada a pleasure resort that will measure up to the high standard worthy of such a country and such a people. In the photographic reproductions and colored illustrations shown in these pages you are afforded a very meagre idea of the magnificent natural groundwork on which this resort is to be based. You will also be given some hint of how this proposition is being placed before the people of Western Canada and of how some very fortunate individual is to win, in return for a little careful thought and inspiration, what most people would regard as a neat fortune. The work is a big one; regard it as such!



Breaking Wave Off West Coast



Cape Flattery from Hotel Site



Surt from Site of Pleasure Pier

**A**BOUT a year ago—early in 1912—a gentleman who had spent some time at the routine points of interest in Western Canada was struck with the absolute lack of any really good seaside pleasure resort. On his return to the East, he decided that there was in this alone an excellent opening for capital. He at once began the hunt for the best location. The most searching investigation was carried on in every section of the Coast country that looked promising. Then, in a part of Canada that little had



One View of a Splendid Beach

been known about even by those who lived but a few miles away, a natural playground, a real paradise, was found. Nothing else compared with it; there was magnificent sand beach, gorgeous scenery, romance in plenty, wonderful fishing and shooting, fresh and salt water boating and bathing, and—best of all—a glorious frontage, not on a strait or a gulf, or any other branch of the sea, but on the sea itself, the open, rolling, restless old Pacific.

A company of those interested was incorporated as The West Coast Development Company, Limited, capital was subscribed and engineers and surveyors were employed. The complete plan was evolved a little at a time, involving the attention of many experts and much arduous experimenta-



A Place to Walk and Play

tion and comparison. Now, with the plans complete and definite and work under way, the proposition is being laid before the public.

**I**MAGINE, if you can, a long, deep, beach of pure white sand sloping gently upwards to a belt of green woods. Rank after rank of deep green waves, rolling in from the open Pacific, curl and break with an avalanche of foam. At the one end of the beach is the mouth of a small river; at the other end a rocky promontory juts out from the high ground above. Beyond the promontory is another long sandy beach, shell-strewn but without a





Hard Sand Like a City Boulevard

single stone or pebble to mar its perfect carpet. Out at sea ships pass, slow luggers with dirty sails a-flap in the breeze, trim yachts and schooners, mighty cargo boats beating in to Victoria and Vancouver from Oriental ports: passenger liners with people crowding the rail, glad of a glimpse of land again; coastwise vessels from San Francisco and the mystical North.

Technically described—as it has not yet been named—the property is Sections 56, 57 and 70, Renfrew District, Vancouver Island, British Columbia. It is bounded by nine miles of beach on the open Pacific Ocean and extends back for one mile along a bank of the delightful river—the Cheewhat. In situation and surroundings this property has no equal in Canada as a pleasure



Beach from Mouth of Cheewhat River

resort. The climate is the same equable climate that is making Victoria famous; the sea water comes in over sands of graduated depth, and thus is tempered so that surf bathing is rendered well-nigh perfect.

The developments are to be extensive; the Company will have large gangs of men at work cutting the roads and making the preliminary arrangements for the big works that are to come. In the first place, 1,000 acres have been set aside as a hotel and park reserve. In the midst of this magnificent site a modern hotel will be erected. The hotel structure will be built on the most prominent promontory on the property, commanding a sweeping and gorgeous view of the ocean, on level ground surrounded by



Beach Rocks near Hotel Point

spacious lawns, fifty feet above the beach. The plans provide for a winding steel and cement stairway, built against the face of the rock and leading down from the hotel to the beach. A promenade will skirt the beach for a considerable distance on either side of the hotel, and a steel-anchored pier will extend straight out into the sea, affording guests and visitors a splendid and exhilarating boardwalk with the surf breaking beneath.

The park surrounding the hotel is of such a character as to make a perfect golf links. Greens, bunkers and all the other features of a first-class links will be constructed and laid out, together with ample tennis courts. The hotel itself is to be thoroughly modern, built in rustic architecture, and



Mouth of the Nitinat

providing for 300 bedrooms with baths. Wide verandahs will be built on at least three sides.

There will be power in plenty. Engineers have worked out the plan whereby the splendid force of the Carmanah River, another picturesque but swift stream on the property, will be harnessed to supply power and light not only for the hotel but for the entire settlement.

At different points on the property there are beautiful, clear, eternal sulphur springs. Bath houses will be constructed on the beach in the most approved fashion, with four walls, dressing rooms but without roofs. Sunken baths of large proportions will be put in, and these will be heated artificially.



Natural Rock Profile Called "Witch of Endor"

There will be fresh, salt and sulphur-water baths kept at the proper temperature, and so arranged that those who do not care for the surf bathing may plunge into the inviting pools right from the warm sands and back again. Sulphur water will also be piped to the hotel for drinking purposes for those who desire it. The sulphur water is not so heavily charged as to be unpleasant to the palate; on the contrary, it is refreshing.

One particular strip of splendid sand beach, where the sea water is particularly shallow, and where the sun warms the sand especially well, is to be devoted to the interests of the children, and will be designated The Children's Beach. There is absolutely no tidal current here, and thus perfect



Motoring in the Giant Timber

safety for even the smallest children is assured. A grown person can wade out 600 feet here at low tide.

At the beginning, provision will be made for only a moderate sanitorium building, but this will be enlarged as the demand increases. The site chosen is an admirable one, at one of the sulphur springs, about two miles above the hotel and right on the beach. Here rest and quiet such as is unknown at most resorts is guaranteed. The building will be simple but comfortable, containing 20 to 25 rooms with broad verandahs and private beach baths of sulphur and salt water, heated similarly to those at the hotel.

With these extensive and transformative improvements before it, the



Famous Trout Pool on Cheewhat River

Company seeks assistance in the development, and to that end summer home sites are being offered to the public at such absurdly easy prices and on such very easy terms that ready and wide sale is assured. This sale is not being put on by the Company with the idea of profits. The money received will be turned immediately into the fund for the developments. The Company's desire is to induce the building up of a pleasure resort settlement as quickly as possible. The complete improvements are guaranteed within three years, or sooner if the British Columbia Government proceeds at once with the building of its motor road along the West Coast, surveys for which are now being made.

THE soil on the property above the beach line is unusually rich and well adapted to gardens, lawns and flower beds. The "lie" of the property is such that better locations for delightful seaside homes could not be found. The plan of subdivision is as follows: the entire property, with the exception of the 1,000-acre hotel site and park reserve, has been cut up into 5,000 lots, approximately quarter acres. The plan takes somewhat the shape of a fan, all pivoting on the Hotel and Park. Two lateral streets form the "cross ribs" of the fan and divide the property into three distinct blocks or tiers, while the other streets radiate through the tiers from the Hotel. This plan provides for fifteen separate sections, each of which will have a distinct name, to be chosen by the purchasers. Thus, it will be an easy matter to locate any resident of the resort by seeking first the section in which he resides.

The Company guarantees that there is sufficient good timber on each and every lot to construct a suitable bungalow or summer cottage of not more than six average-sized rooms and the Company agrees with every purchaser to saw all logs at a very nominal cost at its own sawmill on or near the property. Thus the cost of erecting summer homes will be reduced to a mere minimum. As the price list of lots shows, the lots nearest the beaches are the most expensive, those in the second tier cheaper and those in the back the cheapest. All purchasers are guaranteed full rights of the beaches and appurtenances. Every lot is a waterfront lot, as all have waterfront privileges, and every lot sold is a good building lot.

A large gang of men will be at work in the spring, clearing the roads and streets on the property. It has been estimated by capable timber cruisers employed by the Company that in cutting the miles of thoroughfares, marketable timber to the value of about \$25,000 will be removed. The returns from the sale of this timber will be awarded to purchasers of lots in the manner following: Upon the acceptance by the Company of an application for purchase, the applicant will be given two blanks for each lot purchased. These blanks are returnable to the Company's head office, Victoria, B.C. within six months of receipt. One blank must be filled in with the purchaser's suggestion for a name for the entire resort; the other must contain his suggestion for a name for the Section in which his lot is located. Any purchaser may send in two suggestions as described above for each lot he purchases. In choosing names it should be taken into consideration that the project is a big one, that the property is wonderfully beautiful and deserves a worthy name, that the West Coast of Vancouver Island, where the property is situated, is a famous and romantic coast, that the Company expects that this resort will become world-famous. All literature of the Company and also of Vancouver Island (the latter obtainable either from the Secretary of the Vancouver Island Development League, Victoria, or from the Secretary of the Victoria Progressive Club, Victoria), should be scrutinized carefully.

The suggestions received on or before the six months' limit will, after the contest closes, be turned over to a Representative Committee consisting of three persons well known throughout Canada. Several names have been suggested, and the committee will be announced later. These judges will select what in their opinion is the best name submitted for the resort as a whole, and also the best names for each of the Sections. Upon receiving their decision, the Company will award the purchaser who has submitted the chosen name for the resort as a whole, \$10,000. To each of those who have submitted the chosen names for each of the fifteen Sections, the Company will award a \$1,000 bungalow—A TOTAL OF \$25,000.00 FOR NAMES!



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The noisome foundry and the rushing train  
Are as babes' prattle to the deep refrain  
Of West Coast surf that white-maned,  
Wind-hung, free comes driving in  
From off the open sea!

**T**HE West Coast of Vancouver Island—where the Company's property is situated—is a comparatively little-known Paradise. Even in its rough state, lacking comfortable accommodation, save what is supplied by the big-hearted, hospitable pioneers resident there, and with its splendid possibilities absolutely unexploited, it has thrilled the hearts and warmed the blood of everyone who has visited it. No human being with red blood in his veins and the least shadow of a love for Nature and the great Out-of-Doors in his make-up could fail to enthuse over this magnificent country. The climate is well-nigh perfect. It is as fine a summer climate as that enjoyed by Victoria, sixty-five miles south-east. The official figures of the Government meteorological agent show that the average summer temperature of the Company's property varies from 50 degrees to 70 degrees Fahrenheit. Think of a climate with a summer temperature like that; and then add the brightest of warm suns, the bluest of blue skies; a blue and green sea tumbling, with acres of frothy foam, on a golden beach backed by cool groves of greenery! There are no flies and no mosquitoes from one end of the year to another, and just sufficient warm rain to keep things green and pleasant.

Vancouver Island—in case you do not know it—is the largest island off the Pacific Coast of North America and is wonderfully rich in timber and minerals, as well as an Eden for sport and scenery. Its chief city is Victoria, capital of British Columbia, probably the prettiest city in Canada, and already a famous tourist centre and wintering place. The Island has an area of 15,000 square miles. Its length from Victoria on the south to Cape Scott on the



Carmanah Lighthouse from Beach

north is approximately 330 miles. Its greatest width is approximately 80 miles. Victoria lies on the Strait of Juan de Fuca, a fine waterway, free from interruption to navigation and nine miles wide at its narrowest. Down approximately the middle of this Strait runs the International Boundary Line marking the meeting place of Canadian and United States territory. The American side of the Strait ends abruptly in Cape Flattery, while the Canadian shore extends into the West Coast proper of the Island. The Company's property lies between Carmanah Light House and the settlement and post office of Clo-oose, at a point almost opposite Cape Flattery, the latter being plainly visible from the Company's property on clear days.



One of the Famous Caves on the Property

Never before was the site for a real pleasure resort laid in such a splendid setting. The little settlement of Clo-oose, which marks one extremity of the Company's estate, has been a calling place for the C.P.R.'s regular steamer, Tees, and for smaller craft, for several years, and it is here that the Company will make its landing place for the time being at least. At Clo-oose and Nitinat there are two good schools, and at Clo-oose a church, the latter in charge of Rev. John Gibson. The church stands on a rocky eminence known locally as Mission Rocks, and, just beyond this, is the picturesque mouth of the Cheewhat River, which winds and turns through a most beautiful valley to Cheewhat Lake, just beyond which is another delightful lake, properly



Surprise Lake - A Kope Trout and Dace Haunt

called Surprise. The Company's property begins on the farther shore of the Cheewhat, where one strikes at once the splendid sand beach. The trees, mostly conifers, include excellent examples of spruce, hemlock, cedar, some balsam, and, inland a few miles, there are fir and pine.

For almost the entire length of the Company's property, the ground rises high, at times approaching to the height of cliffs, from 100 to 150 yards back from the beach. This gives a wonderful opportunity for sweeping views of the water and adds a picturesqueness to the character of the property that greatly increases its charm. From the face of these cliffs many bridal-veil waterfalls stream in filmy mist to the beach below, and, in places where the



Beautiful Nitinat Lake

sand beach fades into rocky headlands, one may stand fifty feet above the surf and watch the awful breakers pitch their tons of green and white water against the boulders, shooting salt spray almost into the watchers' faces. These beach rocks, where they occur, are mainly of a soft sandstone formation, and the erosion of the water, over aeons of time, has produced some remarkable effects. At one spot there is an interesting Profile Rock where the profile of a woman's face stands out distinctly against the background of restless water like an immense bowsprit.

The paths through the woods have a charm of their own. Natural bowers and Lovers' Lanes invite the stroller from the heat of the sun to

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Falls on Nitinat Lake

the cool, fragrant shade of these Palaces of Nature. The ground, on either side, is literally covered with the daintiest of Maidenhair fern and ferns of other varieties, and, in midsummer the delicious odor of wood violets, of sweet briar and that almost indefinable but exquisite odor of Sweet-Grass, fills the air with a "woody" smell that is seldom found in the more settled portions of even this Western country.

The excursions that residents of this new resort and visitors to the Company's hotel will have before them are almost limitless. For instance, with Indian guides and helpers, parties may start from Clo-oose (which is Siwash for "Safe Landing") and go by "dug-out" canoe up the beautiful Cheewhat River, four miles to Cheewhat Lake, the latter running to a depth of 600 fathoms in places and even more; thence, by a portage of only half a mile, to Surprise Lake; straight across a one-mile stretch of Surprise Lake, then down the Dubar River for a quarter of a mile, half a mile across Dubar Lake; thence a portage of merely 300 yards leads into Nitinat Lake and Nitinat Lake leads into the sea about two miles above Clo-oose. This trip is replete with the most entrancing scenery of every description, pastoral, lake and stream, mountain and marine. One falls at Nitinat Lake, is worth the entire trip. Here a perfectly gorgeous stream of bright green mountain water plunges many feet down the face of a high rock, in a zig-zag series of leaps. It glints among a bower of greenery and flashes against the gray and glistening rock, seemingly coming from nowhere and ending, with a mighty spout of foam, in the quiet lake.

**I**N pure romance, it is doubtful if any other portion of America excels today the West Coast of Vancouver Island. From the earliest times within knowledge of white men this Coast has been inhabited; it is mentioned in the annals of the first explorers, both Spanish and English, and, to this day, among the older Indians, an American is called a "Boston-Man" to distinguish him from a Britisher, who is called a "King-George-Man." So far as it may be

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Odiu's Record Dug-out Canoe

traced, the reason for this is found in the fact that early Boston adventurers were among the first United States citizens to visit the Coast while the roving pioneers of King George's reign dared their way here, as almost everywhere else. There are rare tales of some of these early adventurers, and of the fights between the warlike tribes themselves. And not so many years have passed since head-hunting was a favorite pastime among Indians whose children and grand-children now are as civilized as one could desire. It is, to say the least, unusual to sit in an Indian house at Clo-oose village with a fine Columbia Graphophone playing "Meet Me Tonight in Dreamland," or "Has Anybody Here Seen Kelly?" while Old "Police Charley"—one of the oldest living members of the Wyak tribe—tells, in guttural English, of seeing the beach before the house bristling with stakes, on every stake the ghastly head of an enemy of his tribe. "Would you do it again, Charley?" "No! No! Very bad; bad mans." And, as the older members of the tribe greet you with their expansive smiles and their low: "Klahowya Tillicum?" which is Chinook for "How are you, Friend?" you realize that times have changed, and that the last frontier of the Old West is but a memory.

Situated on the Company's property is what the Indians call Awackades Sands. This is a portion of beach containing that rare and famous feature—musical or singing sands. As one walks across these sands, strange sounds, at times like a squeaky shoe and again louder like the sharp note of a violin, are heard. Scientists have explained this phenomenon to suit themselves, but the average mind fails to follow the reasoning.

Within walking distance of the Company's property there are the scenes of no less than twenty-eight wrecks, some of them historical, such as that of the San Francisco liner, Valencia, which ran on the rocks a short distance from Clo-oose and broke up in a heavy storm.

On the shore of Nitinat Lake, almost hidden among the salal and wild crab apple, is the largest Siwash canoe in the world. It was built by Odiu, a Wyak Indian, now dead. It is 56 feet long and 9 feet beam, and is hollowed out of the trunk of a single tree. Standing in its bow, a full grown man cannot see over its nose. It took Odiu three years to build the canoe.



Band of Elk Ready to Run  
(This photo not taken on Company's property.)

**I**N the preceding pages you have been given some idea of the remarkable and unique features of this unusual pleasure resort. You have seen that it possesses advantages that no other pleasure resort in America possesses. If there were nothing more than the magnificent scenery, the charming beaches, the surf bathing, the sulphur springs, the open Pacific, the ocean and river boating—if there were only these advantages, this magnificent resort would stand alone; but, added to all the other good things is the advantage of





Where Game is Actually Common

sport! One can hardly ment on a species of fish or game common to the temperate zone that is not found in profusion in this West Coast country. Distance and difficulty of access have, heretofore, preserved this district from even moderate attention at the hands of sportsmen, with the result that there is left a wonderful heritage of sport for those who are to come now with the opening up of the roads. And, the best of it is, the visitor or resident on the Company's property does not need to undertake long journeys in search of his sport: it is right at his door, right on the property. The gunman finds deer, elk, and other large game, otter, mink, marten, beaver, coon, duck, grouse, quail pheasant, snipe, curlews, geese, swans and crane in infinite variety. Sea



Pacific Yachting

lions, as big as cows, are often seen at play in the surf off the face of the property, and the famous fur seal pass the property a few miles out on their long sea voyages every year. The fisherman is regaled with trout fishing that is not equalled elsewhere in Canada, and with such salmon fishing as cannot be surpassed in the world. Rock cod and other sea fish are caught off the property, and monster crabs may be landed in boat loads.

Space does not permit of anything like a detailed description of the sport to be had on and near the Company's property. The duck alone offer the guns rare sport. There is almost every variety of them, and so thick that in the height of the season one may fire into the air over Nitinat or Surprise Lake and bring down two or three at a shot. The following is an actual list of the game shot by two lads, each about 19 years of age, William Logan and Charles Martin, in the vicinity of the Company's property, between the dates of September 16 and October 1st, 1912. And, it must be considered, these lads spent only a few hours each day at the sport: 11 mallards; 10 pintail; 22 sawbills. 21 grouse; 12 teal; 10 maganzars; 3 widgeon; 1 jack snipe, and 2 bluebills.

In considering this list, it must also be noted that the duck season was just commencing, that the duck were coming in slowly and that several varieties, such as butterballs, canvas-backs, black duck, etc., had not yet shown up.

Big Canada geese and brant geese too, grouse, quail and snipe are plentiful. Fallow deer are present in numbers, and bands of elk frequent the head of Nitinat Lake. There are any number of large wild fowl as well as bald-headed eagles.

As for trout fishing, one man has caught upwards of 200 trout weighing from three-quarters of a pound to a pound and a half, in one day on Surprise Lake. Fifty such trout in two hours have been caught in Cheewhat Lake and River. There are sea trout in plenty and innumerable small, swift, trout streams both on and near the Company's property.

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Indians Cutting Up Big Whale

There are but two months out of the year when salmon are not available off the Company's property. There are all varieties of them, but the big, whopping Spring Salmon afford the best sport, and oh, such eating! The Cheewhat and Carmanah Rivers, the borders of the Company's holdings, are both salmon streams. There is also a splendid run up the Nitinat. Spearing salmon in the riffles offers rare sport, and some of the dogs of the district often fight with and land fish as heavy as themselves, catching them in the shallows. It is nothing to land 200 fine salmon a day when the run is on.

A line, a strong hook and a piece of fat pork is tackle enough to provide fine sport with the rock cod anywhere off the Company's property.

THE Vancouver Island of a few years ago and the Vancouver Island of today are two different propositions; and the Vancouver Island of tomorrow will be as different again. A wise and aggressive policy on the part of Sir Richard McBride's Government has wrought great changes; widespread transportation development has induced an influx of big capital, and the sound of the axe clearing the forest mingles with the noise of big hammers on railroad spikes everywhere.

Under the direction of the Hon. Thomas Taylor—"Good Roads Taylor," as that cabinet minister is affectionately called—the roads on the Island are fast assuming a degree of perfection not surpassed by any network of roads in the entire Dominion. Indeed, tourists from the ends of the earth already comment on the excellence of the highways and the ease with which heavy motor cars may be driven even into the wilderness.


The West Coast, where the Company's property lies, in common with the other outlying portions of the Island, has been, until just recently, held back by lack of adequate transportation. Pioneers who forged ahead into that country brought back stories of a wonderfully rich and beautiful district, and, now that these stories have proved true, the Government is preparing for a monumental scheme of development.

As showing what the Government intends to do, read the following excerpt from the great address of Premier McBride, delivered at a public banquet in Victoria on Friday, October 11th, last:

"It will not be disclosing any departmental secret when I say that the Minister (Hon. Thos. Taylor) has in mind for Vancouver Island a trunk road along the West Coast and that even now a preliminary investigation is being made with a view presently to undertake the actual extension of what will prove a very valuable road."

The route of the road to which the Premier referred in this passage, leads right through the Company's property according to present plans, and, in any event, will actually and positively serve the needs of the property in such way that visitors and residents will be enabled, either by means of the Company's regular passenger motor busses or by means of their own private machines, to reach the property not only handily but pleasantly along a first-class road through some of the loveliest scenery in the world. Government surveys of the new road are to start this coming spring. The probable route will hug the Coast from Victoria to Port San Juan. Here it will run inland around the head of the harbor, to return to the Coast again, through or past the Company's property, and thence, at an angle to the Nitinat River, at the head of Nitinat Lake, where it is likely it will connect with that branch of the Canadian Northern railroad line. Thence it will return coastward and join the section of motor road already built south from Bamfield. From Bamfield the road will be carried on again to Victoria, completing a loop.

The West Coast has recently been opened up for a good deal of its length by an excellent Government trail and wagon road. The road extends from Bamfield to Shelter Bight, and thence the trail extends to Carmanah. The motor



road begins again at Jordan River, and extends to Victoria. The trail between Nitinat and Carmanah, through the Company's property, has had \$14,000 expended upon it already, and the total expenditure so far upon West Coast road and trail approximates to \$250,000.

Besides the motor road, there are two other means of reaching the Company's property, both delightful and interesting. Visitors will be able to take train on the Canadian Northern at Victoria and travel to the head of Nitinat Lake. There they will be met by a fast and comfortable launch. The run of eight miles down Nitinat Lake affords some of the most exquisite scenery imaginable. Less than an hour or two would suffice by this means to land passengers at the Company's property.

The other means of transportation is by Canadian Pacific steamship. For years the C.P.R. has maintained a regular West Coast service which has been handled by the Steamer Tees. Now, however, with the opening up of the country and the increased demand for better transportation, the C.P.R. has appropriated a large sum for a new Princess Liner to take the place of the Tees. The new steamer is now in course of construction at the British Columbia Marine Railways Company's yards at Esquimalt. A picture of the model is shown in this book. The new vessel, the Princess Macquinna, will have a depth of 17', a beam of 38', and a length over all of 232' 6". She will be thoroughly modern and up to date in every particular, and will have superb passenger accommodation. By taking the Princess Macquinna at Victoria, visitors will enjoy a delightful short sea voyage through the Straits of Juan de Fuca, and will be landed at Clooose. Here the Company will build a pontoon wharf, anchored to a natural breakwater, for use of its patrons until the Government completes a permanent breakwater and wharf there.

There is yet another delightful means of reaching the Company's property, viz.: by C.P.R. train through a remarkable timber country, through the famous Sooke Hills, to Port Alberni, a thriving new city at the head of the far-famed Alberni Canal, a natural waterway 35 miles long, emptying into Barclay Sound and the open Pacific. By the Princess Macquinna down the Canal and along the coast to Clooose is a lovely summer sail occupying a few hours.

**A**LTHOUGH no publicity whatsoever had been given to the Company's purchase of the West Coast property or to its plans for development, long before the sales campaign was ready for launching, applications began to pour in, not from persons who had been convinced by the Company's literature or by the salesmen's arguments, but from shrewd business men and others in Victoria and Vancouver, who knew the Coast and realized at once what future lay before the Company's property. Of course, the applications were not entertained except that the applicants were notified that if they filled out forms in the regular way when the general sale began, their applications would be received.

And, as one Victoria gentleman who saw the property, remarked, it is small wonder that people should be enthusiastic about this great resort. As an investment, it has no equal among either commercial or other propositions. It has no

rivals: there are no other pleasure resorts in Western Canada worthy to be called such. There is existing right now an immense demand for just such a watering place as the Company has in hand. Already it is known definitely that many delightful summer cottages and bungalows will be erected during the first year of the resort's existence.

The Company is selling delightful lots—APPROXIMATELY QUARTER ACRES—every one of which is really a waterfront lot because all have inalienable waterfront rights. It is selling these at prices that are absurdly small and on terms that almost anyone can meet. As has been said, however, the reason for this is the fact that the Company is not seeking profits from this sale; it wants settlement, development and money to help defray the large cost of completing its extensive plans.

Consider Los Angeles, Santa Cruz, Shasta Springs, Lake Tahoe, Del Monte, Paso Robles and other well-known resorts in California. Almost without exception, land adjacent to their settlements has risen very rapidly in value because of the rapid growth of these places as a result of their charms. The same is true of Coney Island, Brighton Beach, N.Y., Atlantic City, Bar Harbor, Revere Beach, Mass., and Winthrop Beach, Mass. Yet, not one of these famous resorts begins to compare in point of natural charm with the Company's Vancouver Island resort. Not one of them has a natural feature that the Company's property does not possess, and the Company's property possesses not a few points, and important points too, that none of the famous resorts possess.

Where else in America can you combine a really delightful summer climate, free from all flies or mosquitoes with perfect sand beach, delightful woods, unsurpassed scenery, medicinal springs, fresh water and surf bathing, all manner of conventional sports, together with delightful romantic history and hunting and fishing unbeaten anywhere in the world—and all on the Open Ocean?

On a lot in the Company's property you can have a pleasant bungalow, built at small expense, of the timber on your lot, sawn by the Company's mill. You can have a summer home without parallel where your family and your children will live amid the healthiest surroundings conceivable, where no disease or epidemic has ever been known; and you can easily maintain, if you desire, a fruitful and delightful summer flower and vegetable garden in the rich, deep woods loam covering every lot.

In buying this lot, you will have an equal chance with all other purchasers at one or other of the big Payments for a Name. This, in itself, is worth while. The first prize winner will have a bank account that no one, however rich, would sniff at.

The Company will establish a private transportation service between Victoria and the property next summer. A large and commodious launch will be used and will make two round trips a week. Good accommodation and first-class meals will be provided and ANY PURCHASER WILL BE TAKEN, FREE OF CHARGE, TO SEE HIS OWN LOT AND THE PROPERTY IN GENERAL. IT WILL NOT COST YOU A CENT FOR THE ENTIRE TRIP FROM THE TIME YOU LEAVE VICTORIA TILL YOU RETURN.

The natural rapid increase in population, the immense impetus of the opening of the Panama Canal, and the growing density of population in Victoria, Vancouver, Seattle, Portland, Tacoma and other Coast cities will, alone, assure the very rapid buying-up of this entire property. **DON'T WAIT UNTIL TOO LATE—YOU AND YOUR FAMILY WILL BE SIMPLY DELIGHTED WITH THIS PROPERTY—PUT IN AN APPLICATION FOR A LOT OR TWO NOW, TODAY.**



"Princess Macquinna," C. P. R. Boat to Run on West Coast

As an indication of the manner in which the Company's proposition has been received right in Victoria, where the merits of the property are well known, it may be stated that the firm of Monk, Monteith & Co., Ltd., one of the largest and most influential real estate and insurance firms in Victoria, has gladly undertaken the work of General Head Sales Agents, and is appointing all sub-agencies for the Company throughout the Dominion. This company stands high among the real estate firms of the provincial capital. At its head is Mr. Theo. B. Monk, president, and associated with him are Mr. R. G. Monteith, secretary, and Mr. P. J. Webb, manager. They are all young men, but experienced and shrewd and successful. Their offices occupies offices that are not surpassed for size, facility and location in Victoria, situated on one of the main commercial streets—Government street—at the corner of Broughton.

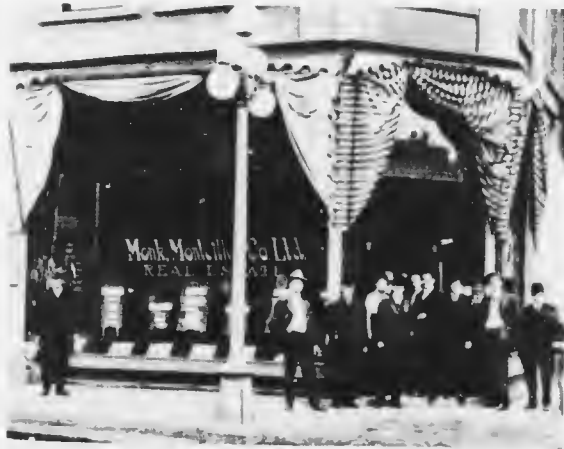
The principal offices of the West Coast Development Co., Ltd., are in the fine new Union Bank Building, Government street, Victoria.

West Coast Development Co., Ltd.  
Officers and Directors:

J. A. TOUGAS, President  
P. J. WEBB, Vice-President  
C. GAMACHE, Jr.,  
Secy-Treas. and Managing Director

Directors

J. A. TOUGAS      P. J. WEBB  
THEO. B. MONK    R. MONTEITH  
C. GAMACHE, Jr.    A. AYOTTE



Office of the Head Sales Agents

Monk, Monteith & Co., Ltd.

General Sales Agents  
Government and Broughton Streets  
VICTORIA, B. C.

Members Victoria Real Estate Exchange

WEST COAST DEVELOPMENT CO.

HUGO RUSS REALTY CO. LTD.

SPECIAL CITY AGENTS.

234 PORTAGE AVE.

WINNIPEG, MAN.

Local Agent.







