

Vernon has an excellent Telephone System connecting it locally and with all parts of the valley.

Regina. They also operate a cannery at Kalamalka Lake.

The Vernon Canning and Jam Company last year started a factory, which insures a steady local demand

for fruit too ripe to ship out, or of inferior grade, and which gives an assurance of moderate returns in case the open market should become temporarily glutted with competing produce.

Transportation Facilities

NOT only has Vernon daily train connection on the C. P. R. between the main line and Penticton at the Southern end of the Okanagan Lake but the B. C. Government has also guaranteed the bonds for a branch line to be built by the C. N. R. from Kamloops to Vernon, Lumby and Kelowna. According to this agreement between the Provincial Government and Messrs. Mackenzie and Mann, this road is to be completed by the 1st of July, 1914, and it is expected that

active construction will be started shortly. The completion of this road will mean the opening up of a practically new and extensive market, in the Northern Interior, for Okanagan fruits and products. The C. N. R. has also acquired the charter of a proposed electrical system, radiating from Vernon, and has already spent large sums in preliminary work. The power will be developed from Shuswap Falls, Sugar Lake and Skookum Chuck Falls.

The Markets

THE markets which are awaiting the development of the Okanagan Valley are boundless in extent. The principal one, the natural outlet for our fruit, is that offered by the Prairie Provinces, whose population is increasing annually in a ratio immensely greater than the increase in our output of fruit. When it is considered, that, at the present time, fully 90 per cent. of the arable land of the North West still awaits settlement and development, and that settlers are pouring in to occupy this vacant land at the rate of over

200,000 a year, some idea will be formed of the ever-increasing demand that will be created for our fruit in the Prairie Provinces. But we are not limited to this market. Besides the home market at the coast and in the mining cities of Kootenay; Australia, New Zealand and Tasmania would absorb a considerable amount of fruit, if we had it to dispose of, while Great Britain and the continental countries of Europe offer a steady demand, at top prices, for the highest grade of apples. Further, when it is borne in mind that the total area