

Victoria name brand might fall out of favour

Re: “Victoria should ban others from using name,” letter, Aug. 30.

Perhaps that letter-writer was being facetious when he suggested that businesses in the other 12 municipalities in the capital region should not be allowed to cash in on the use of the name “Victoria.” His contention is that if they wish to continue doing so, then they should amalgamate.

With the current local discussions of political correctness around recognition of historic figures, he might just have his wish granted — but not for reasons of amalgamation. Victoria the city was named for Victoria the queen, who headed the British Empire during the early days of European settlement here. She was not known to have disagreed with the ethos of her times when it came to matters involving Indigenous residents.

Imagine all the confusion and cost to change the University of Victoria’s name and all the other name brandings using the V word — only to then decide that perhaps the very name brand “Victoria” itself might no longer be acceptably politically correct!

Perhaps we should save a lot of fuss and bother by simply asking the lieutenant governor to decide the answers to these big questions. After all, after B.C.’s recent election, it was finally left to that lone honourable person to make the final decision as to who should become our province’s premier.

Jocelyn Skrlac

Victoria