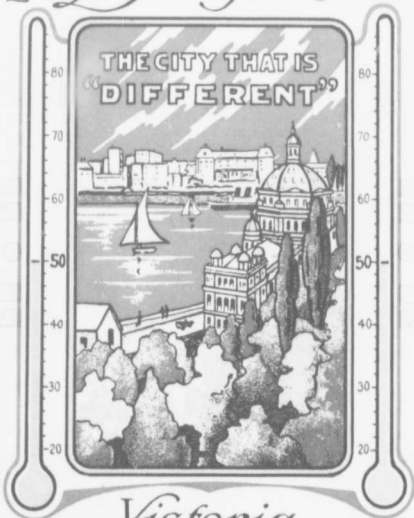


# VICTORIA

BRITISH COLUMBIA

*A Most Attractive City  
on the Pacific Coast*



*Victoria  
and Its Surroundings are Unlike  
Anything else on the Pacific Coast.*

**"A BIT OF ENGLAND  
ON THE SHORES OF THE PACIFIC"**

## THE CALL OF VICTORIA

IT is always interesting to set foot on foreign soil, to observe customs that are unfamiliar, to rub elbows with people whom you seem to know and do not, to find that really and truly you are in a city that is "different." Visitors from the United States always feel this way about Victoria,



The Imposing Parliament Buildings Overlooking the Inner Harbor, Victoria

and even Canadians are aware of a very marked difference between it and their home city.

### A BIT OF ENGLAND ON THE PACIFIC

The six and four-horse tally-ho's that meet the steamers to drive you around the City remind you of the English summer resort and watering places, the policeman at the intersection of the streets regulating traffic, is the very image of the familiar London "bobby"; the "Bluejacket" on shore leave, the "Hielan' mon" in his kilt or the Fusilier in his "bushy" make you believe almost that you are in one of the many garrison towns at "home." The beautiful homes of the

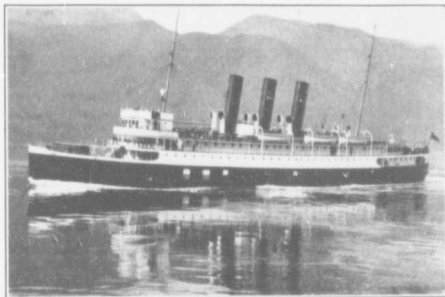
people set in gorgeous old English gardens, enclosed by the typical English fence or palisade; the country lanes and drives lined with the fragrant wild rose of Old England, all make you feel that you have been transplanted 6,000 miles to the Old Land.

A visit to the Coast that does not include a few days at Victoria cannot be justified; it is like seeing Hamlet without the Prince of Denmark. It is rather a pity to spend the time in "doing" cities that are in most of their essential features

very much alike, if it means eliminating Victoria, when by a four-hours' sail by steamer on one of the most beautiful stretches of inland waters in the world, your trip may take on all the characteristics of a foreign tour.

### THE CALL THAT IS IRRESISTIBLE

In the year 1891 the writer of this article selected Victoria as his future home City because, after studying all the literature pressed upon him from all parts of the world, Victoria seemed to be the only place where there were no extremes of heat or of cold. It was a matter of climate absolutely, and now, after nearly a quarter of a century, he is



One of the G. T. P. Steamers, Victoria-Seattle

endeavoring in a simple, direct way to spread the gospel that converted him and made him a lover of Victoria.

#### THE CLIMATE THE GREAT MAGNET

Have you lived in a hot country where the mercury goes up to 107 deg. in the shade, or in a cold country where it goes down to 60 deg. below, and sometimes out of sight? If so, you will appreciate the fact that Victoria's hottest day in summer is 91 deg., only reached once in many years, and the coldest day in winter 6 deg. above, also a very rare occurrence, as it is seldom the thermometer registers below freezing point. The average temperature in the month of January is 38.3 deg. above, and in July it is 60.5 deg., and the average amount of bright sunshine for every day in the year is 5 hours. The average yearly rainfall is 26 inches. There is nothing enervating about the climate; on the contrary, it is most bracing.

Hundreds, nay thousands, of people have made Victoria their home during the past few years, because of this temperate climate, most of whom have come from the Prairie Provinces of Western Canada.

#### A UNIQUE TESTIMONY TO VICTORIA'S MATCHLESS CLIMATE

The Government of Canada has declared to the world in a practical manner the superiority of the climate of Victoria, by deciding to establish on Little Saanich Mountain, close to the City, the largest telescope and one of the finest observatories in the world. Dr. King, Chief Astronomer of the Canadian Government, has stated that the main reason for this is the low range of temperature experienced at Victoria,

while the following announcement was made on May 13th, 1914, by Dr. Plaskett, Assistant to Dr. King:

"After the most exhaustive expert investigation, covering practically every part of the Dominion, Victoria has been chosen as the site, because of its superlative climatic and atmospheric conditions. As soon as our data had been compiled respecting this locality, all doubt vanished as to where the choice should be."

#### VICTORIA CALLS THOSE WHO LOVE THE BEAUTIFUL

Victoria is one of the most beautifully situated cities in the world. Ample evidence of the ideal situation of Victoria is experienced by visitors even before they arrive at the City docks. For nearly an hour before the passengers land



One of the New C. P. R. Steamers, Victoria-Seattle-Vancouver run  
The Finest Steamer in the World in Ferry Service

they have a wonderful panorama as they encircle its sea-coast en route to the Inner Harbor, where most of the passenger steamers discharge their human freight. This Inner Harbor is acknowledged to be one of the most picturesque in the world.

It is this combination of scenery and climate which makes the City so attractive. A visitor to the City, as we stood on Dallas Road on a certain day in the month of March, speaking to the writer about this combination, remarked: "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 got up from lunch. Why, man, it has more value to a city than any gold mine ever discovered. Tell the people about it."

#### VICTORIA IS A MODERN CITY

In everything that goes to make an up-to-date city, Victoria is in the front rank. It is unsurpassed on the Continent by any city of the same population, for its mileage of paved streets; its concrete sidewalks, bordered with its well-kept



A Typical Home of a Victoria Business Man



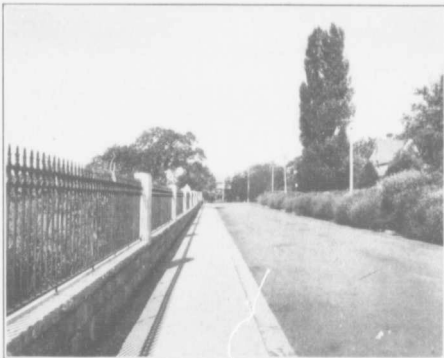
One of Many Similar Residential Streets in Victoria

boulevards; its miles of handsome standards of electric lights; the cleanliness of its streets, upon which nearly \$100,000 is spent yearly to keep them clean; its smart-looking business-like police force, and its fire brigade, one of the most efficient and best equipped in Canada. There is a separate system of sewerage and surface drains. The City is now spending \$3,000,000 on the completion of a larger water works system, which will deliver into the City by gravity from Sooke Lake, 27 miles away, 16,000,000 gallons of water per day. This is in addition to the waterworks system which has supplied the City until two or three years ago.

#### A CITY THAT CALLS THE HOMESEEKER

There are many cities that are very attractive from a residential viewpoint, because they excel in one or two important essentials, but where is there a city possessing a combination of almost every possible leading feature necessary for an ideal place of residence that will compare with Victoria?

Too much cannot be said about the excellence of its public school system of education, which provides graded schools in every portion of the City, with a new modern Normal School, and one of the finest High Schools possessed by any city of its size, completed last year at a cost of \$450,000, exclusive of a site of eleven acres. The attendance at the public schools for October of this year was the largest in the City's history. Then, again, there are many most excellent



Rockland Ave., Victoria, "A Bit of England"

private schools and colleges, for both boys and girls, to which pupils are sent from all over the Pacific Northwest.

Victoria is one of the healthiest cities in Canada. This is really what counts. A special leaflet is issued on this subject.

The hotel and apartment house accommodation is far ahead of many cities three times its size, and the rates are most reasonable.

Many of those who have recently taken up their residence in Victoria are people of independent means. There are others who prefer, however, to engage in something that will supplement their incomes. These have turned their attention to the excellent opportunities afforded in small farming, that is fruit growing, poultry raising, floral culture, hog and sheep raising, dairying, and other pursuits of the same nature, which do not entail the hard and strenuous life they have been accustomed to.

There is no more ideal life than this. The location of these homes is within easy reach of the City, and almost invariably in some beautiful spot where there is a splendid view of the surrounding country, the blue waters of the straits, with the white-capped mountains beyond.

#### A SUMMER AND WINTER RESORT

All that has been said in reference to the residential advantages has had an important bearing in making Victoria the rendezvous of those seeking an ideal place in which to spend their summer or winter vacation, but these in themselves

would hardly be sufficient to attract people seeking entertainment and relaxation, unless there were other features which would contribute to their enjoyment and pleasure.

#### THE SPLENDID ROADS FOR MOTORING

attract auto tourists from all parts of the Pacific slope. When it is realized that the Victoria people themselves own one automobile for every fifty of the population, it must be evident that motoring is one of the chief forms of recreation, and rightly so. There is not space in this booklet to commence to describe the innumerable and varied drives that radiate from Victoria. The famous Malahat Drive alone, which is the beginning of the Island Highway, and connects Victoria with the Northern portion of the Island, is probably one of the most famous drives in the world. The roadbed itself is of hard macadam, maintained at a considerable expense by the Provincial Government. But it is the scenery through which this road passes—its sublimity and grandeur—



Union Bank Building

that makes it famous, and any attempt to describe it would be futile; it must be seen to be appreciated. Then there are the drives through the Saanich Peninsula, and the Southern portion of Vancouver Island, which take one through cultivated farms and fruit orchards; around sea beaches, through natural parks, and along fine stretches of open country,

Northern portion of the Island, which has often been referred to as the motorist's paradise. These roads are unexcelled anywhere for their splendid condition, and for the varied and beautiful character of the country they traverse.

One of the finest motor tours on the Continent is from Mexico through San Diego, Los Angeles, San Francisco, Port-



The Departure of Victoria's Second Contingent of Troops for the European War. Steamer Leaving the Inner Harbor, Victoria, B. C.

studded with English oaks and Canadian maples; over rocky bluffs and beside winding rivers and inlets of the sea, such a variety of scenery as to be a source of ever constantly repeating delight and pleasure to the ardent motorist.

These are the drives immediately around Victoria, but the continuation of the Malahat Drive along the Island Highway will enable the motorist to tour for hundreds of miles in the

land, Tacoma and Seattle, the Pacific Highway, and through Vancouver Island, the Island Highway, from Victoria.

#### GOLF EVERY DAY IN THE YEAR AT VICTORIA

This royal game is now looked upon as a necessity in all communities. The links at Oak Bay, 3½ miles from the City, reached by electric street railway, have always been

considered as amongst the most beautiful on the Continent. They have been found, however, altogether inadequate to meet the demands made upon them. During the present year another beautiful eighteen-hole course has been opened at Colwood, six miles from the City, and is really a magnificent one. It is expected that during the coming year the

Any member in good standing in any recognized golf club is allowed to use these links by making himself known in the proper quarters.

#### FISHING, HUNTING AND SHOOTING

In almost every nook and corner of Vancouver Island



James Bay Embankment, Empress Hotel, Post Office, etc. Thirty Thousand People Congregated here to see the Troops Depart

City Council will open the municipal golf links at Elk Lake, about six and a half miles from the City. The Municipality now owns the land; the links have been surveyed and an eighteen-hole course laid out.

From the first of January until the 31st of December in each year there is not a day when it is not possible to play golf. Visitors are treated very generously by these clubs.

will be found retired naval and military officers and people of independent means, who have settled here, attracted by the wonderful and varied opportunities for fishing (including grilse, trout, black bass and salmon), hunting and shooting. It would be impossible in a booklet of this character to enumerate the opportunities for almost every known kind of sport, which are available almost at the very doors of the

residents of the Island; but a special booklet has been published in this connection, which can be had upon application.

#### THE CALL OF THE SEASONS, THEIR SPORTS AND PASTIMES

The British people have always been fond of outdoor sport and recreation. It is a true saying that the battles of Britain were won on the cricket fields of Eton. The discipline, self-reliance and nerve learned in those days were of inestimable value in after life. It follows, therefore, that an ideal residential city must have ample facilities for the enjoyment of all forms of athletics. Such a life not only develops the physique of the young men and women, but has the material effect of producing healthy and vigorous minds as well. In all the advantages possessed by Victoria as a home city, this is one of the most important, and goes a



One of the Many Motor Roads near Victoria



A Snap on Victoria Golf Links

long way to make it the ideal City in which to bring up a family.

In the summer there are lacrosse, cricket, baseball, tennis, bowling on the green, croquet, yachting, sculling, canoeing, bathing, and all forms of aquatic sports. In winter there are Rugby and Association football, hockey, and all other winter sports, including ice hockey on one of the largest artificial ice rinks in Canada.

#### ENJOYABLE SIDE TRIPS

The facilities for enjoyment seem to be almost endless to the citizens of Victoria and Vancouver Island. Within twenty-five miles of the City there are innumerable first-class, up-to-date country hotels, on inland fresh water lakes or on the sea coast, at which the week-end or the entire summer may be spent by those in search of a vacation. At many of these places the people have their own little cottage or camp under canvas during the summer months. Of course, they are just as attractive to visitors as they are to the residents. The tourists usually make Victoria City their headquarters, and take in all these beautiful and interesting places, either by rail, steamer or automobile.

#### THE GULF ISLAND TRIP—THE NATURAL RESOURCES AROUND VICTORIA

Of the excursions from Victoria, one of the most popular is the trip through the Gulf Islands. Victoria itself is on an island named after Captain George Vancouver, R.N., the English navigator, who first discovered that it was an island. It is some 260 miles long by 70 miles in its widest part, and



about 30 per cent. larger than Belgium, or twice the size of Wales. In its forests there is 70 per cent. of the marketable timber of British Columbia. There are many fertile valleys of considerable extent, in which the pursuits of agriculture, dairying, mixed farming, etc., are carried on. It is rich in minerals of all kinds, the coal mines being very extensive and the largest in the West. The iron deposits are the largest on the Pacific Coast, and some day will form the basis of a vast iron and steel industry.

To get to Victoria one must leave Vancouver City, Seattle, Tacoma or Port Angeles by steamer. It is a glorious sail, and the most palatial, up-to-date steamers in this class of business in any part of the world are used on this run; but this sail is not to be compared to the wonderful panorama of countless islands that is to be seen on the way North: from Victoria along the East coast of Vancouver Island to Nanaimo, on what is known as the "Gulf Island Trip." It is usually a special excursion taken by visitors in the summer, but it is one that is said to be even superior to the famous trip through the Thousand Islands in the Gulf of St. Lawrence.

#### THE CALL OF BUSINESS OPPORTUNITY

Victoria is the richest city per capita in Canada. In it there are business opportunities, some ready made, others that any new resident by his own initiative and with his past experience and capital, can make for himself. It is only natural to assume that in looking for business opportunities, all the advantages that have been mentioned so far should count. They ought to weigh very materially in coming to a conclusion as to where a man should settle and carve out for himself a new career.

Victoria is the nearest city to the Orient, it is the nearest city to Europe via the Panama Canal. It is a city which every steamer from Europe en route to the ports of the Pacific Northwest must pass; it is a city which, as a port, has absolutely no drawbacks; it is open every day in the year; it is free from excessive storms and fogs of any duration, and there are no navigation problems compared with other cities of the Coast.

#### VICTORIA'S CALL FOR NEW INDUSTRIES

Reference has already been made to Victoria as a city of unsurpassed climate, modern improvements, ideal homes, every variety of sport and recreation, a city of health, vigor and opportunity, and as a port of national importance. These things must have a potential value in drawing new industries to any locality. It is a well recognized fact, that climate and



A Picturesque Motor Road Two Miles from Victoria City Limits

environment have a great economic value in the conducting of any enterprise. They affect almost every phase of industrial development, cost of living, ability of labor to produce results, number of days in which work can be carried on, and a general economy tending to a reduced cost of the manufactured product. It is admitted that labor in any city where there is 35 per cent. more sunshine, 100 per cent. less cold, and 60 per cent. less rainfall than other cities, will be at least 15 per cent. to 20 per cent. more efficient.

In the matter of transportation, Victoria offers every facility for the manufacturer. It has already been pointed out that it is a port open all the year round, and that access can be had to it at any hour and any day in the year. There are no vexatious delays on account of fog or intricate navigation. The Dominion Government is spending nearly \$6,000,000 in providing a breakwater and new docks for the largest ships afloat. The Provincial Government is spending enormous sums on what was formerly the Indian Reserve, in providing new railway terminals. In addition to these facilities, we have every steamship line doing business in the Pacific Northwest calling at Victoria. The home port of the fleet of the Canadian Pacific Coast service is at Victoria. There are several steamers a day between Victoria and Vancouver City, which make the run in four hours. A ferry service is carried on by the C. P. R. of freight, by way of Ladysmith to all points on the Mainland, and to the

Atlantic seaboard, while a new ferry for the same purpose is being constructed by the Canadian Northern Railway.

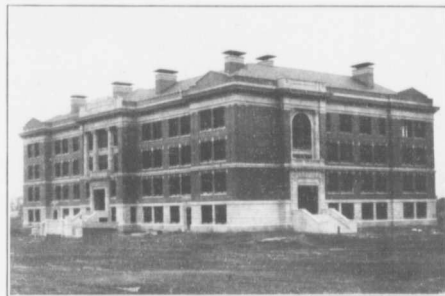
The new markets of Central and South America, that are now being opened to other manufacturers through the interruption of the natural channels of trade between there and European countries, principally Germany, Austria, France and Belgium, are reached quicker from Victoria than from any other Canadian port. The same is to be said of Australia, New Zealand, South Africa, China and Japan. The same facilities are naturally available for manufacturers importing raw materials, so that it has been indeed well said that "Victoria is the pivotal trade point of the Pacific."

#### THE NEW INDUSTRIES VICTORIA NEEDS

are numerous. One of the foremost is an up-to-date jam factory, operated by men of experience, and with capital to make it one of the big industries of the Coast. The district



Royal Victoria Theatre, built 1913 at a Cost of \$425,000.00



Victoria's New High School

around the City produces the finest fruits most in demand for jams, the strawberries, loganberries, apples, plums and pears being scarcely equalled in any country. This industry is not only important in itself, but through its establishment thousands of acres around Victoria would readily be turned into berry and fruit orchards.

Woollen mills are very badly needed and would be most profitable, the climate and all other conditions being particularly favorable, while the duty of 35 per cent. on woollen goods imported from the United States into this Province is a most important economic factor.

An iron and steel industry must some day be established in the near vicinity of Victoria, and the raw materials, such as immense deposits of magnetite and hematite, also of copper, coal, lime, in fact everything necessary for the industry are at our very doors.

Amongst the other industries needed are railway car shops; Manila rope works, lumbering, mining and wood working machinery, glass works, box factory, cigar box factory, automobiles and automobile accessories, tire factory, flour mills, can factory and a host of others. Electric power can be secured at very moderate rates and sufficient for any sized factory.

#### VICTORIA'S PRESENT INDUSTRIES ARE IMPORTANT AND PROSPEROUS

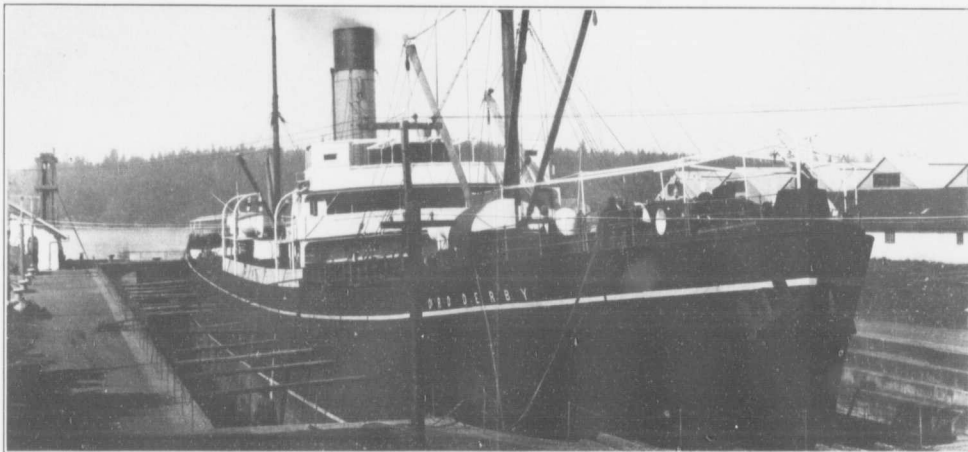
Few people realize the extent of the industries that are now established in, and tributary to, Victoria. Ship-building is probably the largest. One of the most prominent of the

English ship-building firms, which for years has built all kinds of ships for His Majesty's Navy, has bought out one of the largest ship-building yards at Esquimalt, the naval base, four miles from Victoria. In the City itself there are other industries of the same nature. Within a few miles of Victoria we have two of the largest cement works in the West, with several million dollars capital invested. The lumber mills, sash and door factories, and other kindred industries located on Victoria Harbor, to say nothing of those on

carriages, furniture, automobile parts, furs, jewelry, fountain pens, mattresses, pickles, ink, rubber stamps, rice mills, pottery goods, and many others of a minor character.

#### VICTORIA'S PAST GROWTH

Throughout this booklet there has been an effort to keep away from statistics. Figures have only been inserted just as they were required to illustrate the point that was being made, yet there are people who always require some



Lord Derby in Dry Dock, Esquimalt, near Victoria. One of the Many Ships Repaired and Refitted at this Port

other parts of the Island, have from \$10,000,000 to \$15,000,000 invested in them.

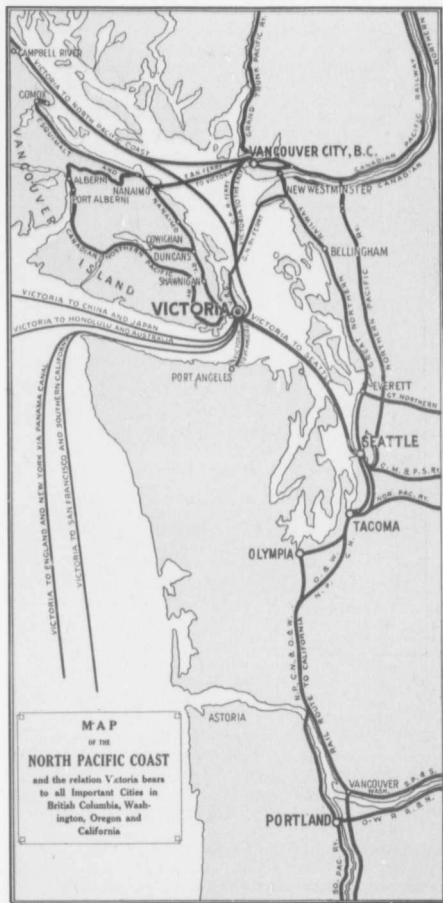
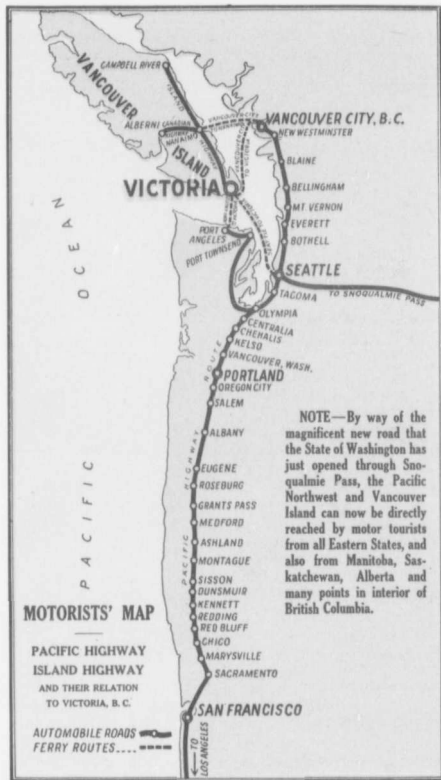
Other important industries are stove works, manufacturing every known kind of stove, soap factories, paints, varnishes, overalls, shirts, all kinds of clothing, uniforms, furniture, coffees, spices, flavorings, the curing of hams and bacons, the making of all kinds of store fixtures, show cases, toys, rolled oats, and all kinds of cereals, breweries, soda water factories, high-class biscuits, crackers, confectionery of every description, hats, art glass and metal windows, boxes, awnings, tents, brass works, bricks, partition tiles, sewer pipe,

statistics, and it is only fair to Victoria to insert a few, just to show its stability and the rapidity with which its population, commerce, customs receipts and assessments of the City have increased during the past five years:

Population .....	35,000	60,000
Customs receipts .....	1,240,612	2,016,683
Bank clearings .....	70,695,882	176,977,074
Tramway passenger receipts.....	5,093,509	12,639,007
Assessment of the City.....	28,326,120	112,282,696

Should this booklet fall into the hands of people who are interested, and who have any desire to visit Victoria, or to

learn more of its past history and future prospects, if they will communicate with Herbert Cuthbert, Industrial and Publicity Commissioner, Board of Trade Building, Victoria, B.C., stipulating what information they require, it will be most cheerfully given, and any literature bearing upon any particular subject will be forwarded.



# Victoria

BRITISH COLUMBIA · CANADA

*Unequaled* & *Magnificent*  
*Climate* & *Scenery*



*Commercial & Industrial Opportunities*

**S**PEND YOUR VACATION IN  
VICTORIA, AND WHEN YOU GO  
TO THE PANAMA EXPOSITION  
ARRANGE TO STOP OVER AT  
THIS DELIGHTFUL RESORT

*Victoria possesses a charm peculiarly  
its own. Appreciated by all visitors,  
especially those from the United States.*

ISSUED BY THE  
VICTORIA AND ISLAND DEVELOPMENT ASSOCIATION.  
VICTORIA, B. C.