

*"Follow the Birds" to*  
**VICTORIA**

Capital City of BRITISH COLUMBIA







Lovely Beacon Hill Park, 154 acres of luxuriant flower beds, small lakes and rolling lawns that slope to the sea. Enjoy bowling, cricket, band concerts—see the royal swans, the royal rose gardens—all against a backdrop of snow-capped Olympic Mountains.

*VICTORIA HAS A STATELINESS AND IMPRESSIVE BEAUTY WORTHY OF BRITISH COLUMBIA'S CAPITAL.*

## *Come to Victoria* — CANADA'S "CITY OF GARDENS" ON THE PACIFIC

Let's do something different this year! Would you like to take a short, sparkling sea voyage—sail into the heart of a city almost too beautiful to describe? Then we invite you to embark on a holiday you will never forget!

Behold our magnificent Parliament Buildings, ivy-walled Empress Hotel, the Crystal Pool, fresh green lawns and flower beds ablaze with colour! Here history and leisurely living walk close together, as honeymooners do. The historic mysteries of Helmken House are waiting, and at city centre, see Thunderbird

Park's legendary Totem Poles. Breathe deep the fresh, cool ocean air; sleep fully and well. Let Victoria refresh your zest for living!

HERE'S YEAR 'ROUND RELAXATION—Victoria welcomes you to unlimited amusement. Golf can be played practically every day of the year. Sail, swim, cycle, curl, ride if you wish. Or watch Canadian hockey and lacrosse, soccer (football), auto or yacht racing. Fishing? Yes! . . . And in every month of the year. In nearby rivers and lakes, fresh water

enthusiasts catch trout and bass; on sheltered seas, take grilse (sea-trout) and tangle with frisky coho, sportiest salmon of them all. And from the world over, sportsmen come to match their skill against the giant Spring or "Tyee" Salmon.

**SURROUNDED BY MATCHLESS SCENERY—**Drive your car along Victoria's famous Marine Drive, past beautiful gardens, palatial homes, bordering Juan de Fuca Straits, in full view of Mount Baker and the snow-capped Olympics. Or there are sightseeing buses, horse-drawn Tallyhos, and private vehicles for hire. See Mt. Tolmie, Mt. Douglas and the Malahat for views supreme; Sunny Saanich Peninsula; the rugged Pacific at Sooke. Enjoy your choice of fascinating short ferry trips,—land-and-water tours through the Gulf Islands.

Paved highways invite you to drive up-island, and an efficient inter-city bus service leads from Victoria to a perfect vacationland . . . Vancouver Island. Here are densely forested mountains, miniature snow-capped "Rockies". Sheltered seas and clustered islands are a yachtman's delight . . . a thousand coves, snug harbours . . . warm, sandy beaches. For the winter skier there are high plateaus, famed for wild game when the snows retreat and alpine flowers claim the land.

Victoria welcomes you to Vancouver Island! Make this your Vacation Headquarters. From Victoria you can enjoy it all!

**YOU'LL SEE THE WORLD-FAMOUS BUTCHART GARDENS—**Seeing these loveliest of gardens for the first time is an experience you will always cherish. This is one of Victoria's outstanding attractions, nestled among sheltering hills . . . a veritable paradise!

Once a bleak limestone quarry, the now-fabulous Sunken Garden, English Rose, Italian and Japanese Gardens, have become the crowning achievement of half a century's continuous growth and devoted care.

Magnificent by day, the Gardens are even more exciting under the magic of night lighting. Over half a million photographs are taken here annually by visitors. Open the year 'round, the Butchart Gardens will delight your whole family on even a short visit to Victoria and Vancouver Island.



SEAL OF THE CITY OF VICTORIA



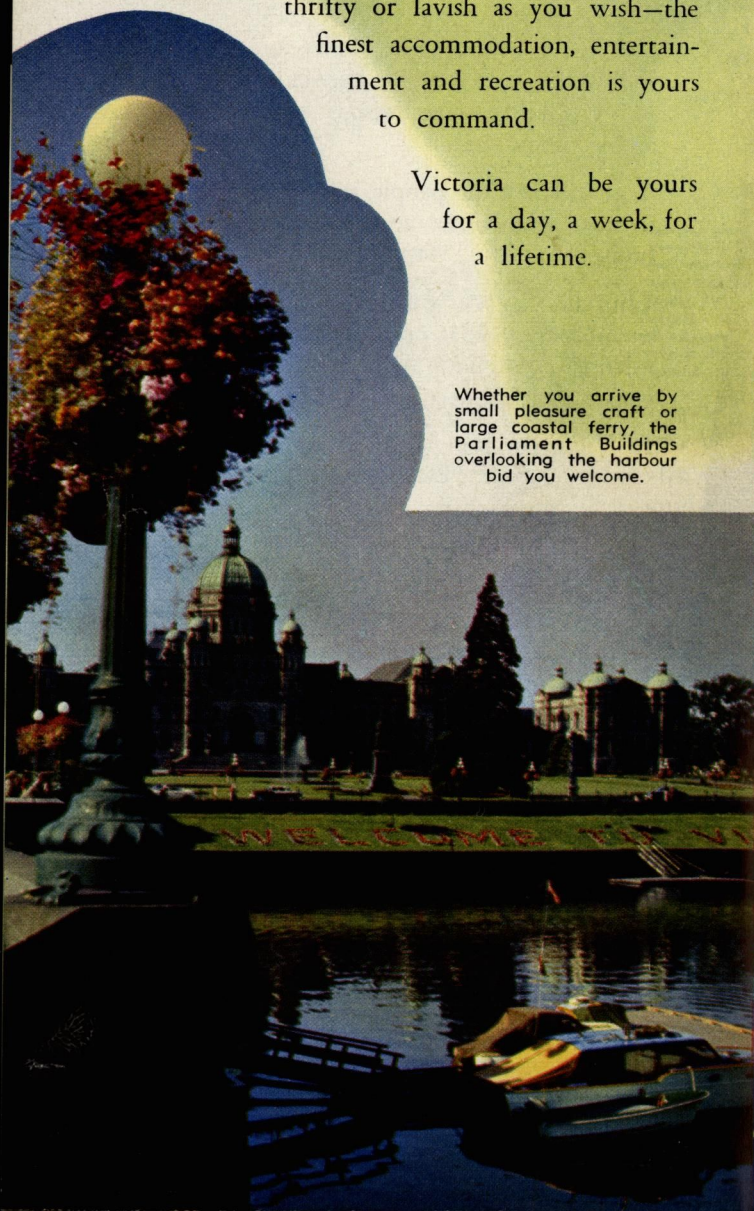
WORTHY OF ALL YOUR PRECIOUS VACATION TIME!—Make every holiday hour a rewarding experience this year! Plan to see for yourself the beauty, charm and storied hospitality of Victoria, the Capital City of British Columbia.

Step from the deck of a luxurious coastal steamer into an atmosphere just a little different, a little strange . . . fascinating! The language will be familiar to you, yet this is a foreign country, possessing Canadian traditions and British interests.

Bring your car, travel by steamship, or fly to Victoria, Vacation Headquarters for Vancouver Island. Be as thrifty or lavish as you wish—the finest accommodation, entertainment and recreation is yours to command.

Victoria can be yours for a day, a week, for a lifetime.

Whether you arrive by small pleasure craft or large coastal ferry, the Parliament Buildings overlooking the harbour bid you welcome.



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# For a Vacation or a Lifetime You'll Like Victoria!

Victoria has so much more to offer!—Matchless scenery, a milder climate . . . every facility for a different vacation, a rest . . . relaxation. Enjoy it all—not just in the summer, but every month of the year!

**A FRIENDLY ATMOSPHERE**—Victoria possesses a cordial quality—a way of living—something difficult to define, yet cherished by her happy citizens. Her unique locale, almost surrounded by sheltered ocean, has been enhanced by human ingenuity, until horticultural enthusiasm has created a city whose garden glories are world-renowned.

You will like the people, too. They are interested in new neighbours; anxious to make you feel at home.

Churches of every denomination welcome your membership. The cultural arts flourish, with a talented symphony orchestra, live theatre, arts centre and modern libraries.

In Victoria, clean avenues are colourfully boulevarded; radio and T.V. reception is outstanding. Here are the finest of schools, both public and private.

**SHOPPING IS FUN!** High on the list of entertainments in Victoria is the delightful experience of browsing through our shops.

Here you will see the choicest of British woollens, tweeds, china, jewellery, leathers and antiques; Scotch tartans and plaids; Native Indian sweaters, totem poles, and Canadian handicraft.

Our stores are interesting, their values real. You will enjoy the fun of taking something home.

Greater Victoria's residents live on the southern tip of Vancouver Island, there enjoying Canada's balmy climate, considered by the medical profession to be unequalled.

Thousands of vacationers visit and holiday during Victoria's lovely summer, and many have found the City charming from September to March. Preserved and treasured is an old-world atmosphere at Christmas. Yuletide festivities in Canada's Holly Capital are an unforgettable experience.

Victoria's many hotels, auto courts, motels and visitor homes are renowned for comfort at reasonable rates.

Greater Victoria has the highest purchasing power per capita of any Canadian community. City and Municipal taxes are reasonable, and services adequate.

For further information about Victoria write direct to:—  
George I. Warren, Commissioner,  
Victoria & Island Publicity Bureau,  
P.O. Box 1000, Victoria, B.C.

## NOW! A Network of Ferry Services

Victoria is served from all major ports by the finest coastal car liners in the world—plus frequent daily airline, bus and rail coach service.

When you have seen Victoria, be sure to tour the rest of Vancouver Island and then cross to Vancouver, Canada's Western Metropolis, and see Stanley Park, Point Grey, Marine Drive, the North Shore, Capilano Canyon, Bowen Island, Howe Sound, Grouse Mountain and Harrison Hot Springs.

*This  
Vacation  
Choose  
Victoria*

HERE YOU'LL CATCH COHOE  
ON THE FLY!

## YOU'LL CHOOSE VICTORIA FOR MANY REASONS . . .

Victoria, named for a British Queen, is Capital and second largest city in the only Canadian Province to border the Pacific Ocean . . . British Columbia.

Greater Victoria embraces, besides the City proper, the Municipalities of Oak Bay, Saanich, Esquimalt and Central Saanich.

Oak Bay largely borders the sea, and is primarily a well-developed residential municipality. Saanich is recognized as Canada's fastest growing organized area, a popular example of the trend to urban living. The largest drydock in Canada, ship-building yards, and a major Royal Canadian Naval establishment, are located in Esquimalt. Central Saanich, hub of a prosperous small fruit, flower, vegetable and greenhouse industry, is Greater Victoria's youngest municipality.

**VICTORIA . . . TRULY A GRAND AND FRIENDLY PLACE TO LIVE!** With buoyant business opportunities too! Victoria seeks to retain an air of leisure in deference to those who desire relaxation, entertainment . . . retirement. But Victoria has also earned the reputation of being at the same time a progressive community, possessing a lucrative commercial and industrial present . . . and future.

A leading seaport on Vancouver Island, Victoria derives revenue as world-wide exporter of manufactured forestry products, roofing, furniture, paint, textiles, fish products, and major marine construction. Associated with the ship-building and repair industry from her earliest history, the area possesses deep-sea harbour facilities to accommodate the mightiest liner.

Victoria's Visitor Industry, of which this folder is a part, conducts a popular and continuing programme, responsible for bringing over 500,000 vacation enthusiasts to the City each year.

Agriculturally, Victoria benefits from a thriving market garden industry on nearby Saanich Peninsula. Specialty crops of fruits, berries, bulbs and holly, are Canada's best, but it is the glorious early daffodil that has brought the city fame—"Spring comes first to Victoria!"

MANY COURSES INVITE YEAR 'ROUND GOLF

