



The Land of Fruit and Sunshine

MANY booklets have been written on the subject of British Columbia Fruit Lands, newspapers and magazines have been full of praise for the Pacific province, setting forth in alluring paragraphs the fertility of soil, delightful climate and hundreds of advantages, which attract the new settler. Yet the story of British Columbia has only half been told, and those who a few years ago looked with doubt and even ridicule upon the attempts to bring the far western province before the world as a fruit growing country, are being shown the result of persistent labor and development in the rich harvest of some of the finest apples ever grown apples which bring the highest price at Covent Garden and other big European market places.

Most of the first literature extolling the new fruit lands, which was distributed broadcast, was taken as the wiseman says "with a grain of salt" which really means that the early attempts to interest the big public, were not taken at all seriously.