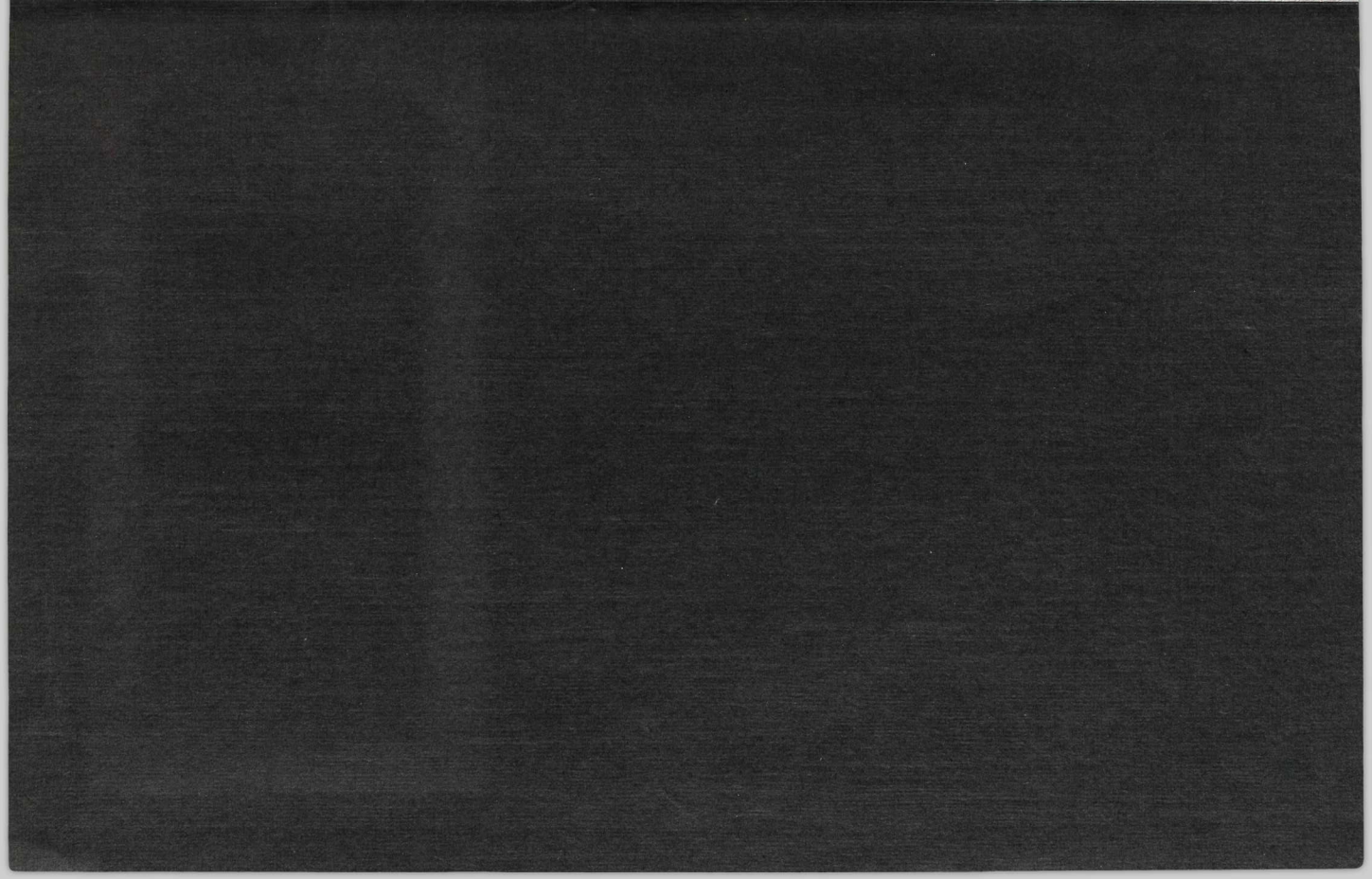
PORT ALBERNI



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THE TRANSPORTATION SITUATION

WHILE this has been touched upon in connection with our description of the Alberni Canal, a few words about the great changes which are revolutionizing Canada's shipping and commerce may not be superfluous.

Three principal factors are responsible for a sudden and inevitable increase in the shipping of the Pacific Coast of Canada, an increase which places the already established ports of British Columbia on a basis of rivalry with Montreal, Quebec and Halifax, while new cities on the shores of desirable harbors will be born to meet the demands of maritime commerce.

The first of these factors is the opening of the Panama Canal in 1915, a proceeding which at once places Western Canada on a footing of equality with the East in relation to the trade of Europe. To ship a bushel of wheat

C.P.R. Depot and Somass Hotel

today from Alberta to London costs 33.6 cents. The tariff for the same, via Vancouver or Prince Rupert, after the canal opens, is estimated at about 27.6 cents per bushel.

A marked increase in trade between Canada and the Orient, as well as between Canada and the colonies of Australia and New Zealand, constitutes the second demand for increased shipping facilities on the Pacific Coast.

THE TRANSPORTATION SITUATION

The third factor is the discovery and development of new territory in Northwestern and Western Canada, including the Peace River District, a vast area of fertile lands whose great agricultural, wheat and stock raising possibilities are attracting settlers by the thousands. These new territories, by reason of their location, seek an outlet to the markets of the world via the easiest grades on the Pacific Coast.

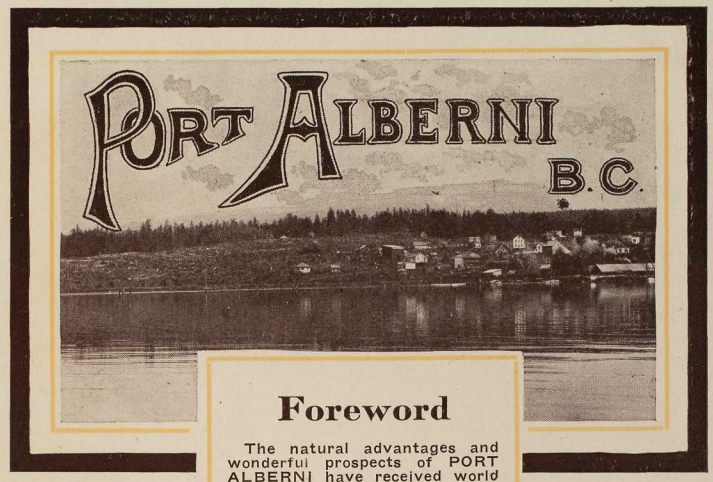
Three great transcontinental railroads—the Canadian Pacific Railway, capitalized at $150,000,000; the Canadian Northern Railway, capitalized at $50,000,000; and the Grand Trunk Pacific, capitalized at $65,000,000, read the lesson of these factors and raced to seize strategic points at the Coast. Other railroads sought charters to fill in the gaps. United States transcontinental lines struggled for a foothold to share in the harvest.

Vancouver Island, on the West Coast of British Columbia, became at once, by reason of its commanding location, the centre of their titanic struggles. Its deeply indented bays foretold prospective harbors. Its rugged coast-line bespoke protection from attack, cut out dangerous waters from the steamship routes and reduced the time to the Orient and Australia by hours. In fact, from earliest times Vancouver Island has been destined to become the ultimate Western Coast of Canada. Furthermore, it had within its own 15,000 square miles of territory resources sufficient in themselves to support a large population.

Of all the natural harbors on the West Coast, the Alberni Canal controls the most advantageous location. It is on a direct line with Vancouver, only five hours away by ferry and train. Port Alberni, at its head, fulfills every demand of an ideal shipping centre, backed by timber, mines, soil, fisheries, and coal for the biggest fleets.

The Canadian Pacific Railway has made Port Alberni its westernmost terminal. It plans to double track to the Coast and serve every part of the whole island and bring its riches to the gateways of the world's marts. The Canadian Northern Railway recently purchased for $11,000,000 the Dunsmuir Collieries adjacent to Port Alberni and will make this city an important point. The Grand Trunk Pacific Railway in its folders shows a projected line touching the head of the Alberni Canal.

Study the map on the other side. Study the relation of Vancouver Island and Port Alberni to the rest of Canada on the maps furnished by the transcontinental railroads. Read the opinions of experts on the future of the West Coast ports of Vancouver Island; consider what shipping has done for such cities as Liverpool, Queenstown, New York, Buenos Ayres, Sydney, Montreal and many more. Make up your mind to profit by a similar growth. Invest while you can still afford it—before prices rival those of Vancouver and Victoria.



Foreword

The natural advantages and wonderful prospects of PORT ALBERNI have received world wide exploitation. Unfortunately, in some few instances, unscrupulous promoters have "manipulated" these facts to sell undesirable property.

The Alberni Land Co. Ltd., an English corporation, were the virtual founders, consistent developers, and largest handlers of Port Alberni.

In their behalf we have gathered the facts for this booklet from the most authentic sources at hand. Representations concerning any properties of ours we are prepared to stand behind to the letter, while investigation will prove that our efforts have been consistently directed to the best interests of our clients and the community as well as in our own behalf.

The Alberni Land Co. Ltd.

General Agents:

Carmichael & Moorhead
(Limited)
Victoria, B. C. Port Alberni, B.C.

General Agents for British Columbia Mainland

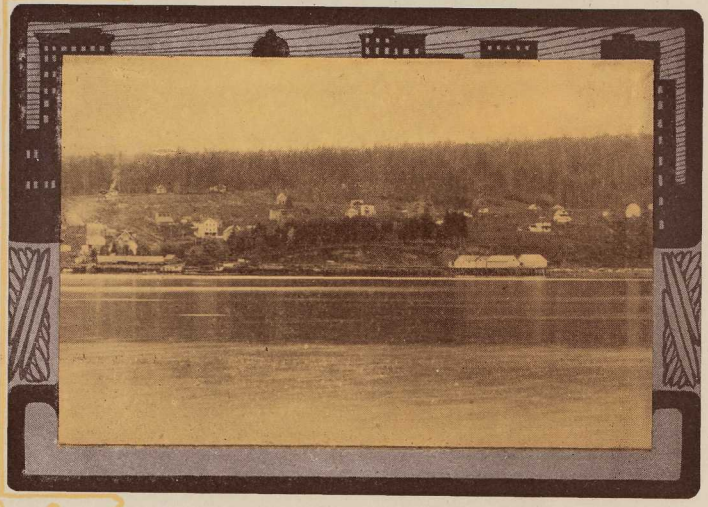
Franco-Canadian Trust Co. Ltd.
Rogers Building
Vancouver, B. C.

COMPILED BY FOULSER ADVERTISING SERVICE
VANCOUVER AND SEATTLE

THE CITY OF PORT ALBERNI AS IT LOOKS TO-DAY

On the back of this insert will be found an interesting description of the Railroad Situation.

¶ *MAP showing Location of PORT ALBERNI with reference to Vancouver, Victoria and other points.*



Port Alberni of 1910

IN 1855, Messrs. Anderson, Anderson & Co., shipbrokers, of London, England, heard that there were large areas of splendid timber on the West Coast of Vancouver Island, and in 1860 they sent out Capt. Stamp to investigate the truth of the report. Capt. Stamp chose the head of the Alberni Canal, where Port Alberni now stands, as the most suitable place to erect a sawmill, not only on account of the timber but also because of its suitability as a shipping port to foreign markets. The Andersons received a grant of some 1600 acres of land and timber at the head of the Canal from the Government.

FIRST A SAWMILL

In 1860, the Government of the day sent Mr. Gilbert M. Sproat with two vessels, the "Meg Merrilies" and the "Woodpecker," to take over this land from the Indians, and a few years later the first sawmill on Vancouver Island was erected at Port Alberni.

1886 SETTLERS FOUNDED ALBERNI

About 1886 settlers began to take up land in the extensive and fertile valley lying to the north of the town, and the old town of Alberni situated about a mile up the Somass River, which empties into the head of the Canal, was founded.

Port Alberni

Port Alberni of 1913

1911, RAILROADS BUILT TO PORT ALBERNI

In 1910, when it became increasingly evident that the traffic of the Canadian Pacific Coast would require an outlet more easily reached from the great trade routes than Vancouver, and closer to the open ocean on deep water, the Canadian Pacific Railway recognized the strategic value of the town as a port by making it a terminus of their great transcontinental system. The Canadian Northern Railway has also named Port Alberni as an important point for its Island line.

1912, PORT ALBERNI INCORPORATED

On March 12th, 1912, the Lieutenant-Governor of British Columbia affixed his signature to the Charter which made Port Alberni an Incorporated City. In the few months that have succeeded this event Port Alberni has forged ahead by leaps and bounds. As the tremendous significance of its location, natural assets and development in relation to the gigantic industrial and commercial wave now sweeping westward across Canada burst upon the minds of shrewd financiers, interests backed by millions of capital invested in and around the city. To carry on the actual work of the development made possible by these interests, an enthusiastic, energetic, forceful and persistent population is pouring in to insure themselves a share of the city's present and future prosperity.

Port Alberni

The Alberni Canal

PORT ALBERNI stands at the head of the Alberni Canal, a natural waterway twenty-four miles in length, almost cutting Vancouver Island in two, and averaging a half to a mile in width and 300 feet in depth. The Canal is a continuation of Barclay Sound, on the West Coast of the Island.

Whether or not Port Alberni ever becomes a through shipping port for trans-Pacific and transcontinental mail and fast freight, it has certain advantages for this purpose which cannot be gainsaid.

First, because it has a harbor one and a half miles wide, ranging from 60 to 300 feet deep, and possessing natural dockage and wharfage facilities unsurpassed on the Pacific Coast.

Second, because it is the nearest railway port in Canada to Australia, New Zealand and the Panama Canal, and the nearest coal port in the North Pacific to the latter; and again,

Because from eight to twenty hours can be saved on the present mail time to the Orient by the Port Alberni route.

Regarding the navigability of the Alberni Canal, we have the word of practical seafaring men backed by their years of actual experience.

For example: Capt. John J. Walbran, of the Marine and Fisheries Department of the Dominion Government, stated in a report published in the Victoria Colonist that vessels of the Mauretania class could navigate Alberni Canal with the greatest degree of safety.

Port Alberni

A Splendid Harbor

Charles Campbell, master of the SS. Princess Sophia, is quoted in the Port Alberni News of Aug. 10, 1912, as saying that in his opinion Alberni Canal and approaches is one of the easiest pieces of water on this coast to navigate.

Capt. Huff, a retired shipmaster now living in Alberni, states in the same medium that he has made over 1200 trips through the canal without a single accident.

A SPLENDID HARBOR

At the present time Port Alberni is the port of call for the largest coastwise steamers. It is used as a shipping point by extensive fishing interests. Gigantic lumber and coal carriers will soon call here for foreign loads, and in anticipation of the shipping increase a special appeal for additional aids to navigation is promised favorable action by representatives of the Government. The estimated yearly output of lumber alone from the mills now operating and to be established has a freight value equal to 14,320,000 bushels of wheat, the bulk of which will undoubtedly seek water transportation as soon as the Panama Canal is opened in 1915.

In other words, the possibilities of shipping already demonstrated are alone sufficient to justify a thriving city without taking into consideration the not improbable contingency of Port Alberni's becoming a natural gateway through which the great trade routes of the Pacific shall enter and depart.

Port Alberni

The Lumber Industry

Extract from an address read by Alfred Carmichael at the convention of the Vancouver Island Development League, held at Alberni, July 10, 1910.

"WHAT does it mean to you when we tell you that there are over 320,000 acres of timber from the Crown, and that held by lease or licence the Esquimalt & Nanaimo Railway Co. have alienated over 38,000 acres in this district of the finest standing timber in the Province, and that Alberni is the natural milling centre for the whole of the cut from this 38,000 acres?

"Yesterday you drove through a sample of what Alberni timber is like and you will agree with us that 35,000 feet to the acre is a very conservative cruise on which to base an estimate of the value to us of our Alberni timber lands; and yet at that estimate we have over twelve billion feet of timber in sight, and this not counting on Government reserves or timber on sections taken up under the Land Act or sold by the Esquimalt & Nanaimo Railway Company as farm land.

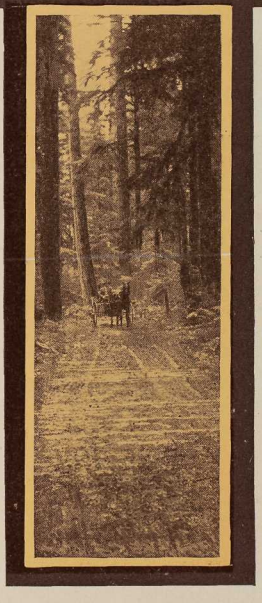
"It is stated that the cut of the half-dozen mills to be established here will aggregate one million feet per day, and granted that this is so it will take them forty years, working 300 days in the year, to cut that twelve billion feet of timber.

"What does this mean to the town which will be the centre of all this industry? Just this, that for every thousand feet of lumber cut $7.00 in wages will be left in the town, thus for a cut of one million feet per day we have a wage roll in the logging camps and

Port Alberni

mills of $7,000 per day, or $2,100,000 per year.

"It is calculated that for every man employed in an industry from three to five others make a living, and supposing five men are employed for every two thousand feet cut, 2,500 men will be employed for a cut of one million feet. Taking the mean of four people supported for every man employed, we have a population of some 12,500 people supported by that part of the lumber business which converts the trees standing in the forest into rough lumber stacked in the yard.



"Then we have the dressing and manufacturing of the rough product into the many articles of trade; sash and door, barrel and box and furniture factories will find a natural home at the head of the Alberni Canal, for can our position on the seaboard of Canada or the United States be excelled as an export town for the produce of our mills and factories?

"What does this timber mean to the railway companies? We will suppose that the total of our cut was loaded on cars and the cars coupled to form one train. We would then have a train of 600,000 cars containing 20,000 feet to the car; this train would be 4,000 miles in length, and running at a speed of twenty miles an hour for ten hours per day would take twenty days to pass any given point. Jim Hill made the statement that one acre of average British Columbia timber yielded as much freight value as forty acres of wheat; we have then a crop waiting to be garnered equal in freight value to 14,320,000 acres of wheat.

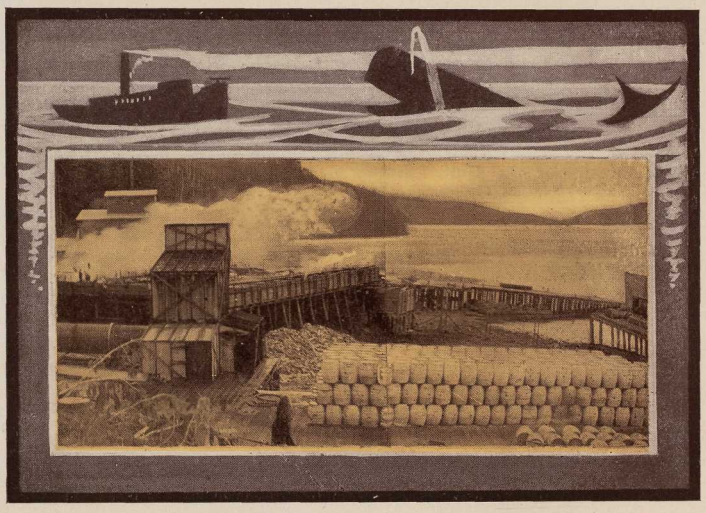
"These figures are stupendous, and they will serve to indicate what the lumber industry alone will mean to Alberni and the transportation companies."

Port Alberni

Great Fisheries Wealth

THE West Coast of Vancouver Island has immense fishing grounds practically untouched, where halibut, cod, and other food fish are to be found in huge quantities. Hundreds of deep water bays, from which rivers lead, furnish the objective point of large schools of salmon. Few people realize the extent of the whaling fisheries in this vicinity. There is a prosperous whaling station at Sechart at the entrance of the Alberni Canal, a picture of which is shown on this page.

Millions of dollars have been brought into towns like Vancouver, Nanaimo, Seattle, Astoria by the armies of the Pacific Coast fishermen. Fisheries are to the Coast what the wheat fields are to the Provinces. Port Alberni is bound to profit by the fishing industry; first, because it constitutes the shortest haul by rail to the Eastern markets from the West Coast of Vancouver Island; second, because it has a beautiful harbor and the easy approach from the ocean makes it one of the most desirable anchorages for the fishermen on the West Coast of Vancouver Island.



Already large canneries are located or locating on the banks of the Alberni Canal. The city of Port Alberni is the nearest shipping point for the big Wallace Fisheries and the headquarters of the Kendall Cold Storage and Butterfield & Mackie's extensive herring industries. Other companies are planning to make this town their operating centre.

Port Alberni

Available Water Power

IN THIS respect Port Alberni is extraordinarily blessed. Within a radius of a few miles are several lakes, acting as the headwaters of streams which empty into the Alberni Canal or tributary waters. Among these water-powers is Stamp Falls, of the great power of which a very inadequate conception can be gained from the illustration on this page. It has been estimated that we have 50,000 horse-power in the waterfalls of Ash, Stamp and Sproat Rivers, ample to light every city on the Coast and turn the wheels of every industry which the growth of Port Alberni will undoubtedly attract. This power, in conjunction with the cheap manufacturing sites offered by the Canadian Pacific Railroad and the Alberni Land Co., on or near the waterfront, is something which every manufacturer looking for a location should investigate.

OTHER ADVANTAGES

Already there are located in Port Alberni two sawmills, one of which, the Canadian Pacific Lumber Co., has a payroll of approximately $8000 monthly. Four other big lumber concerns have already secured sites. It is inevitable that where mills are started, other industries must follow. The Wallace Fisheries have erected extensive canneries on the Canal; the Kendall Cold Storage Co. has built a large warehouse that is up to date in every particular for the handling of fish and sea food; Butterfield & Mackie are building wharves for their big herring industries. The Port Alberni Contract Co. pays 60 men over $5000 monthly.

The Government does not stop with the building of highways but provides for future maintenance as well. No one can over-estimate the value of this wise policy in the coming development of Port Alberni.

In the city itself, road and street building are being carefully planned and carried out. The Alberni Land Co. has rough graded within the corporote limits over fifteen miles of streets, while eight miles more are being constructed by them entirely outside of municipal and provincial efforts.

Port Alberni

Vancouver Island Farms

BACK from the Alberni Canal in those valleys drained by the Somass River, with its tributaries, are, approximately, 30,000 acres of fertile lands, a small tract of which will produce a comfortable income under up-to-date methods and intensive cultivation. It is undoubtedly true that any man who is willing to undergo, for a short time, the grind of clearing and breaking land can obtain a comfortable independence here, under more desirable conditions than almost any other spot in the world.

The raising of poultry and live stock is carried on near Port Alberni with great success. A few miles out of the city, on the main highways, small tracts of land admirably adapted for poultry raising can be obtained at very reasonable prices.

COLONIZATION OF ALBERNI VALLEY

Its peculiar adaptability for mixed farming is attracting to the Alberni Valley a large number of actual settlers. The possibilities along these lines are described very minutely and fully in literature prepared by the Vancouver Island Fruit Lands Ltd., an institution of great financial and industrial strength, which is doing much to open up the agricultural lands of Vancouver Island along the C.P.R. and C.N.R. in this and neighboring districts. The market for farm products which is bound to grow out of the shipping and transportation interests would alone justify an investigation. We shall be pleased to refer anyone interested in securing a farm or fruit ranch to the proper sources for authentic and detailed information.

A Sample of the Wheat We Grow

Port Alberni

A Typical Fruit Orchard

Vancouver Island Fruit Lands

THE quality of fruit produced in the Alberni District has received the unstinted praise of everyone who has ever been privileged to examine and taste it. In the annual show of the Alberni Agricultural Exhibition Association, as well as in every other horticultural exhibit outside, whenever it has been displayed, the fruit from this section has attracted wide attention because of its size, fine appearance and delicacy of flavor.

Peaches and grapes, which are rarely grown to good advantage in other parts of British Columbia, attain marvellous perfection in this vicinity, while small berries and bush fruits grow so profusely that a few acres are sufficient to furnish a most satisfactory income. The conditions which make for this perfection are primarily an unsurpassed climate with little or no frost, plenty of water, shelter from winds, and a remarkably well adapted soil. Plums, pears, apples and cherries thrive abundantly, and while the district has not been developed sufficiently to provide a great fund of statistical information along these lines, we shall be glad to take up with prospective clients any details required.

Coal for the World

THE coal of Vancouver Island has been for a long time world famous. Nanaimo and Cumberland are names familiar to every Pacific Coast coaling port. These sources of fuel are already available to the city of Port Alberni by reason of their being located on the Island Division of the C.P.R. (of which Port Alberni is the West Coast terminal) and along the route of the C.N.R.

But Port Alberni will not long be dependent upon outside points for its coal. Underlying the very heart of the city is a strata of good quality bitumen in sufficient quantities to justify development as soon as the needs of the city equal the minimum output required for successful mining operations.

The output of the Vancouver Island Collieries for 1912 totalled 2,650,000 tons. The estimated available supply runs into billions of tons. The Canadian Northern Railway, which recently acquired the famous Dunsmuir collieries, is said to be planning for the establishment of a coaling station at the entrance of the Panama Canal. Should this plan be carried out, the consumption of Vancouver Island coal will jump to an enormous total, and the Alberni Canal, which furnishes the most direct route from the coal fields to the southern waterway, will reap the benefits to be derived from the handling of the traffic. As the largest city on the Alberni Canal, Port Alberni will profit proportionately from the wages of those employed in the mines or at the wharves and bunkers.

In addition to the deposits directly underlying the city of Port Alberni, traces and outcroppings throughout the surrounding districts and along the Canal justify the prediction of a good future for this industry. The extraction of coal tar derivatives and the utilization of other by-products of bitumen offer commercial possibilities in this district that have not yet been exploited.

Port Alberni

Mineral Possibilities

WHILE no development of great importance has yet been made in mining in the vicinity of Port Alberni, it is not at all improbable that Port Alberni will become, some day, a prominent centre for the smelting of ore, on account of the exceptional facilities of fuel, harbor and location.

Ores of copper occur in promising quantities on both sides of the Alberni Canal, on Barkley Sound and at the head of Alberni Valley, and the values are high. Several shipments yielding good returns have been made from a number of prospects in this district. The location of these is unequalled; nearly all are close on deep tidal waters; ample waterpower at hand, and unlimited timber for all mining purposes. The climate permits of mining operations being carried on uninterruptedly throughout the entire year.

A huge outcrop of copper ore has been discovered in the vicinity of Great Central Lake, and is known as the Big Interior Mine. This awaits only capital and transportation. Magnetic iron ore occurs in large bodies on Alberni Canal and Barkley Sound.

Gold ores have been discovered in the mountains, and free gold taken from many of the creek beds.

The country has been only tentatively prospected and new and valuable discoveries of ore may be expected as the country is opened up.

Shale and clay for vitrified and common brick is found, as is also fireclay; so also is sandstone and block marble of good quality.

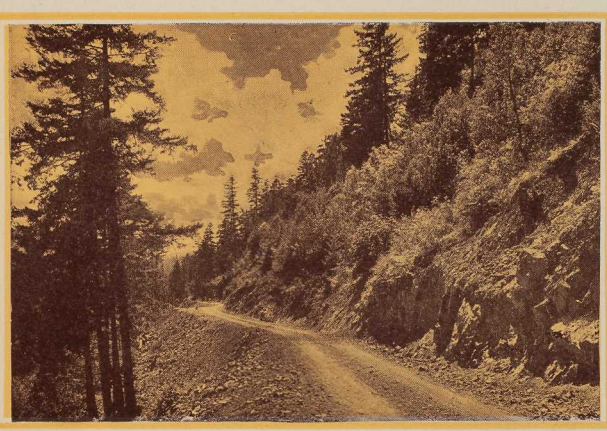
Port Alberni

Scenery

VANCOUVER ISLAND has long been recognized the world over as one of the fairest spots on the North American continent. This beauty reaches its supreme manifestation in the environs of Port Alberni. Within a few miles of this city the Government has set aside a national park of 800 square miles named after Lord Strathcona. Under the supervision of a celebrated engineer, its rugged grandeur is being accentuated and rendered accessible by scenic highways. Mountain and river, lake and ocean, in all their different moods and phases surround this favored site. A chain of beautiful lakes lies at the city's very door. He must indeed be sordid of soul who could fail to find residing among such surroundings surcease from care or a lack of constant inspiration. Even viewed from a commercial standpoint, there is no question of the dollars and cents value of this asset in attracting the tourist trade and the consequent harvest of golden coin. Port Alberni, being the hub of a magnificent scenic cycle, will derive a large part of this revenue.

On the Canal such beauty spots as Effingham and Pipestem Inlets, Ucluelet Harbor and Henderson Lake will become popular rendezvous. Visits to the whaling station at Sechart, the Kildonan canneries and the Bamfield cable station will prove of interest to many.

Port Alberni



Highways

VANCOUVER ISLAND highways have become synonymous with excellence in road building. Thomas Wilby, whose trip across Canada from ocean to ocean has recently attracted so much publicity, has written and spoken warmly in their praise. The trip from Victoria to Port Alberni via Nanaimo by automobile is an event long to be remembered.

This district has been particularly favored in Government appropriations. Trunk roads and their branches are rapidly being built to open up the country in and around the Canal. A broad highway to open up the West Coast of Vancouver Island is now being surveyed. Roads to Long Beach, Ucluelet and the more remote lakes will shortly be extended from the thoroughfares already existing. Good roads already bring the charms of Sproat, Cameron and Great Central Lakes within easy access of Port Alberni. Sproat Lake is already become an exclusive summer retreat. Good fishing and hunting, with comfortable hotel accommodation at these three lakes, are attracting more and more visitors each season. Della Lake and Buttles Lake are not yet reached by highways, but amply repay the effort of a trip from Port Alberni if one has the time and inclination. Do not forget to take your camera.

Port A

Farm of the Albern

A Striking Example of What is Being

THE picture above shows the ranch maintained by the Alberni Land Co. Ltd., just outside Port Alberni, for the sake of demonstrating what can be produced in this district.

We operate, in conjunction with another Company, the Vancouver Island Fruit Lands Ltd., which is doing a great deal to help promote the farming interests of the district. This concern is a subsidiary Company of the Franco-Canadian Trust Co. and Franco-Canadian Corporation of Paris and London, with a combined capital of over $5,000,000.

The Vancouver Island Fruit Lands Ltd. has nearly 30,000 acres of fertile soil, which they are dividing into tracts of ten acres and up, called semi-ready farms. The Company is spending a great deal of money in building roads, opening experimental farms, clearing land, and helping the settler to get started. The literature of the Company, explaining details of their plan, can be obtained from the nearest office of the Company. These are located at Victoria, Vancouver, Port Alberni, and Parksville, B.C.; London, Eng., and Paris, France.

Under Government auspices a new institution for the use of the West Coast of V
will be carried out. The estimated cost

lberni

Land Company, Ltd.

ıe to Develop Port Alberni's Hinterland

TO MEET the demands of the tourist trade, Port Alberni will undoubtedly become, in the near future, the operating centre of a line of excursion steamers and launches designed to give a closer glimpse of the scenic beauty of points along the Alberni Canal and the remarkable archipelago of islands in Barclay Sound. This group is unique on the Pacific Coast. It consists of hundreds of separate islands through which a perfect network of channels wind in and out. No one person has ever explored the entire group, but those who have visited them come away with glowing descriptions of placid bays, sheltered bathing beaches and tranquil waterways, in some cases scarce wide enough for a canoe to pass. That side of the archipelago which bears the brunt of the ocean's sweep is stern and rockbound, hurling back the assaults of the waves in showers of white spume. As soon as the charms of this unique playground have become more widely known, it will become a favorite summer Mecca for those who love out-doors.

From the car windows one may view along the lines of both the C.P.R. and C.N.R. wonderful views of mountain, forest, stream and lake which will make the Alberni district proverbial for scenic grandeur.

ouver Island is proposed, where broad and comprehensive educational courses he first buildings approximate $30,000.

Port Alberni

The First Council of Port Alberni, the New City

Already a City

ON March 15th, 1912, Port Alberni received from the Government of British Columbia the necessary authority for incorporation. The city was divided into districts and a board of aldermen formed, headed by Mayor A. E. Waterhouse. One of the first steps taken was the establishment of a tentative municipal lighting plant, to cost $30,000, the contract for which, at the time of writing, has just been given. By-laws and appropriations were voted, enabling the city to proceed at once with the grading and construction of streets and sidewalks. To cost $115,000, contracts have been let and work is progressing rapidly upon a municipal water system, deriving its supply from the headwaters of China Creek, a cold, clear mountain stream offering a supply of pure cold water adequate for every need of a population of 25,000, which can be increased to supply 80,000.

The Council has purchased land of the Alberni Land Co. for adequate municipal buildings. Recreation grounds and park sites have been secured.

At the present time Port Alberni has a population of approximately 1200, while it is estimated that the immediate environs are the homes of an equal number.

The city has set aside certain sums for exploitation. A modern, up-to-date fire fighting equipment has been installed and many other improvements are planned as soon as the more immediate demands of this rapidly growing community have been satisfied.

Alberni Also Incorporated

Within a few months after the incorporation of Port Alberni, plans of incorporation for the City of Alberni were accepted. The limits of the two now join, so that virtually they form a single community, the interests of both being forwarded by the development of either.

Port Alberni

An Ideal Location

NO MORE charming spot for the location of a city could be found than that which Nature has designed at the head of the Alberni Canal.

First a beautiful harbor, then a stretch of level land abutting the waterfront, makes for ideal manufacturing and warehouse sites. From here a gentle rise to the business and residential parts of the city, overlooking a most charming vista. Back of these stretch fertile bench lands, broken through at intervals by valleys and creeks. The foothills and snow-tipped summit of Mount Arrowsmith, one of Vancouver Island's premier peaks, form a glorious background.

The general shape of the city is an irregular oblong, extending along the easterly bank of the Alberni Canal, on deep water. The dimensions of the town are about one mile by three. A most competent engineer was responsible for the layout of the streets which has been adopted. In the centre of the city a beautiful tract of land donated by the Alberni Land Co. has been set aside for a perpetual breathing spot, while the use of seven acres of land for recreation grounds has been donated by the same company, for a period of fifteen years.

Clearing within the city limits is regulated by enactments which insure a constant and harmonious scheme of improvement.

Another most desirable improvement is the new City Hospital, the site for which is also a gift of this Company. This hospital is costing over $12,000.

The matter in this booklet describing the natural assets of the district surrounding Port Alberni can be applied with equal justice to the City of Alberni. Both communities have certain distinct and characteristic advantages. Those of Alberni are treated briefly on page 27.

Port Alberni

Commercial Future

THERE is no doubt that the City of Port Alberni commands a strategic position in the future commercial development of Vancouver Island. The realization of this fact by the railroads is brought out more clearly on the inset pages at the front of this booklet.

Not a day goes by but what inquiries from corporations and individuals of recognized financial standing manifest the widespread interest which this city has aroused as a commercial centre.

As soon as the shipping justifies it, work will commence on the collieries and bunkers be established. The handling of sand and gravel employs a number of men. A sash and door factory will soon be started. Several boat building concerns find plenty of occupation in building launches for pleasure and commercial purposes. Cheap fuel, at the very door, makes this an ideal site for almost any foundry, power or manufacturing plant. Fruit canneries are a demand of the immediate future. The well-known firm of P. Burns & Co. have purchased property and opened a branch in Port Alberni. Payrolls are rapidly increasing in number and size.

Port Alberni

Retail Business

THE growth of the retail business of the City of Port Alberni, within the past year, has been nothing short of phenomenal. A strongly increasing demand for business property indicates the confidence which shrewd, far-sighted men have in Port Alberni's future.

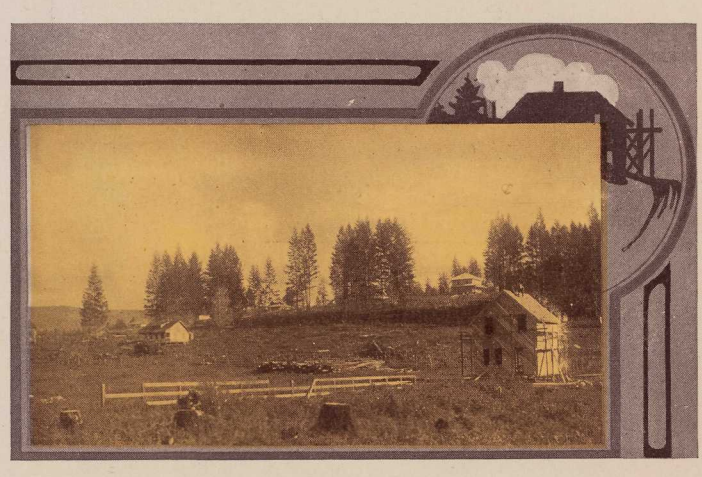
While for some lines of retail enterprise the time is not yet ripe, the needs of the future have attracted many investors, who expect their business to grow up rapidly with the town, and reap its future benefits.

The firm of Carmichael & Moorhead have sold and control more business property than any other concern in the city, and will answer all inquiries concerning specific business opportunities. Some idea of the business now carried on in the city can be obtained by glancing through the columns of the Port Alberni News, a live bi-weekly publication, devoted to the best interests of the community. These will be seen to include such enterprises as lumber companies, jewellers, opticians, millinery shops, barber shops, general stores, druggists and stationers, florists, grocery stores, bakery shops, hardware stores, livery and feed stables, butcher shops, wood and coal stores, banks, etc. The interests of these enterprises are fostered and forwarded by a live, up-to-date board of trade, which is prepared to protect all prospective residents and investors by authentic and reliable information.

Port Alberni Home Builders

PORT ALBERNI is a most desirable place to live. During the past year the number of houses has multiplied tenfold. The climatic conditions are favorable. Of course, one cannot expect to find all the metropolitan advantages in so young a community, but a glance through these pages will show many arguments in favor of a residence in this locality.

The cost of living is, on the whole, not so great as in larger cities, especially as one may replenish the larder from bounteous supplies of fish, game and wild berries, which are to be had in their season for the effort of a trip scarcely beyond the city limits.



At the moment (January, 1913) inside property can be bought of us from $300 to $800, while just outside the city limits we are selling at the time of writing (December, 1912) two-acre blocks from $400 to $600 per acre. Going out two to five miles on main thoroughfares we can sell land for small poultry and fruit farms of five to ten acres at anywhere from $35 to $100 per acre, or tracts of greater extent and guaranteed excellence for even lower prices.

For the price of a little labor during spare moments the Port Alberni householder can become the owner of a kitchen garden which will readily grow enough products to keep the family table well supplied. The soil is particularly adapted for the raising of small fruits, berries and "green stuff," which not only serves to vary the bill of fare but materially reduces meat bills.

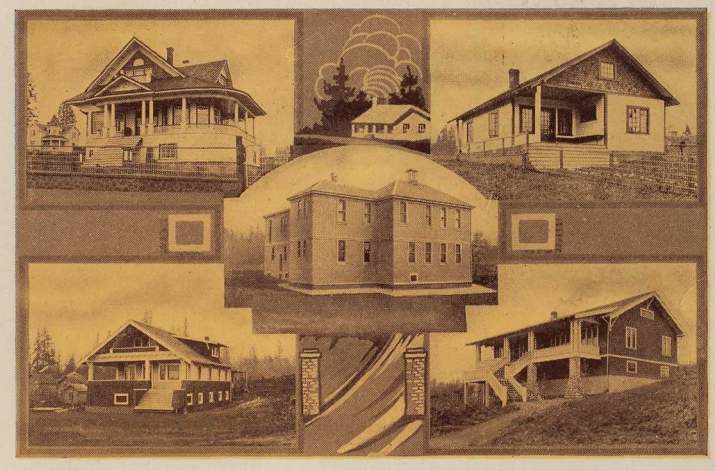
Port Alberni

Port Alberni Home Builders

LUMBER costs from $12 to $20 per thousand; carpenters can be hired for $3.75 to $5 per day. Land can be cleared at anywhere from $50 to $250 per acre, according to density of bush, which price can be reduced by the amount of labor done by the owner or lessee. The average wage for day labor is $2.75. All mechanics receive good pay, but any man not assured of a position before coming should have a little margin of capital. Eggs cost 40 cents a dozen; potatoes 1 to 2 cents a pound; fresh butter and cream and milk can be had daily; coal is worth $7.00 a ton.

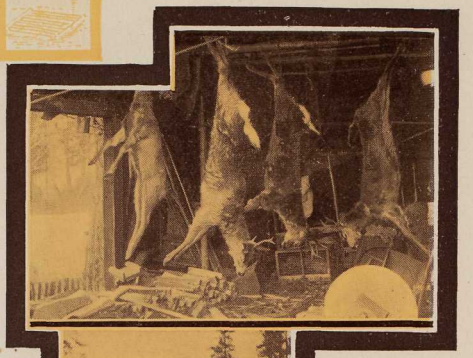
More specific information will be furnished upon receipt of your request.

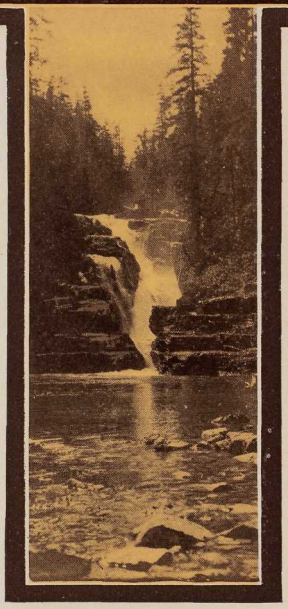
ALBERNI LAND CO. LTD.



We want to emphasize the fact that Port Alberni is NOT a visionary townsite of the future, but a live, progressive, young city ready to welcome the man who is willing to come in, put his shoulder to the wheel and profit by the inevitable growth of the district. Today prices of inside property are justified by actual conditions. In fact, the Alberni Land Co. Ltd. is purposely keeping its prices down to encourage prospective citizens. The growth of the last three years indicates a steadily increasing appreciation of the city's advantages. Come and get started while you can do it on a ground-floor basis.

Port Alberni





Recreation

AT Port Alberni there is ample time and opportunity for recreation, both in-doors and out. Naturally, with such ideal surroundings, nature lovers find numberless ways to spend the time in healthful and pleasurable diversion.

The Alberni region is noted for its fishing and shooting. Sailing and motor-boating on the lakes and Canal are accessible to all, while more extensive journeys up or down the West Coast of Vancouver Island are undertaken by the ambitious cruisers. The ascent of Mount Arrowsmith and other peaks in the neighborhood forms a tempting prospect to one who enjoys mountain climbing. At Long Beach and other spots along the Canal are beautiful sandy bathing beaches, which form the objective point of large picnic parties.

Organized sport is well represented in Port Alberni. There is a football team which, during the year of 1912, were undefeated. Swimming, rowing, golf, cricket, baseball, tennis and badminton each have its organization, made up of representative citizens.

For social diversion there are several clubs which cover the field, not to mention the fraternal orders, some of which are strongly represented in this city. The Board of Trade is made up of the business men of the city and works in harmony with the Vancouver Island Development League, an institution which has done a great amount of good in attracting to the island desirable settlers.

For an all-the-year-round, home city of moderate size, Port Alberni offers attractions not easily surpassed.

Port Alberni

Civic Conveniences

THE residents of Port Alberni are principally individuals of independent means or marked initiative, and are enthusiasts to the backbone.

A more enjoyable neighborhood to live in could not be found anywhere.

Banks—The Bank of Montreal and the Royal Bank of Canada have opened branches in the city and the Bank of Toronto and Dominion Bank have acquired sites here.

Churches—The Episcopal, Methodist and Presbyterian churches have already built, and the Roman Catholic church has also been granted a site by the Alberni Land Company.

Schools—Port Alberni has a good elementary school and will probably be the site of a high school for the West Coast of Vancouver Island. A second school is situated in the City of Alberni and two more schools are conveniently placed for farmers and settlers in the valley.

Besides these, there is a small but excellently selected exchange library; various halls available for public amusement; an opera house with accommodations for travelling and home talent productions, and two good hotels.

The Somass Hotel, which has recently been extended to 100 rooms to meet the demands of the rapidly growing transient trade, would be a credit to a city ten times the size of Port Alberni. This is an imposing building, well designed and luxuriantly furnished in the mission style throughout, with a specially attractive hall and huge fireplace. Its able management and excellent cuisine make it a most enjoyable and homelike stopping place.

Port Alberni

Port Alberni Gardens

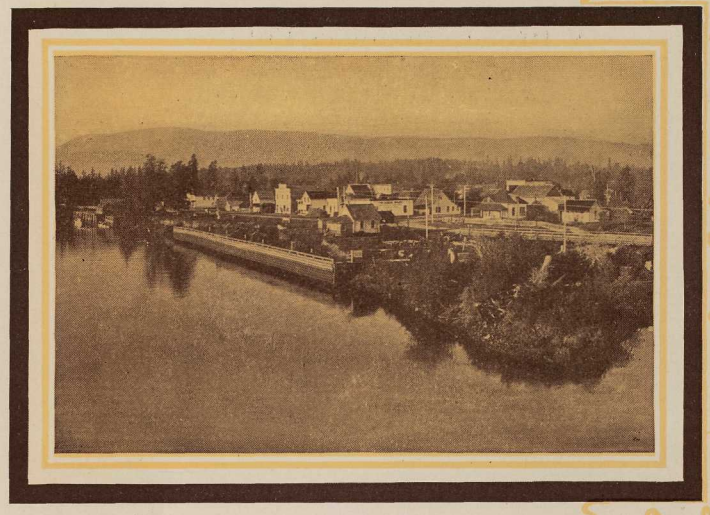
TWO-ACRE residential blocks within one mile of the intersection of Argyle Street and Third Avenue at $600 per acre is an opportunity which will be available only once and that is NOW. Everything else within a radius of two miles is off the market or is cut into small lots which are selling at the rate of $1250 to $2000 per acre. District Lot 133, 120 acres of which are subdivided into two-acre blocks, is situated on land sloping to the West. It is the only market garden property or suburban acreage blocks for sale within the two-mile circle. The soil is a red or chocolate loam resting on a clay subsoil, with occasional patches of black vegetable muck.

CITY OF ALBERNI LOTS

We have still a few lots for sale in the heart of the City of Alberni, two blocks from the post office, Government buildings and banks. These lots will increase rapidly in value, as the business houses in Alberni are in a splendid position to hold the trade which will come with the development of the industrial enterprises along the Somass River. Maps and prices on application.

The prices above quoted are those prevailing at the time of going to press with this booklet, Jan., 1913. It is highly probable that all these prices quoted will advance rapidly and anyone desirous of obtaining lots in the above subdivision or our new subdivision mentioned on pages 30 and 31 should make early application.

Port Alberni



The City of Alberni

AT THE extreme head of the Alberni Canal, extending along the banks of the Somass River on one side and joining the corporation limits of Port Alberni on the other, lies the City of Alberni.

The C.P.R. stops at Alberni and the C.N.R. is surveyed through the city. Alberni also boasts the distinction of having been named the Pacific Coast terminus of the Canadian transcontinental automobile highway.

While Alberni has not attracted to date the large number of residents and investors which have come to the other city, it has advanced rapidly in the last year or two. For any industries which require a site on fresh water or to anyone seeking an attractive homesite, Alberni offers genuine bargains. The city has its own full quota of stores, hotels, churches, schools, banks and beautiful residences. A home on the banks of the Somass or the gentle slopes above can not fail to appeal to the lover of the beautiful.

Like Port Alberni, the city has its own social, business and civic institutions. A spirit of friendly rivalry spurs each to outdo the other, but in matters of moment to the district they combine their mutual interests.

The Alberni Land Co. has desirable properties for sale in Alberni, as well as in Port Alberni, and will be glad to furnish information. Address the nearest office of the Company at Port Alberni, Victoria and Vancouver.

Port Alberni

A Broad Business Policy

THE policy of the Alberni Land Company Limited is to offer the public purchasing Port Alberni and Alberni City realty, the very choicest property. The Company's lands were purchased in the year 1860 and include only what must be acceded by all parties the only legitimate business and the most desirable residential property in Port Alberni.

The land, together with a few outside quarter-sections lying to the East and North of the Company's holdings, constitute the corporate cities of Port Alberni and Alberni.

One thousand acres of the sixteen hundred acres owned by the Company have been cleared. Fifteen miles of streets other than those graded by the Government and city have been stumped and rough graded by the Company, and eight miles of streets in the new subdivision, now placed on the market, are now being rough graded.

The policy of the Company is to do such improvements as will permit the purchaser to at once build on his lot.

Sites have been presented to the Anglican, Roman, Presbyterian and Methodist churches; land for schools and the West Coast Hospital have been presented to the community. The use of a recreation ground cleared, levelled, drained and fenced, has been given to the city for fifteen years free of charge, and a beautiful natural park of ten acres right in the heart of the city has been set aside for the use of the community forever.

Port Alberni

A Broad Business Policy

The Company does not pay high commissions for the selling of its property. It possesses the best land, which sells without excessive advertising, and the purchaser gets the benefit. Outside property owners are obliged to add heavy costs to the price of the lots to pay excessive commissions asked for by sales agents. Without excessive advertising the Alberni Land Company Limited has sold in the last three years $764,705 worth of property.

Examples of Increased Values in Three Years

BY WAY of illustration, we quote here a few characteristic examples, taken at random, from many instances of the advance of values in Port Alberni property, as deduced from re-sales made within the past three years.

(1) Lot 21, Block 55 sold to P. R. Chaney, November, 1910, for $1200; re-sold August, 1911, for $3000; resold to Dominion Bank, March, 1912, $4500; latter have since refused $6000 for it.

(2) Lot 14, Block 55 sold, November, 1910, for $800; re-sold to W. Holt, November, 1912, $3150.

(3) Lot 6, Block 112 sold to J. J. Erskine, July, 1911, for $1000; re-sold November, 1912, for $2800.

(4) Lots 20 and 21, Block 85, sold for $200; re-sold to R. M. Ellis, October, 1912, for $4000; re-sold December, 1912, for $7500.

(5) Lot 16, Block 112 sold to T. D. Jackson, July, 1911, for $800; re-sold to R. C. Bucknall, January, 1912, for $1200; resold to F. H. Swayne, October, 1912, for $2000.

(6) Lots 1 and 2, Block 72 sold to R. DeBeaux, October, 1905, for $150; re-sold to R. W. Gibson and T. Meredith, September, 1912, for $15,000.

Port Alberni

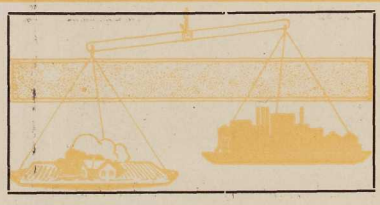
Our New Subdivision

THE subdivision is situated within the corporate limits of Port Alberni. It is exactly in the centre between the business sections of the cities of Port Alberni and Alberni. It lies between 10th Avenue and 3rd Avenue. The cities of Alberni and Port Alberni are fast growing together. This subdivision is the connecting link.

Physical Characteristics—The land slopes gently to the West. There are no ravines. The land is all cleared but not stumped. The roads are now being rough graded by the Company. The West Coast Hospital is already built on Block 176, in this subdivision, and Block 190 has been offered as the site for the high school, which is to be erected at a cost of $30,000. This school is to be the centre of education for the West Coast of Vancouver Island.

DETAILED INFORMATION

If you do not happen to find inserted in this booklet a folder describing this particular subdivision more in detail, send to us for it. We confidently expect that it will not take long to dispose of this subdivision at the original prices, as every lot is guaranteed and heretofore the opportunity of purchasing in a new subdivision of ours has always been welcomed by the public with flattering enthusiasm.



Port Alberni

Will You Be One of Those to Profit ?

WHEN the late Robert Dunsmuir opened the great Comox coal mines he wanted to build thirty miles of railroad and arrange to ship his output from Port Alberni, realizing that he would thus be fully 200 miles nearer his market, but his death precluded negotiations and the matter was dropped. Eleven years ago a franchise for a railroad from Nanaimo to the Alberni Canal was granted, but the scheme fell through, although the incident served to make the advantages of the district apparent to the public eye. The actual construction of the E. & N. R.R. to Port Alberni took place one year ago and brought matters to a focus.

Since that time there has been a movement the extent of which is significant. But rapid as advances have been there is no reason to believe that within the next few years they may not even surpass the record already attained. Today Port Alberni is the westernmost port of all Canada, with a prospect of becoming a flourishing city by the time the Panama Canal has opened its gates to the traffic of the world, and altered the entire sea coast situation of Canada.

The prices at which we are quoting property today, right in the very heart of the city, are scarcely more than those asked in small country towns with no assured future. Compare them with inside prices of Vancouver and Victoria. In dealing with us you have the knowledge that you are co-operating with the oldest and strongest firm now handling properties in this district. We invite your correspondence.

Alberni Land Co. Ltd.

Remember This!

"Cities that are soon to take up the handling of a world wide commerce must of necessity grow to the importance and size that characterizes world commerce cities."

And Watch Port Alberni

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