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*It is the desire and it will be the aim* of this Company to further the interests of this particular locality in every sense of the word. With this object in view it is evident that the interests of the Company will be best subserved by having the directorate an entirely practical one. *The horticultural work* will be carried out under the supervision of a staff



Duchess Apples Grown on F. D. Nicholson's Orchard

of expert workmen, having scientific training so that any of the orchardists of the Company will be able to take advantage of the advice and direction of the horticultural department.

It is the desire of this Company, first and foremost, *to colonize the Salmon Arm District* and to secure for it most desirable citizens; secondly, to increase both production and market value of all agricultural and horticultural



Strawberries packed by W. A. Banks, Salmon Arm