

VANCOUVER
ISLAND

VICTORIA

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Victoria Must Make Enormous Progress During 1910, Because During 1910 the Following Will Be Under Way:

(1) The largest amount of municipal work in the history of Victoria, including such works as the permanent paving and modern lighting of Yates, Douglas, Fort and other streets.

(2) Alberni extension of the E. & N. Railway.

(3) Cowichan Lake extension of the E. & N. Railway.

(4) Construction of the Goldstream Pipe-line by the Esquimalt Waterworks Company; which, together with the existing City Waterworks system ensures a most abundant supply of water to Victoria and adjacent districts.

(5) Development of electric power at Jordan River, at a cost of \$1,500,000.00, by the B. C. Electric Railway; and the extension of this Company's railway lines in the city of Victoria, and throughout the adjacent farming and fruit growing districts.

(6) Increased train services on the E. & N. Railway and on the V. & S. Railway.

(7) Many fine new buildings, such as the Empress Hotel addition of 68 rooms; the magnificent Pemberton block (said to be the largest office building in British Columbia); the "Times" newspaper and office building; the Sayward Block; large additions to the Parliament Buildings; Grand Trunk Pacific Railway's extensive docks and offices, and several other new wharves; new station of the Victoria & Sidney Railway; the \$100,000.00 Y. M. C. A. Building; large addition to the Dominion Hotel; enlargement of sawmills; new schools, etc.

The Building Permits for January, 1910, show an increase of 66 per cent. over January, 1909.

(8) Completion of the magnificent scenic Mill Bay wagon and automobile road.

(9) The re-establishment of Esquimalt (two miles distant from Victoria's present boundary) as a Naval Base by the Canadian authorities.

(10) Extensive harbor improvements in Victoria Harbor.

(11) The laying out and improvement of several very large residential tracts adjacent to Victoria.

(12) In addition to the present large fleet of steamers entering Victoria, there will be an increase during 1910 of from fifteen to twenty passenger steamers alone, including such new vessels as the palatial Grand Trunk Pacific Railway's steamers, the "Prince Rupert" and "Prince George" (sister ships to the well-known C. P. R. "Princesses"), and various other large new vessels of the C. P. R., the Alaska Steamship Co., the Boscowitz Steamship Co., the Mackenzie Steamship Co., etc., etc.

Guarantee

The above facts are guaranteed to be an exact and correct list of some of the known improvements that are to be made during the year 1910.

VICTORIA, Vancouver Island, advanced greatly during 1909, and ALL PREVIOUS RECORDS WERE BROKEN, in the value of new buildings; bank clearances; amount of municipal work; sales of real-estate; tourist trade, and in increase of population.

Some Noteworthy Opinions

The Premier of British Columbia, in his New Year's message said: "British Columbia during the past year has enjoyed wonderful developments, and everything points to 1910 being the most prosperous year in the history of the Province. THE EXPANSION OF THE COMING TWELVE MONTHS WILL BE UNEXAMPLED, and an indication of the great future of the Pacific Coast of Canada." Victoria is the capital of British Columbia; the farthest West city in Canada; and the wealthiest per capita in America.

The Prince and Princess of Wales said of Victoria in 1901: "It was the most beautiful city they had seen in their trip around the world."

Lord Strathcona said on the first September, 1909: "It gives me great pleasure to see the progress which Victoria is making. It is one of the most desirable spots in the world. Indeed, I cannot conceive a more desirable place of residence."

Rudyard Kipling said of British Columbia's climate: "It is the most perfect in the world, and the best of it is experienced in Victoria."

We fully endorse the following extract from a New Year's Editorial in one of Victoria's newspapers: "Victoria is a magnet of itself; this climate of ours, and it does not belong to Victoria alone but extends over a large area, is one of the most valuable of our assets. Nature made this part of Vancouver Island for a home for people. She prepared the land for it, so that there may be innumerable homes and picturesque surroundings. She has spread out a series of panoramic views, such as one might search in vain elsewhere to discover. She endowed us with beautiful water stretches. She blessed us with the finest of climates. She protected us from malaria and insect pests. She gave our soil a fertility that will enable it to produce the finest of vegetables, fruits and flowers. These are real assets."

Greater Victoria today is the same size (namely about 50,000) that Seattle was in 1897 when the Klondike Rush began; we think those who read this page must agree with us when we assert, as we do, that Victoria's prospects today are undeniably superior to what Seattle's were when Seattle's great expansion commenced in 1897.

Victoria bank clearances for January, 1910, show an increase of 75 per cent over January, 1909.

General inquiries regarding Victoria or Vancouver Island may be addressed to the following:

The Mayor of Victoria
Victoria Board of Trade
Victoria Development Association

In Addition Victoria Confidently Anticipates the Following During the Year 1910:

(1) The Canadian Northern Railway to commence construction on the Barkley Sound and Victoria Railway, etc., as well as to commence construction on the mainland of British Columbia.

(2) The construction of various large new sawmills at Alberni, Cowichan Bay, and other points, and an enormous increase in the lumber business, as on Vancouver Island is the largest accessible compact body of merchantable timber in the world.

(3) Canadian Pacific Railway to clear up for settlement large tracts of land along the line of the E. & N. Railway.

(4) The construction at an early date of Iron and Steel Works on Vancouver Island.

(5) The opening up during 1910 of several new coal mines on Vancouver Island.

(6) The establishment at Victoria or Esquimalt (two miles distant from Victoria's present boundary) of additional shipbuilding facilities on a much larger scale than at present existing.

(7) We confidently look forward to a great increase in the population of Victoria during 1910, and with increased Steamship and Hotel accommodation the Tourist Season of 1910 will undoubtedly be the heaviest on record.

(8) We estimate that the "out-of-the-ordinary" expenditure during 1910 on new developments tributary to Victoria will amount to from \$6,000,000 to \$8,000,000.

Climate

The climate of Vancouver Island approximates closely that of Great Britain, modified by its geographical situation. The proximity of the snow-capped Olympian mountains has a marked effect on the summer temperature, which is never intensely hot, while the Japan current, striking the west coast, brings with it moisture and heat, which temper the severity of the winter. The remarkable advantages Victoria enjoys over all other coast points, the small amount of rainfall and moderate temperature, are strikingly illustrated in the meteorological returns for the years 1907, 1908, and 1909. The influence of the Japan current, and other factors combine to produce a result which is perhaps best shown by the fact that the isothermal lines showing highest temperature in summer and lowest temperature in the winter, intersect at Victoria, thus demonstrating that it enjoys the double advantage of both the ideal summer and ideal winter temperature. The following is a condensation of the returns in question:

Average temperature, 1907	50.5 deg.
" " 1908	50.0 deg.
" " 1909	48.5 deg.
Rainfall, 1907	22.0 ins.
" 1908	26.70 ins.
" 1909	29.98 ins.
Average highest temperature at Victoria during the last 20 years	84.2 deg.
Average lowest temperature at Victoria during last 20 years	17.3 deg.

Investors

Enquirers regarding investments, lands or homes will receive a list of reliable firms with whom they may safely transact business, upon application to the
VICTORIA DEVELOPMENT ASSOCIATION.