

ARMSTRONG



ARMSTRONG is the center, geographically and commercially, of the Municipality of Spallumcheen. It has a population of over five hundred, and if the suburban population adjacent thereto be added, the total is in excess of eight hundred. ¶ Three of the largest industries in the town, the Okanagan Flour Mills Co., The Armstrong Farmers' Exchange and the Okanagan Creamery Association, are owned by the farmers and operated by themselves solely in their interests. ¶ The flouring mill has a daily capacity of one hundred barrels of flour, and is operated six days in the week during the entire year. Its annual sales of flour and feed stuffs are in excess of \$200,000. Their high grade products are attested to by the fact that for some years the demand for home consumption and export has greatly exceeded their output. The management is in capable hands and is satisfactory to shareholders and the trade. ¶ Ninety per cent. of the Fruit, Vegetables and Hay grown in the Municipality is bought and shipped by the Armstrong Farmers' Exchange, and at the rate the annual business is growing, taking into consideration the rapid development of the fruit business in this section, in five years' time it will have attained a volume of business larger than any other institution. With the exception of purchasing fruit boxes and sacks in large quantities, which are sold to members at prices thirty per cent. lower than they could buy individually, the business of this organization is wholly the collection, preparation and selling the produce and fruit grown by its members. It might also be added that one of its most valuable functions is the data it is able to give its members as to varieties to plant and the instruction as regards preparation and packing, always with a view of improving the quality of the shipments. ¶ The management is in aggressive hands, and while the business is co-operative, it is not sentimental. It is conducted on strict business lines. Naturally the selling end of a business of this kind is the most important, and it is so treated by the management. The selling territory lines are being gradually extended; the selling agencies strengthened and added to; the future is more in mind than initial results. The business is doubling in volume each year, and what is more, it is profitable. ¶ The Okanagan Creamery Association is located on Davis Creek, a beautiful mountain stream near the northern limits of the town. The plant is new and modern in every way and has a capacity for one thousand cows. It is operated steadily, and its product is high-class. The demand at times is so great that local merchants are compelled to order ahead in excess of their requirements so that their trade may be kept supplied. ¶ Armstrong has, in addition to the industries named, a saw and planing mill, with a capacity of 25,000 feet daily, and an annual cut of between three and four million feet, furnishing the farmers a ready market for all