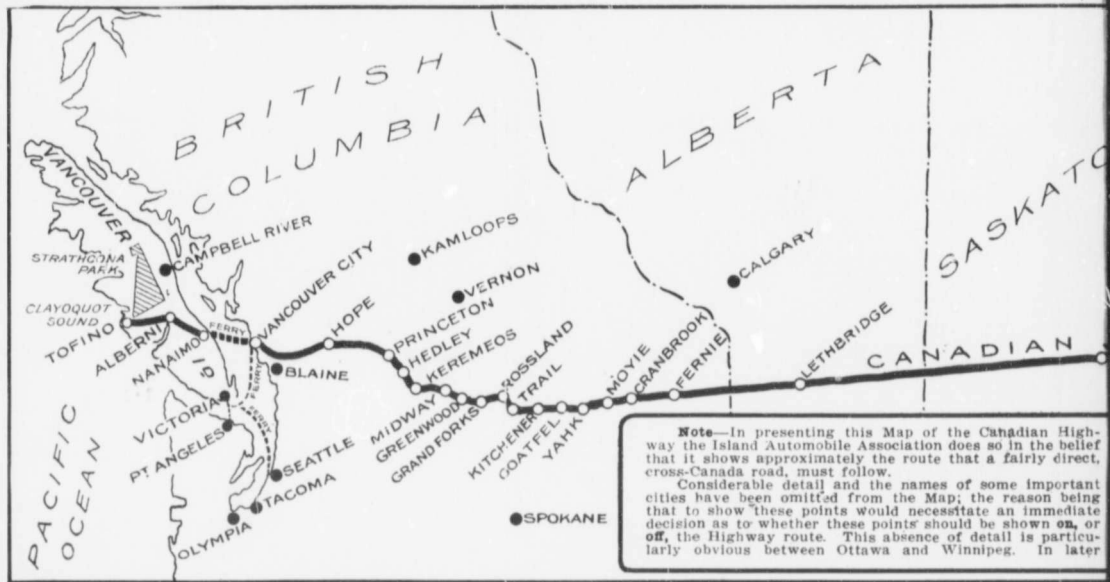


From ISLAND AUTOMOBILE ASSOCIATION
VICTORIA, BRITISH COLUMBIA

NWP
388.1
I82e





*"Thy Dominion shall
be from sea to sea."*

*"A highway there shall be and a way,
and the wayfaring man, though a fool,
shall not err thereon."*

THE CANADIAN HIGHWAY

Victoria, British Columbia,
25th November, 1915.

To the Road Users of Canada,
From the Atlantic to the Pacific.

Ladies and Gentlemen:

AT a recent meeting of the Board of Governors of the Island Automobile Association held at Victoria, British Columbia, it was decided that the time had arrived to initiate, throughout Canada, a strong campaign with the object of ultimately securing the linking together of a continuous road across Canada, from the Atlantic to the Pacific, to be known as the Canadian Highway.

Our idea is not to form an Inter-Provincial Association to secure the required results, but simply to make a direct appeal to the various Good Roads and Automobile Clubs, Boards of Trade, Rotary Clubs, Farmers' Institutes, Trades and Labor Organizations, Municipal Councils and Provincial Governments across Canada to actively do what they can from now on to connect together the Canadian Highway in their own Province and locality, and also for these various bodies to urge upon the Federal Government the desirability of Federal Aid to the project.

The Island Automobile Association has no apology to make for launching this campaign at the present time. We believe that the war will soon be over, and that large numbers of men will then be out of employment, and we think that no project to find employment will be of more general benefit to Canada as a whole than the linking together of the Canadian Highway, nor do we know of any other public work that can more justly claim the financial support of Municipal, Provincial and Federal Governments alike.



MAP
OF THE
CANADIAN HIGHWAY
ACROSS CANADA
NOVEMBER 25, 1915. VICTORIA, B. C.

O N T A R I O
C A N A D I A N .



an High-
the belief
ly direct.

important
son being
mediate
wn on, or
s particu-
In later

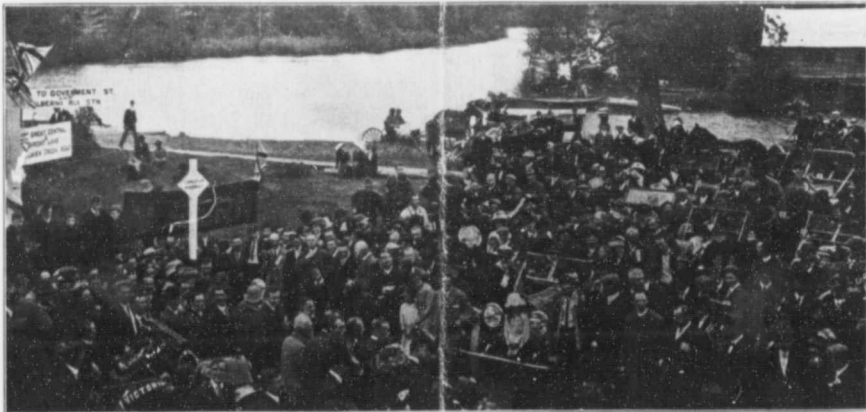
editions of this Map, from time to time, more detail will be shown, including detail regarding the already connected together portions of the Highway itself.

The Island Automobile Association will be glad to receive advice or suggestions from any organization or individual, throughout Canada, upon any subject concerning the Canadian Highway.

ISLAND AUTOMOBILE ASSOCIATION,
25th November, 1915 Victoria, British Columbia.

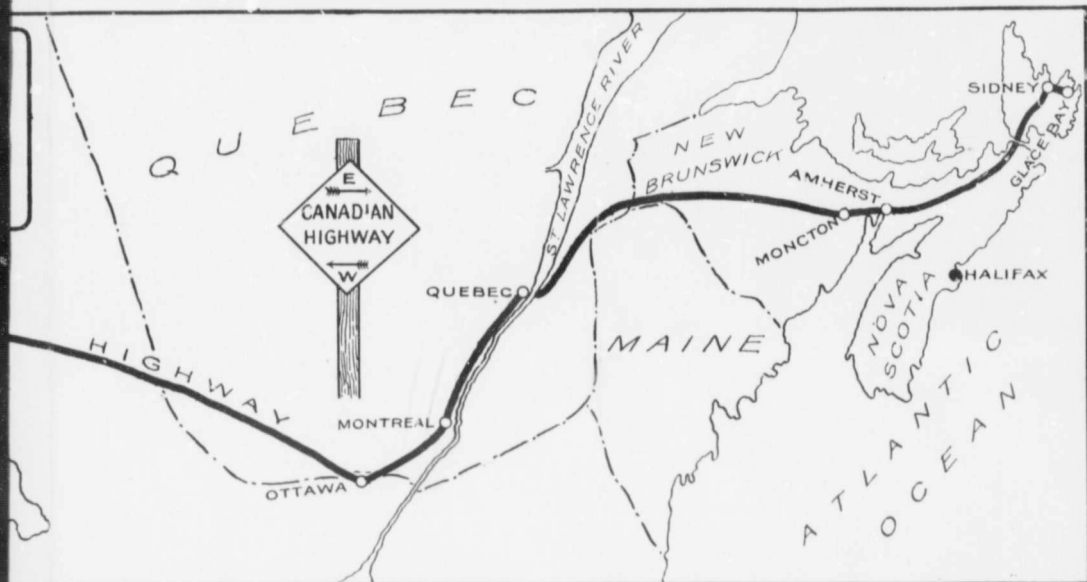
In addition, it is a project that appeals not only for purely utilitarian reasons, but also from a patriotic and imperialistic standpoint must appeal strongly to the national sentiment of all Canadians.

The feeling that there may be considerable unemployment after the war, and that it may be necessary



Planting First Post of Canadian Highway at Alberni, 4th May, 1912

to arrange some public works to provide employment is shared by some of Canada's leading statesmen. At Toronto, on October 7th, addressing the Board of Trade, Hon. W. T. White, Minister of Finance, said: "After the war there would be a brief period of business dislocation, which the Government would bridge



over by pressing vigorously useful public works." In a long newspaper interview recently given in Victoria, the Hon. Robert Rogers, Minister of Public Works, in referring to the very satisfactory increase in Dominion Revenue during the past seven months and the otherwise greatly improved conditions throughout the Dominion, expressed the same idea, and said: "It must now be the policy of the Government to prepare for the day when the war ends. We must see that there is no gap between this period and the period of normal conditions." Similar utterances have been made by the Hon. T. W. Crothers, Minister of Labor, and by other prominent public men, and we think that included in the suggested public works some Federal expenditure upon the Canadian Highway might well figure.

The campaign for the Canadian Highway is no new undertaking for the Island Automobile Association. Our organization is one of the oldest automobile associations in Canada, dating back to March, 1905, and from our inception the project of a cross-Canada highway has always received the strong support of our members. In May, 1912, the Island Automobile Association organized the largest automobile run that has ever taken place in Western Canada (from Victoria to Alberni and return; 260 miles), when over one hundred cars arrived at Alberni, on the West Coast of Vancouver Island, and in the presence of a large and distinguished gathering there planted the first post of the Canadian Highway on the 4th of May, 1912. Since that date this Association has marked every crossing and turn on the Vancouver Island portion of the Canadian Highway with substantial sign-posts. In addition, the Island Automobile Association has upon every suitable occasion urged upon the British Columbia Provincial Government the desirability of completing the British Columbia portion of the Canadian Highway to the Alberta boundary, and as far back as the year 1910, and ever since, the policy of the British Columbia Government Road Construction Department has been such that ultimately it is ensured that the Canadian Highway from Alberta to Tofino will be a first-class well engineered road. Our Association was also chiefly instrumental in 1912 in inducing Mr. Thomas Wilby to attempt to cross Canada in an auto, and though he failed in making a continuous tour, and was forced early in the journey to break the rules governing the contest for the Gold Medal held by us for the first car across (still unwon, yet he pluckily kept at it till he reached the Pacific, at Alberni and Victoria, finally writing a book upon the subject: "A Motor Tour Through Canada"; (Bell

& Cockburn, Toronto, publishers). We mention these few points to show that the Island Automobile Association is thoroughly in earnest in its campaign to get the Canadian Highway. Our campaign will not cease **until the Highway is secured.**

In strongly supporting, as we do, the linking together of the thin red line of the Canadian Highway across Canada, we wish it most plainly understood that we have no conflict with nor opposition to any other good road project. In time to come there will be many other similar roads throughout Canada. We support this "thin red line" because "all the roads required cannot be built at once," and because we believe that the East to West Canadian Highway, from Atlantic to Pacific, is the one project that is entitled to first consideration. All of us cannot be on the Canadian Highway, but even so, even if we don't happen to be actually on the Highway, let's pull together. "Don't rock the boat," but get your City, County or Province to build a lateral to connect. (We certainly can claim to live up to this advice, for Victoria is seventy-eight miles south of the nearest point on the proposed route!)

We present herewith a sketch map showing the route that we think the Canadian Highway should follow across Canada. This map is obviously imperfect; many more names of places could have been put on the map than appear. Our explanation is that where any doubt whatever was felt regarding any place ultimately perhaps being or not being on the Canadian Highway the name was left off. Our map is simply a start, and will be reprinted, altered, and additional names added from time to time as we secure definite information. All that we are inclined to claim for the sketch map now presented is that those names we now show on the Canadian Highway route are entitled, **owing solely to their location**, to be on the Highway, and conversely, those names shown on our map **not** on the Highway are, in our opinion, so located that they cannot reasonably expect to be on the Highway route.

On our map we indicate the highway route by a solid black line, and do not attempt to indicate those places where the existing roads do not connect. Missing links and more detail will be shown on future reprints.

Use your influence to get your City, County or Province to improve the Canadian Highway route in your vicinity, for **any local work done in your vicinity helps all Canada**; it is "practical patriotism."

Use your influence to get some Federal Aid for the Canadian Highway. Perhaps you are aware that in both 1912 and 1913 Federal Aid was almost obtained from the Dominion Government. As far as the Island Automobile Association is concerned we would enthusiastically welcome Federal Aid provided in any of the following ways:

(1) The Federal Government to take certain difficult or isolated sections of the Canadian Highway route, irrespective entirely of Provincial boundaries, and construct the road in those sections, and, upon completion, give these sections to the Provinces where the work was done. (A clause to be in the Federal Bill prohibiting any expenditure whatever by the Federal Government for right-of-ways.)

(2) The Federal Government to undertake the entire work across Canada and its future maintenance and ownership. The various Provincial and Municipal authorities to turn over to the Dominion Government, free of charge, any existing roads that may be on the Canadian Highway route. (A clause to be in the Federal Bill prohibiting any expenditure whatever by the Federal Government for right-of-ways.)

(3) The Federal Government to supply a lump sum of money for expenditure upon the Canadian Highway, to be given to, and divided amongst the Provinces in any of the following ways:

- (a) In proportion to the amount already expended by each Provincial Government on the Canadian Highway.
- (b) In proportion to the difficulty and distance in each Province of the unfinished portions of the Canadian Highway.
- (c) In proportion to the Customs Duties collected on autos and auto supplies in each Province, 1905 to 1914 inclusive.
- (d) In proportion to the average amount spent by each Provincial Government, 1905 to 1914 inclusive, on all their roads.

In a circular such as this space limitations do not permit any extended argument regarding the desirability of the Canadian Highway, but we here venture to introduce three arguments that we think are new to most of the Highway's advocates, as follows:

(1) The international Pacific Highway now stretches along the Pacific Coast from British Columbia to Mexico. Similarly, notably at Montreal and Winnipeg, other international highways, in various stages of development, and many shorter roads, stretch south across the international boundary. The United States already have several passable transcontinental routes. While we are firm believers in the fullest reciprocity in tourists, yet we think it is a fact that if we do not connect together, upon the Canadian side of the line, our several North to South International Roads by an East to West Canadian Road, the international roads will each year take an increasing number of Canadian tourists out of Canada, attracted by the United States transcontinental roads. Likewise, the foreign tourists now coming into Canada are now only able to tour through a comparatively limited locality and time in Canada, whereas the completion of the Canadian Highway will change all this and render the international roads feeders of tourists, and also settlers, to the Canadian Highway and its already existing ramifications.

(2) The patriotic arguments in favor of the linking together of the Canadian Highway are many. That it would everywhere along its route cause an increase in farm settlement and production is obvious. Its greatest single patriotic feature is perhaps the fact that its construction through the Great Clay Belt of Northern Ontario would have the effect of widening and strengthening greatly what is at present, geographically and actually, the weakest link in the chain of Canadian Federation, namely, the unsettled and comparatively isolated region of the Great Clay Belt of Northern Ontario.

(3) In the United States thousands of settlers emigrate yearly to the backwoods districts in horse-drawn vehicles, "prairie-schooners," taking their stock and movable equipment with them just as was the case sixty years ago. The construction of the Canadian Highway would tend to produce a similar beneficial emigration of people and stock along the route of the Highway and its ramifications.

In attempting to instigate a Canada-wide demand for the connecting together of the Canadian Highway we do so with all due diffidence, and with a keen sense of the magnitude of the undertaking. We believe, however, that the putting into effect of a simple idea is all that is required to bring about the consummation of the Canadian Highway, namely, merely the independent co-operation of those to whom the project appeals, from locality to locality, across Canada from Glace Bay to Tofino (Clayoquot Sound).

In conclusion, we ask that this circular may be treated as if it were a personal letter to your organization or yourself. We will undertake, from time to time, to print some maps, and issue some circulars concerning the Canadian Highway, and also to particularly work for the completion of the Canadian Highway across British Columbia from Tofino (Clayoquot Sound) to Alberta, and to maintain Canadian Highway signs on the Vancouver Island portion of the highway.

Do what you can in your locality. Write us, with any general information you can give regarding road conditions along the Canadian Highway route in your vicinity. **How far East of your point can you motor, and how far West, and during how many months of the year?**

We beg to remain,

Respectfully yours,

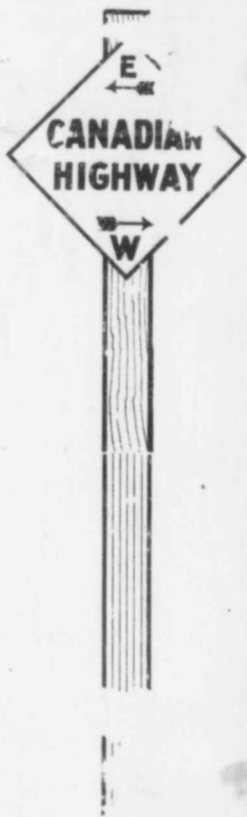
ISLAND AUTOMOBILE ASSOCIATION.



- | | |
|--|---|
| A. E. TODD,
President. | THOS. PLIMLEY,
W. S. TERRY,
JAS. HUNTER,
JAS. ADAM,
GILBERT G. FRASER,
JOSHUA KINGHAM,
J. L. BECKWITH,
STEPHEN JONES,
GEO. CARTER,
LESTER PATRICK,
J. H. FLETCHER,
HERBERT CUTHBERT, |
| L. A. WALKER,
C. A. FORSYTHE,
J. W. COBURN,
E. H. GODWIN,
Vice-Presidents. | GEO. McGREGOR,
A. W. ELLIOTT, |
| T. R. CUSACK,
Treasurer. | |
| CHAS. L. HARRIS,
Secretary. | Board of Governors. |

Please reply to this Circular, with any suggestions or information that you can give, and kindly address your reply to:

Island Automobile Association,
Pemberton Building,
Victoria, British Columbia.



This cut shows type of Canadian Highway sign erected on island section of Canadian Highway.

Full particulars regarding dimensions and materials gladly be given upon enquiry.

ISLAND AUTOMOBILE