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SEYMOUR ISLAND FRUITLANDS



OF SHUSWAP LAKE
British Columbia

SEYMOUR ARM FRUIT LANDS

of Shuswap Lake, B. C.

E. C. Turner

Head Office :

VANCOUVER, B. C.

P. O. BOX 1805

Seymour Arm Fruit Lands Limited

NOVEMBER, 1910



A Fruit Valley Near Seymour Arm, British Columbia

A WORD TO THE WISE IN ADVANCE

IN the following pages the intention is to present in as practical a light as possible some of the facts connected with the industry of fruit farming. It is an easy matter by the use of superlative phrases and unnecessary adjectives to conjure up a picture which looks well on paper, but which will not stand the test of experience or investigation.

¶ We have endeavored to furnish all the information which is likely to be of interest to intending fruit growers in British Columbia, and if the attractions of Seymour Arm and its peculiar claims as a land for raising horticultural crops have been stated in no uncertain words, it is because the Seymour Arm Fruit Lands Company stand behind the statements and are so firmly convinced of the facts that they cheerfully challenge criticism.

¶ Those who have their finger on the pulse of the land movement know of what they speak. All irrigated or non-irrigated lands to-day in British Columbia which can grow crops and are close to transportation are money-makers. More especially is this the case when the land is bought direct from the parent or colonizing company, and improved by personal effort. Such farms will not only produce a steady and sufficient income, but in a few years' time will command big prices from those who seek the milder climate and physical attractions of this Province. This is acknowledged by every man who knows.

¶ We want every reader who is interested in the possibilities of fruit growing to carefully consider these pages and then communicate



Another View of the Falls—To Supply Water and Power

NO IRRIGATION REQUIRED AT SEYMOUR ARM

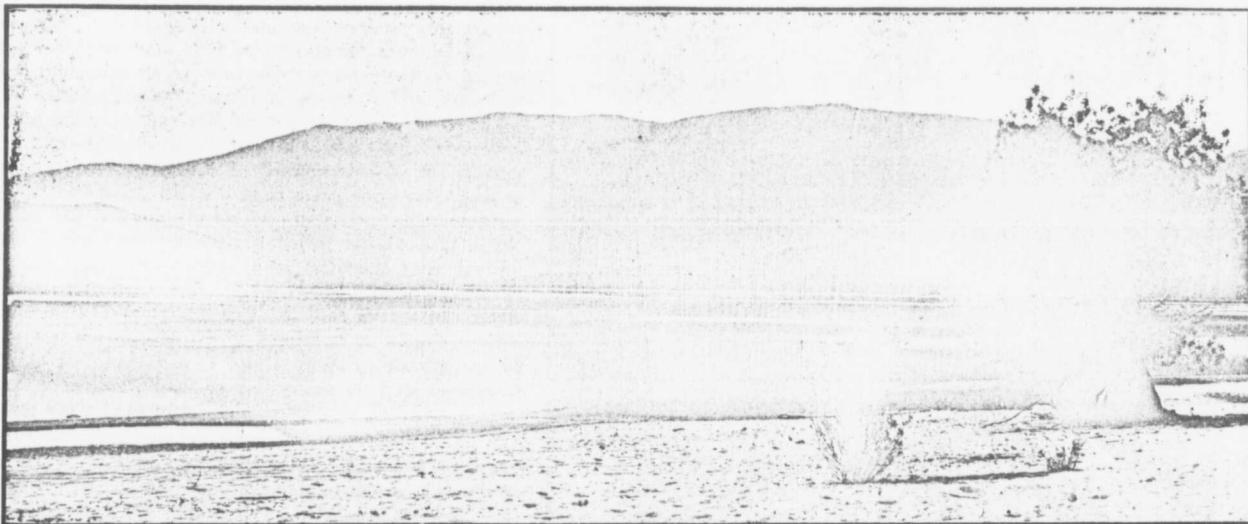
with us. We possess special facilities for handling correspondence, and every enquiry will receive individual attention. It is impossible within the limitations of a booklet to provide for all contingencies, but all questions will be promptly replied to from the Head Office.

¶ Remember that it is the desire of the Seymour Arm Lands Company that you should participate in the prosperity of the district. This is not expressed under any mask of altruism, but as a straightforward business proposition. Every settler who takes up a section with us and improves his own holding, benefits that adjoining.

Unity is strength, and the smooth co-operation of settlers and the operating company is one of the chief factors in making success. As will be seen in subsequent pages, the Seymour Arm Lands Company are prepared to do all in their power to facilitate settlement, and believe that no other company in British Columbia ever made such fair proposals to intending purchasers.

¶ Address all communications to

SEYMOUR ARM FRUIT LANDS, LIMITED,
P. O. Box 1805, Vancouver, B. C.

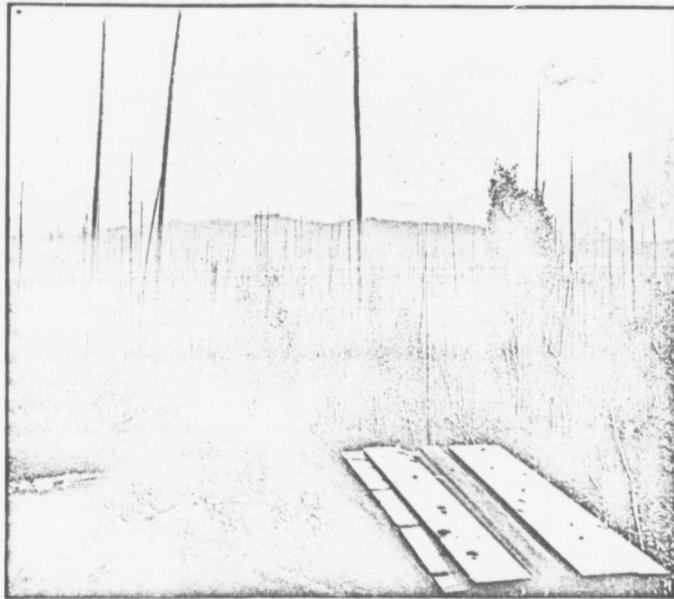


Looking Across the Lake

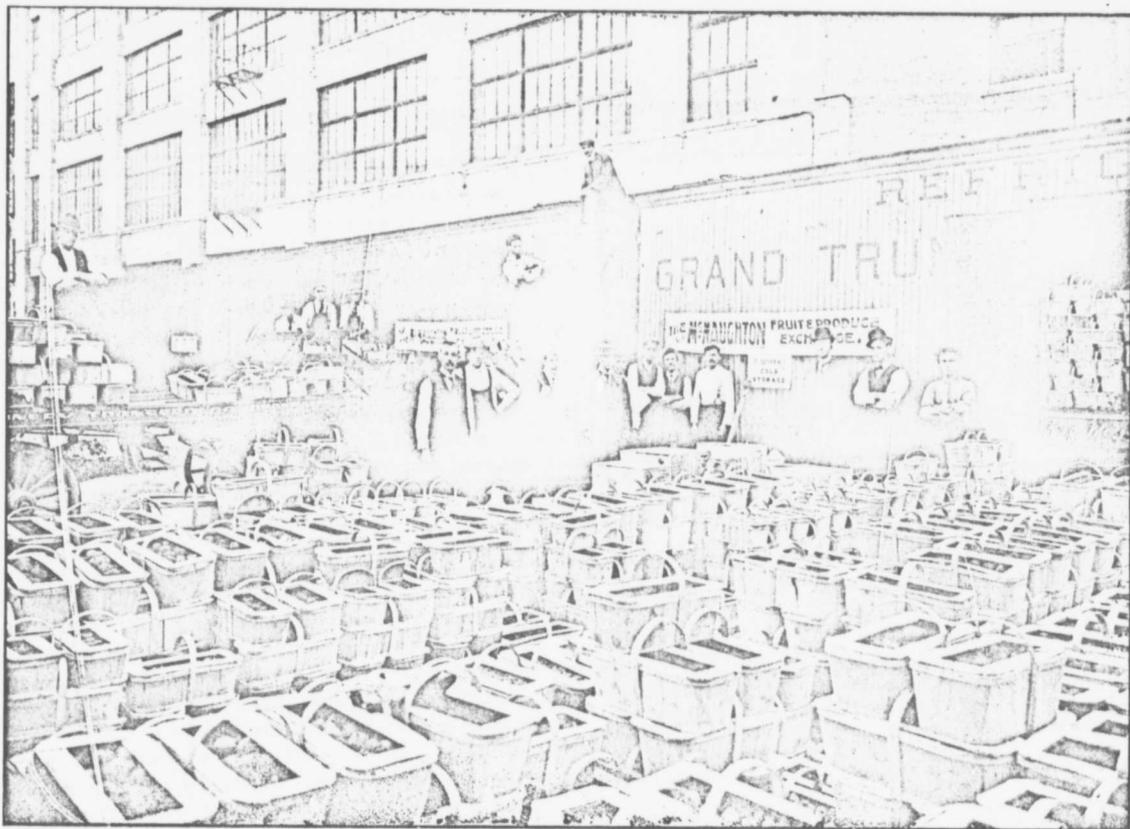
Fruit Growing as a Commercial Occupation

GROWING fruit as a business has come to be regarded as one of the most attractive and profitable occupations which anyone having a desire for outdoor life can choose. Here in British Columbia there are numerous fertile valleys and tracts of suitable soil which are eminently adapted for the growth of fruit trees. Broadly speaking, the lands so adapted are situated in what is termed the interior belt, which can again be divided into land which requires irrigation and which receives enough natural moisture to be independent of scientific assistance. The settlement of these districts, which in time will become the garden lands of the Province, is of comparatively recent growth. Not until the tremendous possibilities of fruit growing were demonstrated by the farmers of the State of Washington, which is in so many ways analagous to British Columbia, did the industry receive any serious attention here. Up to very recent times our leading varieties of fruits—such as the apple, pear, peach, plum and cherry—were cultivated more for domestic requirements than for export. Even to-day a large percentage of what is consumed in Vancouver is imported from the United States, and it is obvious that this market will be dependent on outside sources until such time as the production of fruit is equal to the demand of the great prairie provinces, which, in the opinion of those competent to judge, is never likely to happen.

¶ In view of these circumstances which are self-evident, for the prairies are not adapted for fruit growing and are capable of sustaining a large population, it follows that the cultivation of this market will be a source of great profit to the fruit grower of British Columbia. At the present time this is true on a small scale, but once the bearing orchards now approaching maturity and those of future growth are producing their crops of apples, peaches, pears, etc., the wealth which will return to farmers of British Columbia will make each man in-



Looking Up the Valley



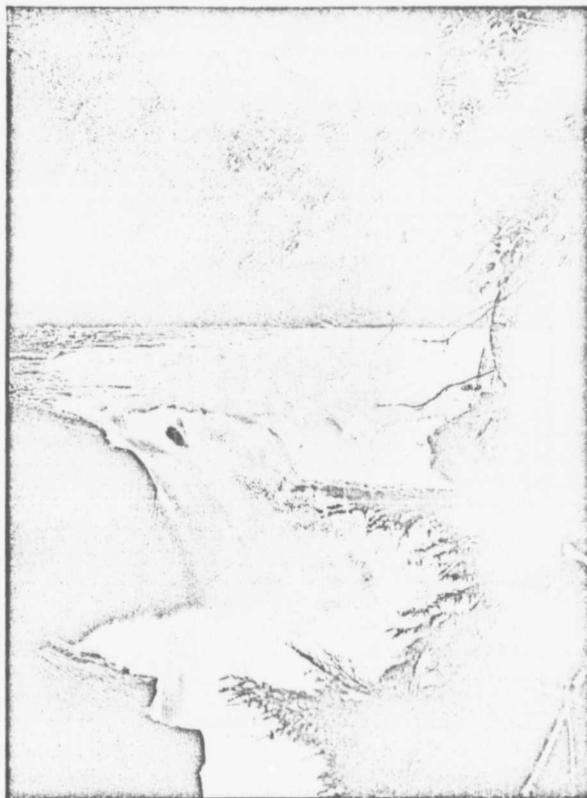
Unloading Fruit Cars in British Columbia

dependent for life. This statement is amply borne out in the Yakima Valley, Wash., where to-day cultivated fruit lands bring as high as \$3,000 and \$4,000 per acre, based on the value of the crops. It is said of the settlers in this fertile and favored land that 90 % of them could afford to take an annual trip to Europe.

ATTRACTIVENESS OF THE OUTDOOR LIFE.

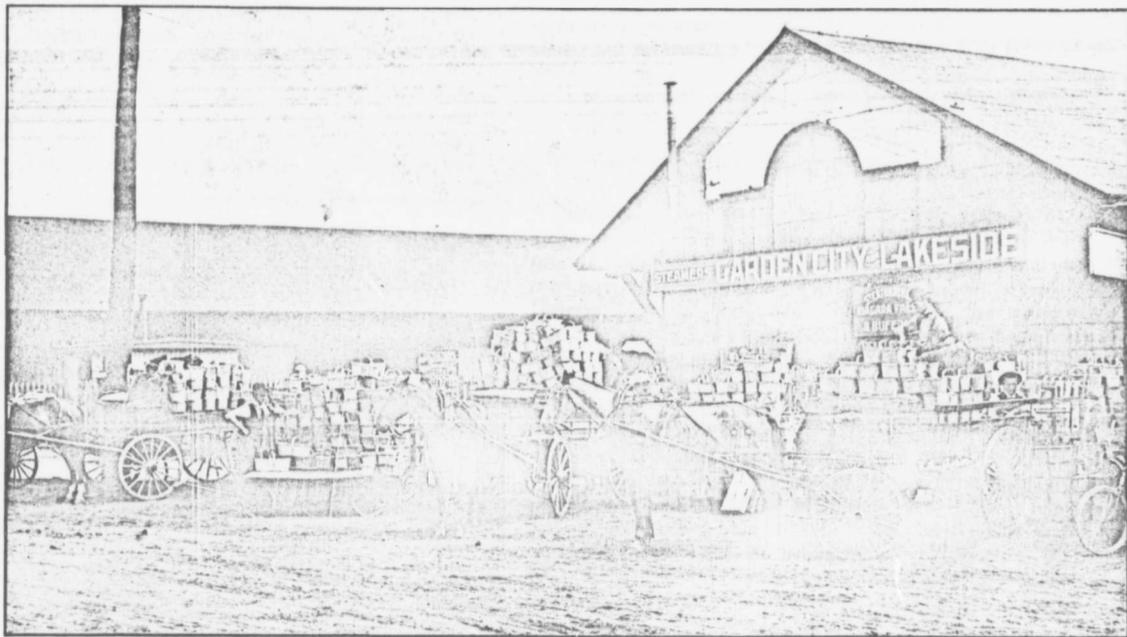
¶ It is an accepted truth that a pendulum cannot continue to swing forever in one direction. So it is in the matter of human existence. The wonderful industrial development of our generation has resulted in centering a large proportion of the population in cities. The results have been competition, with severe mental and physical strain, and a general reduction of health and vitality. Thinking men in consequence are turning their attention to the land, where they see an opportunity of acquiring a competence by healthful and profitable occupation and an encouraging future for their families. There is no branch of agriculture which appeals so forcibly to the average man as fruit farming. Grain growing may afford a quicker return in the first year or two, but this necessitates living on the prairies, perhaps far from neighbors and civilization, and facing all the rigors of the winter season which practically lasts six months.

¶ Fruit farming, on the other hand, requires a much smaller tract of land, ten acres in fruit being a sure and ample income producer, while the system of colonizing creates a community from the inception. Then again the winters are unusually mild, the thermometer rarely going below zero, and the season seldom extends over four months. The cultivation of the land is easy once it has been cleared, and the interest aroused in the growth of the young trees is quite simple to understand. Summing up all the factors in the question, it may be asserted without fear of contradiction that no occupation in British Columbia to-day holds out such promise of success to the intelligent and industrious man who selects the proper location, as that of fruit growing.



Falls on Seymour River

NO IRRIGATION REQUIRED AT SEYMOUR ARM

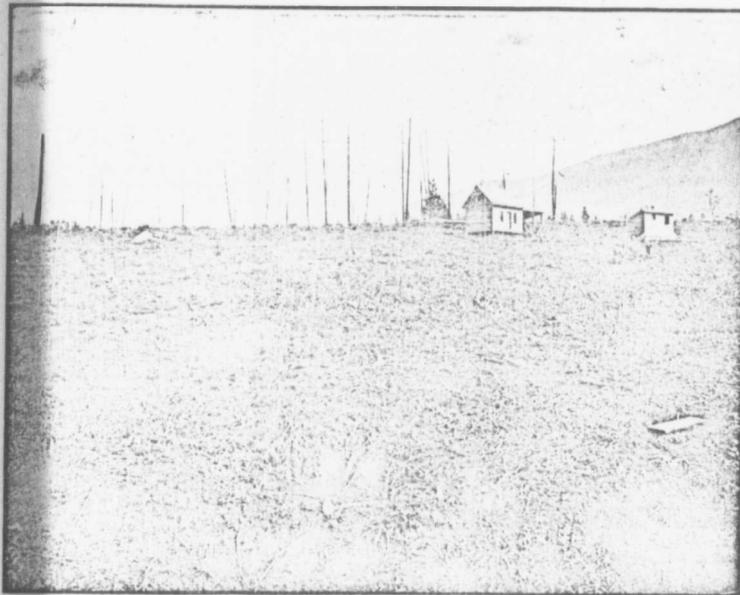


Shipping Fruit to Market in British Columbia

THE SEYMOUR ARM FRUIT LANDS, LIMITED

¶ This company has been formed by some of the most practical and experienced fruit lands men in the Province for the purpose of settling the fertile valley and bench lands of this upper arm of the expansive Shuswap Lake. The proposition is strictly a colonizing one under conditions which may be termed ideal for the particular object in view, viz., the growing of fruit.

¶ The company own about 6,500 acres of land, measuring between two and a half and three miles in width, and about four miles in length, the whole sloping gently back from the lake-shore front, which resembles a sea beach more than an inland water-



Looking Up One of the Benches

front, and is characterized by a succession of benches affording excellent drainage and unrivalled situation for orchards and homesteads. The founders of this enterprise have taken all the circumstances attending successful fruit growing into serious consideration. They have had the soil examined by experts, the location studied from every point of view, and have no hesitation in stating that the claims put forward on behalf of the premier fruit lands of the Province, and the results attained by proper methods of cultivation, can be duplicated with additional advantages at Seymour Arm.

WHERE THE NEW COLONY IS LOCATED

¶ Seymour Arm forms the north-west branch of Shuswap Lake, which comprises two elongated bodies of water, about seventy miles in length, connected near the centre by a narrow navigable channel. The lake is about equi-distant from Calgary, in Alberta, and Vancouver, the commercial metropolis of British Columbia, the distance being about 300 miles. The nearest station on the C. P. R. main line is Sicamous, a junction point for the fruit lands of the Southern Okanagan. Seymour Arm is 32 miles up the lake from Sicamous. A regular service by the company's commodious launch is maintained every Tuesday, Thursday and Saturday, the time occupied on the trip being under four hours. Next season it is the company's intention to put on a steamer which will make daily trips. The journey is full of interest, the water always being placid owing to the absence of strong winds, and the evidences of settlement in the numerous bays, as well as the magnificent panorama of mountain scenery, all combine to pass the time pleasantly.

¶ The shelving shores of the lake give place on arrival at the Arm to a beautiful bench of white sand gradually rising to the first wide bench land. It is naturally here that the first settlement was effected, and a number of pleasing homes, hotel, school and store are already established, and attest the enterprise and industry of the settlers. Considering that the community was only established in the spring of this year, the results attained are highly creditable, and indicate that progress in the future will be rapid and continuous.

NO IRRIGATION REQUIRED AT SEYMOUR ARM



Dairying as a Side Line in British Columbia

WHAT MAXWELL SMITH HAS TO SAY

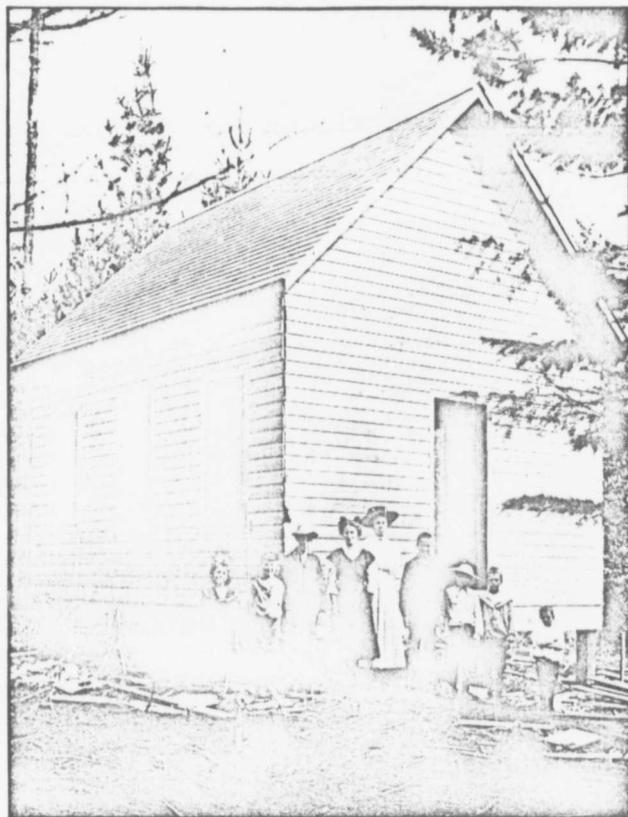
¶ Maxwell Smith, the eminent provincial authority on fruit, and editor of the Fruit Magazine, says: "The climatic conditions here resemble very much those of Southern Ontario. Here the natural rainfall is sufficient, and splendid apples, pears, plums and cherries are successfully grown. The timber is, generally speaking, light, and the land rich." This evidence is particularly valuable as it comes from an unimpeachable source.

THE CHARACTER OF THE SOIL

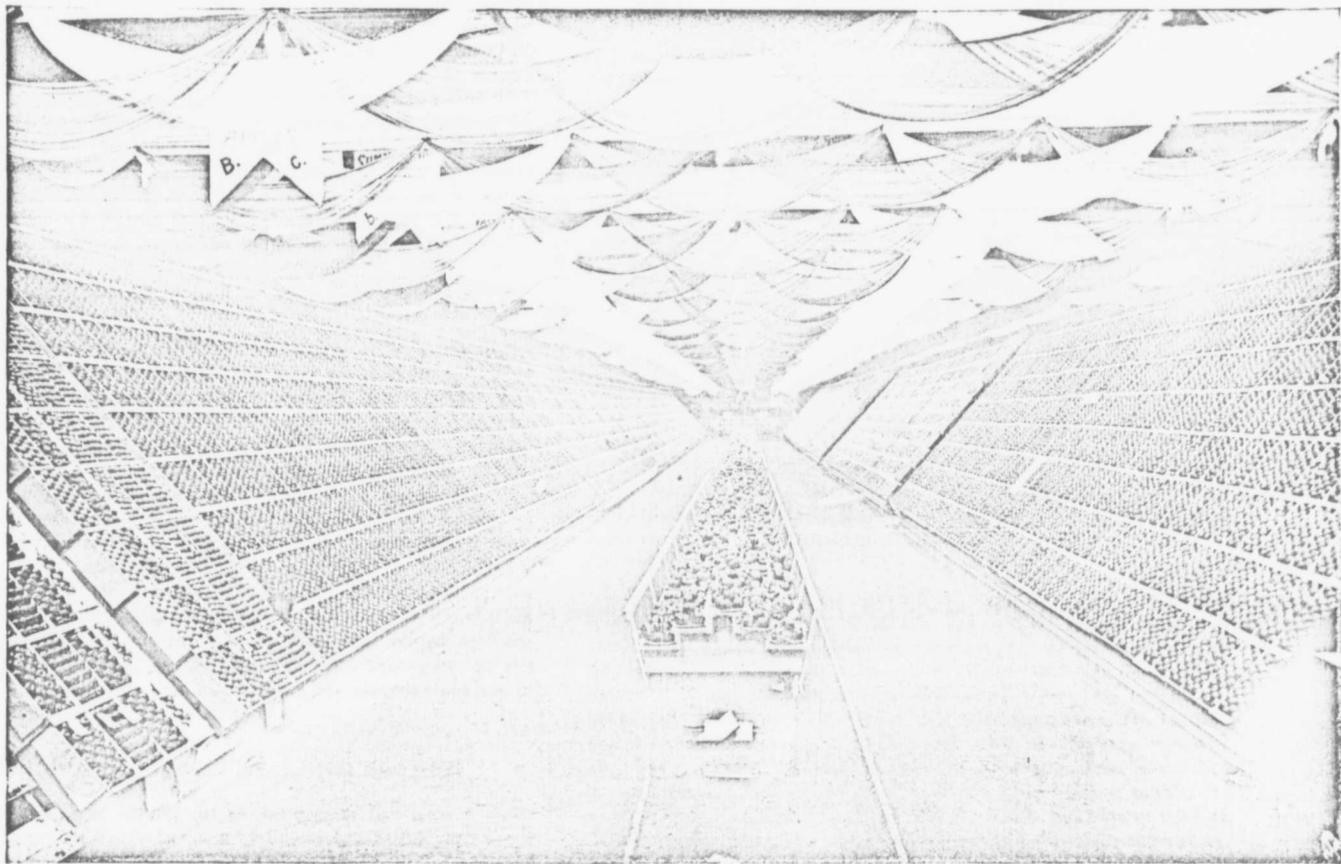
¶ Everything nearly depends, in the cultivation of fruit, upon the suitable nature of the soil. Climatic conditions may be perfect, transportation the best, and industry unailing, but without the soil the task is hopeless. This is a striking feature in favor of Seymour Arm. Lying, as before stated, in benches and gradually rising, the whole estate is penetrated by the winding Seymour River in such a way that no point is distant more than a mile or so from the water. Along the banks of the river is a narrow fringe of bottom land, composed of black alluvial soil, which must furnish an ideal site for the cultivation of celery, in itself a very profitable occupation for those who understand market gardening. The bench lands of the valley are composed of a fine, friable, sandy loam, several feet in depth, overlying a clay subsoil, which is considered a most desirable condition for the promotion of a vigorous growth in fruit stock. These features are identical with the choicest lands in the State of Washington which, by cultivation and the production of record crops, have achieved such a widespread reputation. Having regard for the above well-authenticated facts, it is obvious that any question of doubt concerning the suitability of the soil need not be entertained.

THE CLIMATIC CONDITIONS

¶ This consideration is an important one, if subsidiary, for after all the average man is susceptible to the weather. It should be understood, therefore, that while the winter in this district is, like the rest of British Columbia, characterized by snow, the mountain ranges which bound the valley of Seymour Arm on three sides



The School at Seymour Arm



British Columbia Fruit at the National Apple Show

effectually ward off the cold, piercing winds, which are the greatest discomfort that besets the settler in winter. Sloping to the south as all these lands do, and being protected as above explained, and facing a lake which never freezes over, it is not surprising that the district can show a peculiarly high spring and winter temperature. The thermometer rarely goes down to zero, the average being between 16 and 26 degrees of frost, while the ample but not unduly heavy snowfall is sufficient to protect the roots of the trees from the danger of frost, an arch enemy of the fruit grower. This can be better appreciated when it is known that all last winter potatoes remained in the ground and kept quite sound throughout the entire season.

THE QUESTION OF TRANSPORTATION

¶ In the past one of the great drawbacks to profitable ranching has been the want of direct communication with the markets. It is of the utmost importance that perishable products such as fruit and dairy produce shall be transferred as rapidly as possible from the producer to the consumer. Herein lies a serious factor in estimating the chances of success. Happily every year now sees better provision for the handling of freight; and the Canadian Pacific Railway Company has not been slow to perceive the advantages of assisting the farmer. From Seymour Arm cheap water transit over a short distance lands the produce right on the main line of the railway, which ramifies itself all over the Dominion. The subject of the markets themselves will be dealt with later; suffice it to say that no better conditions could exist for shipping fruit than obtain at Sicamous. It is the prairies on the one side and the coast on the other that the farmer must look to, and the advantageous position in this regard must be apparent at a glance.

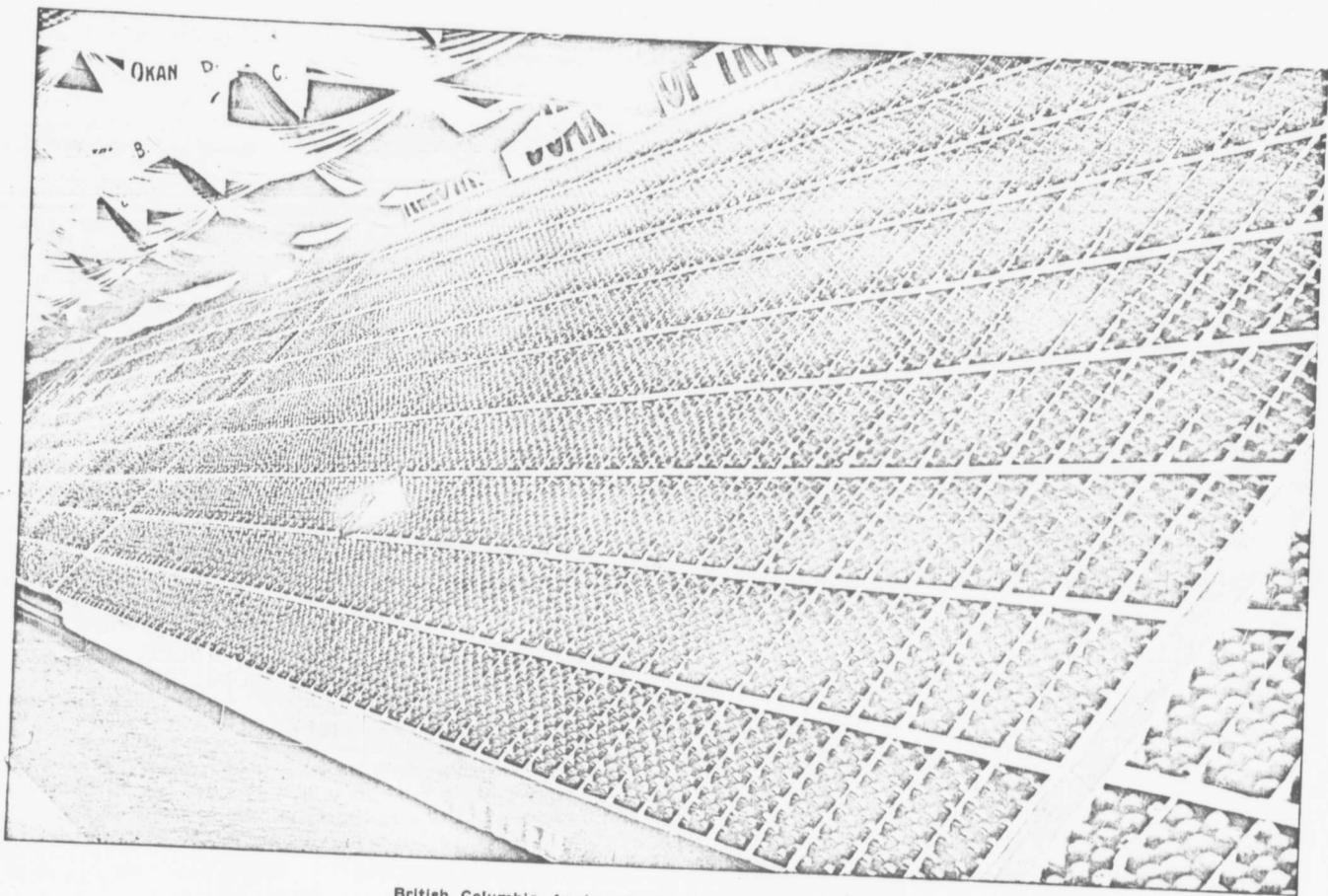
INFORMATION FOR THE LAND SEEKER

¶ The Shuswap Lake district up to the present has been a silent witness to the extraordinary boom in Southern Okanagan fruit lands which, owing to the necessity for irrigation, have been represented as most nearly approximating the fertile valleys of Washington State, where fruit culture has reached its highest state of perfection.



View from the Upper Benches

The result is that to-day the settler there must pay a higher price for land which is not one whit better than the irrigable lands of Seymour Arm. As a matter of fact, the necessity for irrigation is merely the scientific watering of land which would otherwise be entirely barren. At all times there is an element of uncertainty concerning the proper distribution of the water, it is more expensive to the farmer, and its regulation entails a study which must be carefully attended to. That irrigated land will produce the crops there is no doubt, but the contention is that non-irrigated land will yield quite as prolific returns at less expense and trouble. All the bench and bottom land of the Northern Okanagan, when cleared and brought under cultivation, has produced the finest orchard and garden fruits, both great and small, and vegetables, cereals and hay that cannot be excelled anywhere.



British Columbia Apples at the National Apple Show

DOES FRUIT FARMING PAY?

¶ This suggestion is naturally the first enquiry framed by the prospective farmer. Usually the reply is either so exaggerated as to excite suspicion, or so pessimistic as to engender discouragement. In the first case the man is probably confident, having made a success, and is inclined to use extravagant terms, while in the second instance he has tried to perform the impossible by growing trees unsuited to the climate and district, or has acted on his own ideas without first having had the necessary experience.

¶ Fruit can be produced in this Shuswap district to great economic advantage, because the trees grow rapidly and are soon large enough to bear profitable crops, while the large amount of sunshine encourages the early and continuous development of the fruit buds. The usual pests, which afflict to a greater or less extent all orchards, can be controlled here with a minimum of trouble. The fungus diseases which thrive in a damp, rainy climate are easily combated in the drier belt. Then the later spring in the north possesses this advantage over the southern early season—that once it arrives, it comes to stay, with no injurious consequences to the blossoms. Regularity of fruit crops is another important consideration, and in this respect there need be no feeling of apprehension, as such a thing as a crop failure has not been experienced in the country. This is largely due to the evenness of the temperature, which is not marked by great fluctuations.

¶ When it comes to actual returns, here is a case which provides instructive reading: The farm consists of 17½ acres, and is situated near Kelowna in the Southern Okanagan. It was planted in 1895, and the following are the cash receipts for fruit shipped during the seven years ending with 1909:

1903\$3,846.17	1906\$6,211.65
1904 4,220.01	1907 5,340.10
1905 5,913.20	1908 6,286.34
		1909 4,919.49

This represents an average of \$5,248 for the seven years, and is the amount received for the unpacked fruit as delivered at the packing house. Figured on the selling price of the packed article, the amount would be from 75 % to 100 % greater.

SUPPLYING THE MARKET

¶ Formerly, owing to the inadequate transportation and the small population of British Columbia and the Middle West, difficulty was experienced in disposing of the crop, which consequently restricted the production of fruit. With the rapid settling up of the prairies, however, the demand for fresh fruit has increased so enormously that growers have been unable to cope with it. Prices, too, have advanced, and apples now bring an average of 2c per lb., prunes and plums command remunerative prices, and pears do not begin to meet the demand. The packing houses compete keenly to secure the output of the orchards, while exporters require all the apples they can handle for shipment to various parts of the world.

STARTING AN ORCHARD

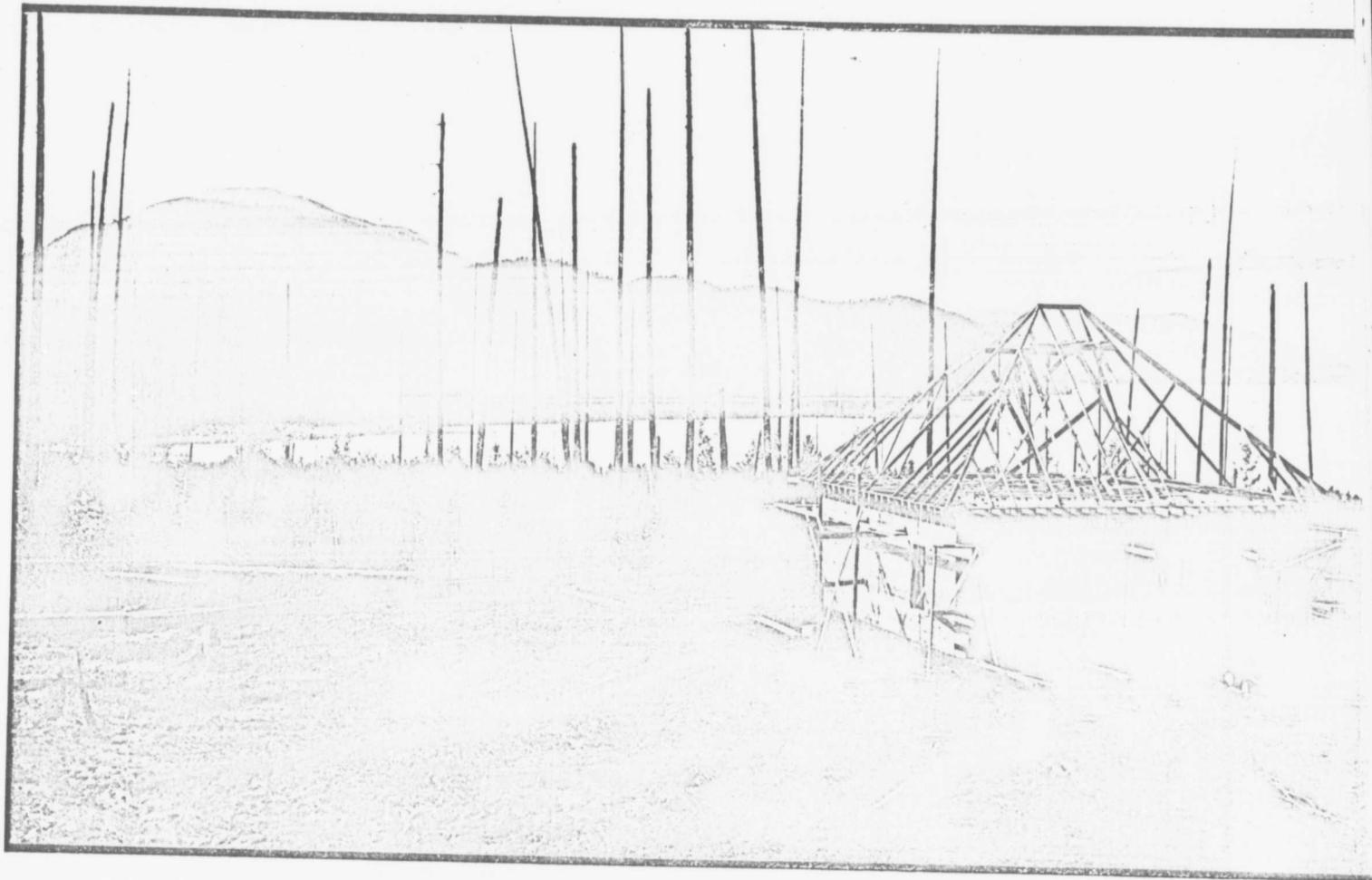
¶ The question is often asked: Is previous experience necessary for success? No, not the actual horticultural experience which is gained under different conditions peculiar to some other country. Custom and prejudice are more likely to mar success than ignorance which is qualified by a liking for the business, and the capacity for taking an interest in details, combined with an open mind and persistent application.

¶ The cost of establishing an orchard naturally varies according to the location and the price of the land. On a basis of ten acres of cleared land with trees planted 20 feet by 20 feet, every alternate tree being a filler, to be removed after eight or ten years, the approximate cost should not exceed at Seymour Arm:

Cost of land (cleared)	\$1,750
Ploughing and preparing	60
1,090 trees at 20c	218
Planting, at 10c	109
Cultivation, 1st year	175

Add to the above:		\$2,312
Cost of cultivation, spraying, etc., for 4 years at \$90 per year	\$ 360
Interest for 4 years at 6 % on 2,312, say	550
		<hr/> \$3,222

NO IRRIGATION REQUIRED AT SEYMOUR ARM



General Panorama of the Fruit



lands at the Head of Seymour Arm

¶ In the sixth year the orchard should pay expenses from fruit. From the above estimate it can be seen that an orchard will cost between \$385 and \$400 per acre by the time it has attained its majority. A considerable part of this sum, of course, represents labor which it is assumed would be furnished by the owner himself. Then there is the expense of buildings, horses, implements, etc., and cost of living, which can be offset by the small fruits and garden truck grown between the trees. The results from this source can only be estimated by the amount of diligence and attention with which this work is pursued.

PARTICULARS OF SMALL FRUITS

¶ Strawberries, onions, tomatoes, and potatoes are the most suitable crops to plant between young trees. An acre of strawberries during the second year should yield from 200 to 300 crates, worth \$2 per crate. Onions should yield from 12 to 15 tons per acre. Tomatoes on the average will yield about 12 to 15 tons, which the canneries will be glad to contract for at \$12 per ton or more. Potatoes will yield from 8 to 10 tons, which are worth not less than \$15 per ton.

¶ These figures are intended to indicate what income can be depended upon while the orchard is maturing, and it should always be remembered that with each successive year a planted orchard becomes more valuable. It is a better investment next year than this, for the trees are one year nearer their bearing age.

SMALL ORCHARD VERSUS WHEAT FARM

¶ It is interesting to observe a peculiar contest which has been going on during the past three years in Central Washington between two brothers, one a Douglas County wheat raiser and the other a Wenatchee Valley fruit grower. The latter brother, L. W. Smith, has a six-acre fruit ranch adjoining Wenatchee, four acres of which are in bearing orchard. His brother, George Smith, has several hundred acres on Badger Mountain, Douglas County, on which he raises wheat. Every year they compete as to which will record the biggest returns from the respective ranches. Two years ago the wheat grower had 200 acres in wheat, but the fruit grower beat him

in returns. Last year the former had 250 acres in wheat, but still the fruit crop brought the biggest price. This year the wheat grower has 500 acres in grain, with a big crop in sight, and feels confident that he will turn the tables. L. W. Smith, the fruit grower, however, has one acre in his orchard this year that will net him \$2,000. The trees are nine years old, and are of the Winesap variety. Last year his apple crop produced \$3,365, while the year before he received \$3,500 for his crop. Figures like these tell the tale, and they can be approached by others who possess the necessary experience.

¶ John Conlin, of Kelowna, sold this year \$600 worth of tomatoes from 1½ acres of land at ¾c per lb. Mr. Fleming, also of the same place, sold this year \$500 of onions from 1¼ acres. John Cararso grew 30 tons of onions to the acre this year.

WHAT AN AUTHORITY HAS TO SAY

¶ Professor Thornber, of the Washington State Agricultural College, in a recent address said, in speaking of land values: "Apple orchards in full bearing are commonly considered to be worth a thousand dollars an acre; this price, however, is often exceeded, according to circumstances. The net income is one of the most potential factors bearing on the value of orchard lands in the North-West. The average net returns from good apple orchards, intelligently managed, will range from \$290 to \$400 per acre. Fifteen hundred dollars have been received in net returns from a single acre, and as large an orchard as forty acres has brought the owner a net income of \$18,000 in a single season."

¶ Mr. J. J. Hill, the railway magnate, at a banquet in Vancouver last year on November 7th, expressed himself as follows on the values of first-class orchard land: "A few years ago, say 15 years, down west of the Columbia River my mind runs back to a sage brush land that you would not want to give to an enemy (laughter), but they got a little water on it, and to-day it ought to sell for from \$1,500 to \$2,000 per acre." As an instance of this Mr. Hill stated that he knew one man who paid \$17,000 for 10 acres, and when he was asked how he came to pay so much, replied that that year he sold the crop on his trees for \$800 per acre. Such

results as these justify the prices paid for bearing orchard land, and they have been brought about under conditions that are more favorable, climatically and agriculturally, at Seymour Arm.

¶ Taking the returns furnished by responsible parties from the Okanagan district of Vernon, which by reason of the more local character may be considered a better criterion for British Columbia, it can be stated that 20 pear trees produced \$227 of fruit, equal to over \$1,000 per acre; 125 crates of raspberries were sold off one acre for \$375; and 233 cherry trees produced 1,453 crates of cherries, equal to \$800 per acre. In 1909, 11 acres produced \$10,000 of apples.



First Hotel at Seymour Arm

PROFESSOR CRAIG ON HORTICULTURE

¶ Professor John Craig, of the Department of Horticulture, Cornell University, wrote after a trip through British Columbia: "One may ask what is the secret of this rapid horticultural development in British Columbia? It is safe to say that a prime factor lies in the favorable climate and fertile soil. Another equally important and somewhat unique factor is the absence of the great fruit pests, so repressive in their influence on the fruit growing in the East. A third lies in the vast and rapidly increasing market of the Prairie Provinces, while finally, it must be said to the credit of the fruit growers themselves that the system of grading and packing the fruit is honest and attractive."

OPPORTUNITIES FOR SPORT

¶ Not the least important side issue in the selection of a fruit ranch is the opportunity which is presented for relaxation and enjoyment, when the time is available and the inclination exists. In this respect Seymour Arm excels, and as a mere tourist resort or hunting ground it would become popular. In the first place, all forms of aquatic sports can be safely indulged in on as beautiful and expansive a stretch of inland water as exists anywhere in Canada. The waters abound with the varieties of trout, while deer, caribou, bear, mountain goats and other animals are found within easy distance in the surrounding mountains. Then there are wild fowl, ducks and other birds to tempt the sportsman, and in the interior mountain peaks to attract the climber.



NO IRRIGATION REQUIRED AT SEYMOUR ARM

NOW CONSIDER THE ADVANTAGES OF SEYMOUR ARM FOR INVESTMENT

WHAT YOU CAN BUY A FARM FOR



THE Seymour Arm Fruit Lands, Limited, have disposed of their first subdivision, and many of the purchasers are now busy founding their orchards and homes. The company are now selling land in the second subdivision, the survey of which is just completed, for \$125 per acre, and will clear this for the purchaser at an approximate cost of \$50 per acre if desired. The black, bottom land, suitable for celery, will be sold for \$100 per acre, and special terms can be arranged with the company for clearing same.

TERMS OF PAYMENT

¶ The terms are: 20 % cash, and the balance in four (4) annual payments. These terms are not rigid. For example, in the case of an immediate settler, particularly a man with a family, the payments might be extended for a year or two.

STORE FOR SETTLERS

¶ The company has established a store, which has been stocked for one purpose only—the convenience of the settlers. A complete line of provisions and clothing is carried, and should a resident be financially embarrassed at any time, he can always secure work from the company to earn sufficient for his needs. When either illness or inclemency of weather prevent a settler from working and his account at the store is overdue, the company will carry the account without interest.

A UNIQUE SITUATION

¶ In the matter of providing work, the offer of the company is probably unequalled in British Columbia. It is not anticipated that at any time will there be a more than sufficient supply of labor in the Seymour Valley to perform the amount of work. Any man, if he wills, can obtain employment in logging, or land clearing. There will



View of the Fruit Lands From Upper Bench

also be a considerable amount of building going on throughout the year and a good tradesman can count on making enough to suffice for his wants during the year. Needless to say, all settlers will receive the first consideration from the company.

THE LAKE SERVICE

¶ In addition to the company's own launch, the company has arranged that the steamer "Maud Annis" will make two regular trips per week during the winter to Seymour Arm from Sicamous and way points. This will provide ample transportation for the present, and next spring, as before stated, the company will operate daily a steamer of their own.

RAISING GARDEN PRODUCE

¶ Mention has been made of the possibilities of raising garden truck on the black river bottom lands of Seymour Arm. The Company possess several hundred acres of this soil, which has been favorably compared to the famous celery lands of Armstrong, B. C., and in view of the enquiries which have already been received, some particulars of what it will produce should prove of interest. These relate to the Armstrong district, and can be depended on for reliability:

¶ **CELERY**—Six years ago a farmer started to raise celery as an experiment. The quality was so excellent that he received \$140 per ton for it f.o.b. on the cars at Armstrong. He increased the area under cultivation, until to-day his yield will total 400 tons. This land produces from 6 to 8 tons per acre, and the stocks are larger and longer than those grown on the coast or in California. The celery is shipped by express in boxes containing from 40 to 60 lbs. as far west as Vancouver, and as far east as Winnipeg. The demand in this case also exceeds the supply.

¶ **POTATOES**—The growing of potatoes under advantageous conditions provides another very profitable occupation. In the year 1909 over 6,800 tons of potatoes were shipped out of Armstrong. The average crop on low land, similar to the river bottom land at Seymour Arm, runs from 8 to 14 tons per acre. Prices vary from

about \$30 per ton for early shipments to from \$12 to \$18 per ton for late shipments.

¶ **CABBAGES**—Land that will grow potatoes well will also afford all the essentials for prolific cabbage raising. Armstrong has growers that make a specialty of raising this crop, and, to prove that specialising pays, it may be mentioned that from one farm of 20 acres \$5,600 worth of cabbage was raised. On the low lands the yield is from 10 to 15 tons per acre, and for a quick turnover it would be hard to find any crop which could produce better results.

POULTRY RAISING

¶ Like any other business, either commercial or agricultural, knowledge of how to do things the right way is the keystone to success. Anyone can raise a few chickens round the house, and even at that they form valuable adjuncts to the domestic supplies. When raised for the market values, however, they demand study and attention. When this is forthcoming, there is no question about the business being a profitable one. Conducted on the proper lines and starting with, say 100 fowls of a good laying strain, a return of 15,000 eggs can be expected under normal conditions. An average price of eggs throughout the year can be estimated at 35c per dozen. Calculating the cost of grain for the year at \$75 (i. e., 2½ tons), and other foods at \$50, making a total of \$125, there should be left a net profit of \$300. This does not cover the initial outlay for chicken houses, etc., which would probably amount to \$1 per head. The climate and other conditions at Seymour Arm will make this occupation just profitable as in any other section of the Province.

APPLICATIONS FOR WORK

¶ The foreman of works and one of the Company's directors live at Seymour Arm, and are accessible at all times to those in search of employment or information. The following varieties of employment are open for selection:

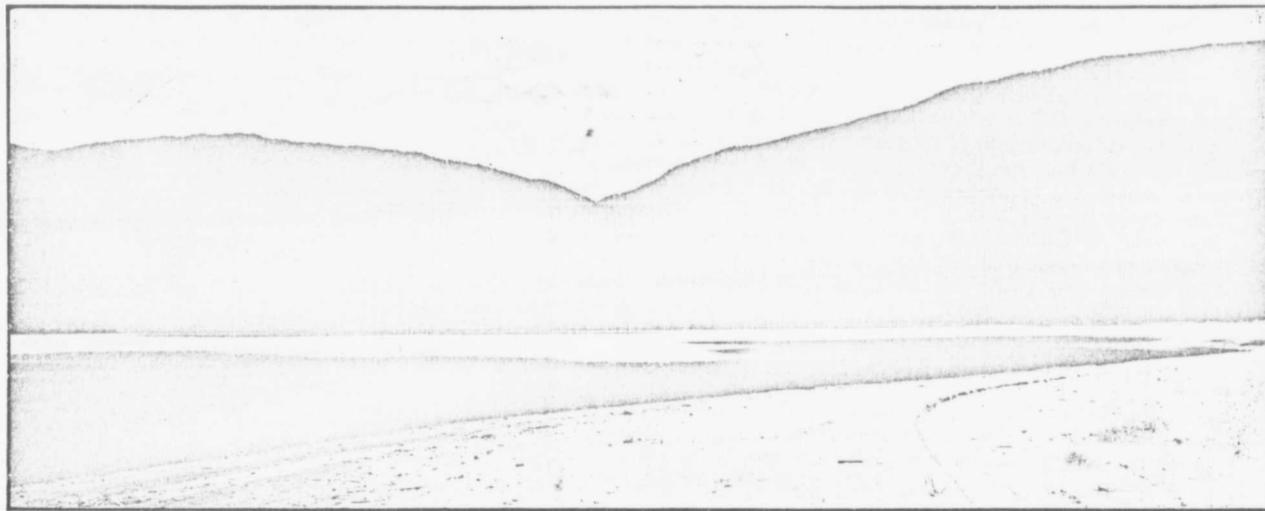
¶ **Building, Fencing, Land Clearing, Logging, Painting, Ploughing, Plumbing, Road Making.**

SOME POINTS WORTHY OF NOTE

¶ Many settlers are reluctant to take up homesteads in a new district where there is no provision made for the education of their children. This is a very rational objection which was foreseen by the directors of this Company, and arrangements were made to avoid any disappointment on that score. There is now at Seymour Arm a well equipped school, in charge of a competent and qualified teacher, which will meet with the requirements of the place for some time to come. When assistance becomes a necessity, there will be no trouble in procuring suitable help. It should also be noted, although previously mentioned, that there is an established Post Office at the Arm, and mail is regularly received with the arrival of every boat from Sicamous.

WILL EMULATE SALMON ARM

¶ The town and valley of Salmon Arm on Shuswap Lake, 12 miles from Sicamous, may be cited as a striking example of what the fruit lands of this belt can accomplish. Although only three years old, this town is now widely known as a health resort, on account of the splendid, invigorating climate and charming situation. It is also served with first-class stores and well appointed hotels, while the surrounding land is planted with splendid orchards which are coming to be recognized as equal to the best in the famous Okanagan Valley. Salmon Arm had a large exhibit of fruit at the Big Red Apple Show held this season in Vancouver, which eclipsed anything of the kind ever held in Canada. Two cars of fruit were shown from this district, foremost amongst



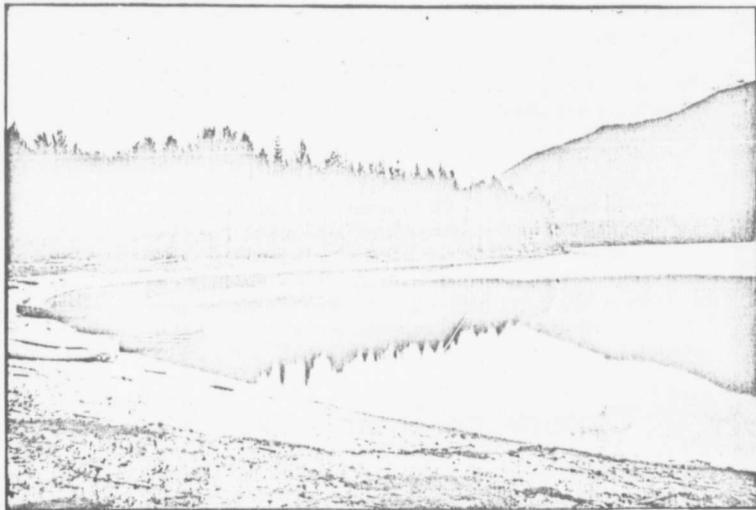
Protecting Mountains to the East

NO IRRIGATION REQUIRED AT SEYMOUR ARM

which was an unequalled exhibit of Northern Spy apples, which are grown to perfection in Salmon Arm. All other varieties of farming do equally well in this fertile valley, and since the characteristics of Seymour Arm at the other end of the lake are almost identical with Salmon Arm, if anything being even more protected from climatic extremes, it should follow that a similar era of prosperity will be experienced there. Improved orchard land in Salmon Arm is now changing hands at \$1,000 per acre.

NON-RESIDENT OWNERS

¶ It frequently happens that a purchaser of a fruit section of, say, five or ten acres cannot conveniently commence active operations thereon, owing to family or other business arrangements. In such an event, the Seymour Arm Fruit Lands Company will be ready to fur-



A Corner at the Head of Seymour Arm

NO IRRIGATION REQUIRED AT SEYMOUR ARM

nish an estimate covering the clearing, planting, cultivating, and supervising of the farm until such time as the owner is ready to effect occupation. It will be seen that such methods render the possession of a producing property a comparatively simple matter, and while the company prefer to see settlers come in and begin their own improvements, they recognize that there are always some who have to make other arrangements first. To such, this paragraph has particular reference.

MINING ON THE COTTONBELT RANGE

¶ It is not intended to introduce the subject of mining here to lend any fictitious value or weight to the future of Seymour Arm, but it is important to settlers, and a matter of general news, that certain well known facts should be pointed out. At a distance of between 15 and 20 miles from the Arm, large surface showings of silver lead ore have been discovered, and so soon as a decent trail is constructed, there is no doubt that considerable mining activity will be witnessed here. What the future will attest cannot yet be determined, but one thing is apparent—that should a mining revival come, Seymour Arm will be the port of ingress and egress for passengers and freight. This is more than a remote contingency; it is a probability, governed entirely by the question of transportation between the mines and the lake front. In this connection it is well to remember that Seymour Arm does not need the mining—but the mining will certainly need Seymour Arm.

THE PRICE OF SEYMOUR ARM FRUIT LANDS

¶ The Company begs to announce that it reserves the right to increase the price of its lands when it deems it advisable to do so, and takes this opportunity of stating that a general increase will go into effect early in the spring of 1911.

NO UNPLEASANT NEIGHBORHOOD

¶ It should be specially noted that there are no Indian reservations in the Seymour Valley. Only those settlers in other districts whose

misfortune it is to have Indian neighbors know what an important advantage it is to be without them.

EXPERTS WILL GIVE ADVICE

¶ The Company is now concluding arrangements with an expert fruit grower to reside at Seymour Arm for the purpose of giving advice to settlers in the matter of preparing their orchards and selecting the most suitable stock for planting. This means that experienced direction will always be at the disposal of those seeking it, and that it will not be necessary to profit by initial mistakes. Mr. Clark, the Government Pomologist for the district, will also make periodical trips of inspection to Seymour Arm.

WATER AND LIGHT

¶ The Company possesses a magnificent water supply in the Seymour River which it will utilize for domestic and sanitary purposes, thus providing all the conveniences of city life, while later on it will develop motive power at the falls for the generation of electric light for settlers and the townsite.

ALTERNATIVE TRANSPORTATION

¶ Mention has been made of the C. P. R. main line of railway and the facilities for shipping produce at Sicamous Junction. It should also be noted that when the Canadian Northern Railway builds into Kamloops as it intends doing, there will be an alternate route provided to outside markets, as Kamloops is also on Shuswap Lake and can be reached by steamer from Seymour Arm. This is an important consideration for the shipper.

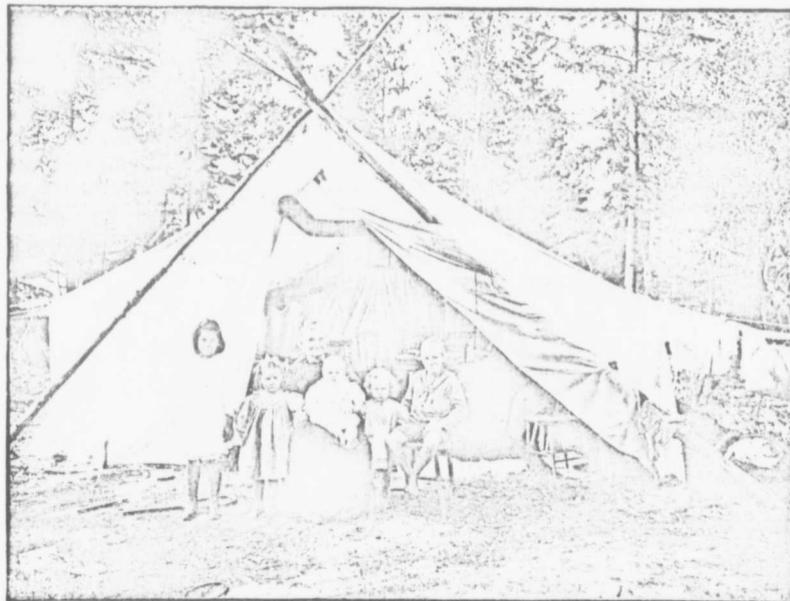
SEYMOUR ARM TOWNSITE

¶ It is the Company's intention to put the townsite on the market at a later date, concerning which ample notification will be given. Settlers on the lands will be afforded first choice of lots.

WHAT SOME PRACTICAL EXPERTS SAY

¶ Mr. Lionel T. Morris, to whose courtesy we are indebted for this letter, lives on the shores of Shuswap Lake, near Notch Gulch Hill and there is no one better qualified than he to pronounce on the value of Seymour Arm property.

¶ "Everyone around here will be glad to hear that a settlement is at last to be started at the head of Seymour Arm. The wonder to me is that the land was not taken up long ago, being as it is well away from the dry belt. There is no occasion for irrigating, although as you know there is lots of water in Seymour River and the other creeks to irrigate if necessary."



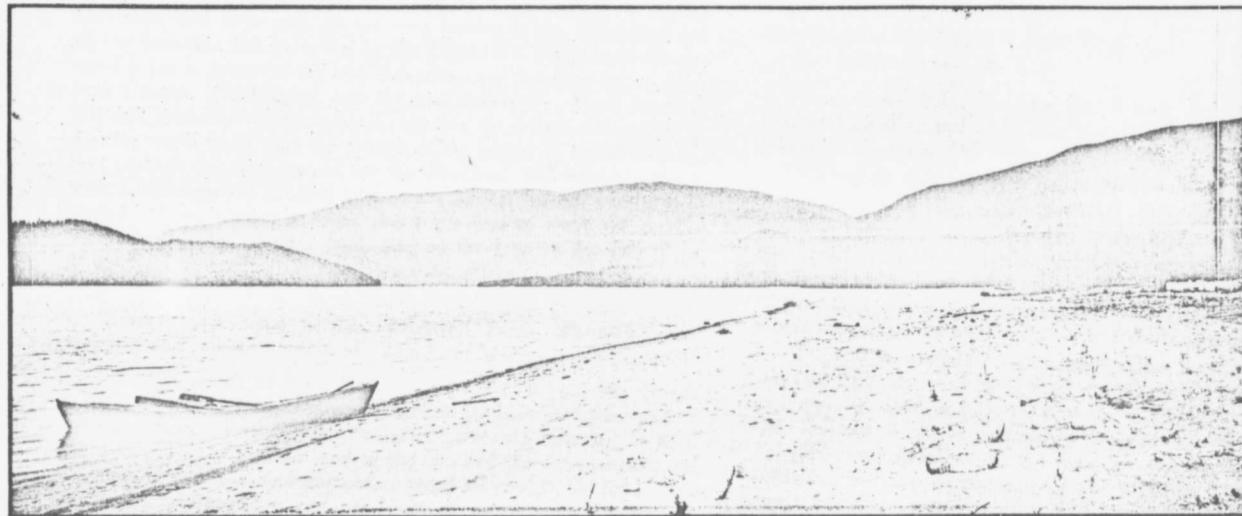
A Healthy and Happy Family at Seymour Arm

NO IRRIGATION REQUIRED AT SEYMOUR ARM

"Also, another point which some people miss: It is not so near to the mountains as to make the general temperature of the soil too cold or the nights subject to frost. Ease of shipment is another thing I have always considered to its advantage, as a few hours' run puts you right alongside the cars of the Canadian Pacific Railway at Sicamous, where the track runs at lake level alongside the lake."

Mr. A. W. Hunter, of Armstrong, B. C., who is a successful orchardist in a large way, writes as follows:

"I have had the pleasure of visiting the lands and town-site at the head of Seymour Arm, now owned by The Seymour Fruit Lands, Limited, and I must say it is one of the prettiest sites for a town that the sun ever shone on, one of the best locations for fruit that there is in British Columbia or that I have ever seen. It fronts on the lake and a nice, clean, sandy beach, an ideal spot for bathing and boating. For about a mile back the land slopes toward the lake. The soil is good, clay loam, sandy loam, and deep black loam, the latter being suitable for celery and vegetables, the sandy clay



The Beautiful Sandy Shore of Seymour Arm

NO IRRIGATION REQUIRED AT SEYMOUR ARM

suitable for fruit. The following are a few of the varieties I think will do well: Apples, pears and plums, prunes, cherries and berries, the latter grow wild. The climate is beautiful, plenty of rainfall, quite free from spring and summer frosts. I consider every condition favorable for fruit.

There are two mines about 18 miles from the land which are very rich, and it is my impression that before long there will be an electric road running from the lake to those mines."

A few words from Mr. W. B. Lanigan, assistant freight traffic manager of the Canadian Pacific Railway, as they appear in the "Province" of August 13th, 1908:—

"Of course fruit growing is becoming more general in British Columbia, and there will always be a market in the Northwest for all the fruit that can be raised in the Province. At present the demand is far in excess of the supply, and we are forced to import fruit from Oregon, Washington, and the east and south. Such importation will probably always prevail, because the Northwest market is growing much faster than the growth of the supply in British Columbia; perhaps this is fortunate for the Province, and certainly she is most advantageously situated as far as a market for her fruit is concerned. I am always at work doing my best to make the market shout for British Columbia fruit, and on the Prairies we cannot get as much as we need."

Extract from letter of Mr. Maxwell Smith, the well-known authority on Fruit, and Editor of "The Fruit Magazine," Vancouver:

"In the month of April last, in company with your Mr. Read, I made a journey from Sicamous Junction by launch to the head of Seymour Arm. I must admit to being agreeably surprised at finding a considerable area of land at the head of the Arm suitable for agricultural purposes, and particularly well adapted to the production of apples, pears, plums and all kinds of small fruits. I am not prepared to say at present writing that peaches would be a commercial success on a large scale, although they may be grown quite successfully in favored spots. There is a diversity of soil at Seymour Arm

which makes it desirable for those engaged in fruit growing. Speaking in a general way, that portion with the clay sub-soil should be well adapted to the production of pears, and most varieties of apples will do rather better on the lighter soil with the open drainage underneath. That portion of the country at the head of Seymour Arm which I had an opportunity of observing, seemed to be particularly well sheltered by the surrounding mountains, and for this reason more tender fruits may be grown there than the latitude would indicate.

THE SURVEYOR'S REPORT

Vancouver, B. C., November 10th, 1910.

The Seymour Arm Fruit Lands, Limited,
Vancouver, B. C.:

Dear Sirs,—I beg to state that I have surveyed a portion of District Lots 654 and 655, Seymour Arm of Shuswap Lake, comprising in all about 440 acres.

The whole area has been cut up into blocks of about 5 acres.

The soil is a clay loam, and is of the same description as that found at Salmon Arm, at the foot of the lake. That this land will grow fruit of the finest quality and flavor has been demonstrated by the excellent showing which the Salmon Arm apples made at the International Apple Show recently held in Vancouver. The land requires no irrigation, and is cheaply and easily cleared for cultivation.

There is an abundant water supply from Seymour River, which cuts into the property both on the east and west boundaries. For the most part the ground is level, but where advisable, the roads have been laid out to suit the contour of the land. Seymour Arm is only 3 hours from Sicamous on the main line of the Canadian Pacific Railway, and can be connected therewith with deep lake steamers, and is one of the most promising fruit growing localities.

Yours very truly,

(Signed) HENRY RHODES, B.C.L.S.

**LETTERS RECEIVED BY THE COMPANY'S REPRESENTATIVE AT
VANCOUVER FROM SETTLERS AT SEYMOUR ARM, British Columbia**

I have resided at Seymour Arm now for a year and a half, and I am more than ever pleased with the place. We had an average low temperature last winter. I worked out every day and found the weather pleasant. The snow lay from the middle of December till March. We had a little zero weather at times, but the cold never penetrated the snow and there was never any frost in the ground. The climate the year round cannot be beat. I have never felt better anywhere and would not change my place of residence for any place I ever saw.

(Signed) CHARLES McPHERSON.
(The first settler there.)

I have lived at Seymour Arm since June this year, when I came straight out from Scotland. I have worked at gardening and fruit growing all my life, and I can truthfully say that I am more than satisfied with the soil and climate here on the north shore of the Shuswap. I have sent for my family and we all like the place. We have seen a wonderful improvement in the short time we have been here, and we consider ourselves fortunate in finding such a desirable location.

(Signed) GEORGE ALISON.

I visited the head of Seymour Arm for the first time three years ago, and I decided at that time that as soon as I heard of the land there being opened for location I should purchase a ten-acre orchard lot, because I had never in all my travels seen a place I liked so well. I was accordingly amongst the first to apply for one, and I must say that the progress made this summer has surpassed my expectations, and that my previous good opinion of Seymour Arm has not been falsified.

(Signed) MAURICE GILLIS.

After a residence of several months at Seymour Arm I would say that I have found it to be all that the Seymour Arm Fruit Lands Co. claim for it. The settlement is going ahead very fast.

(Signed) CECIL DORE.

Seymour Arm suits me perfectly. From what I have seen in a six months' residence there is no doubt in my mind but that the next few years will see a great progress. The climate is fine and the soil well adapted for the growing of fruit. There is a sufficient rainfall during the summer months to insure all the moisture required.

(Signed) JAS. A. GRAHAM.

I am well satisfied with my land at Seymour Arm. I intend to make it my home, and expect to see many settlers come in just as soon as they hear that such good fruit land can be bought so cheap.

(Signed) JOHN GOVIN.

My family consisting of eight persons came to Seymour Arm in June last. We are well pleased with it and its prospects. The fine beach makes a good playground for children, which they take every advantage of. We have all had the best of health so far, the children going to school every day. We have had many visitors this summer, some of them gentlemen well qualified to judge the possibilities of the place as a horticultural district, and the opinion seems to be unanimous that Seymour Arm has no superior in British Columbia as a place for growing all sorts of fruit.

(Signed) WILLIAM K. LYONS.

I have been a resident on your lands at Seymour Arm since the beginning of April, 1910, and it is hard to believe the strides the place has made since then. I don't think there can be any doubt as to the success of the Arm as a fruit and general farming center, and also as a summer resort. I am fully satisfied with the land I purchased from you, and should like to take this opportunity of thanking you and the company in general for the courtesy you have shown me in my dealings with you.

If I can be of any use in answering any questions from intending purchasers, please make use of me.

(Signed) M. LESLIE HOMAN.

Having been a resident of this part of the country for over two years and observing the climate and other conditions, I think this is one of the garden spots of British Columbia for fruit growing.

(Signed) FRANK R. DANIELS.

LETTER FROM A VISITOR

W. A. READ, ESQ.
Vancouver:

Dear Sir,—Having just returned from a trip up the Shuswap Lake, I thought possibly you might like to know what I think of your proposition at the head of Seymour Arm.

To begin with, I have seldom had a pleasanter and more beautiful trip than the one up the lake from Sicamous Junction on the Canadian Pacific Railroad to the head of the lake, where the town of Seymour is situated. The beauty of the spot could hardly be pictured by the camera, and the location of the stretch of fruit lands at its back I consider equal to, if not surpassing, that of the now well known Okanagan County.

On our arrival I was surprised to find so many residents to greet us, and when told that four months before there was nothing there I could hardly believe it, for now there are several houses, and many going up, all in a good, substantial way, and land already cleared for the plough.

With the pretty hotel and the accommodations we found there, with its excellent sandy beach and fishing, it will not be long before

the tourists and fishermen find their way there. It is, however, the fruit lands that took my fancy, having owned and handled big vineyards and orchards in Southern California for several years. I think I am capable of knowing the right sort of land when I see it; and I shall miss my guess if in a few years the fruits from Seymour will not be well in the front ranks with any grown in British Columbia.

From the Seymour River can be taken all the water and power that is necessary for all purposes, especially power, with beautifully picturesque falls of thirty odd feet a few miles back, capable of developing enough power for lighting and other purposes for a city even greater than Vancouver. Then there is the immense wealth back of Seymour of acres of agricultural and horticultural land, timber limits, and, not least of all, immense possibilities in the prospects now being developed back in the hills, only waiting for the much-needed transportation facilities and machinery.

In conclusion, I will state that to me it looks as if there are no limits to the immense possibilities of Seymour, and it is bound to be a winner before very long.

(Signed) SUTHERLAND MURRAY.

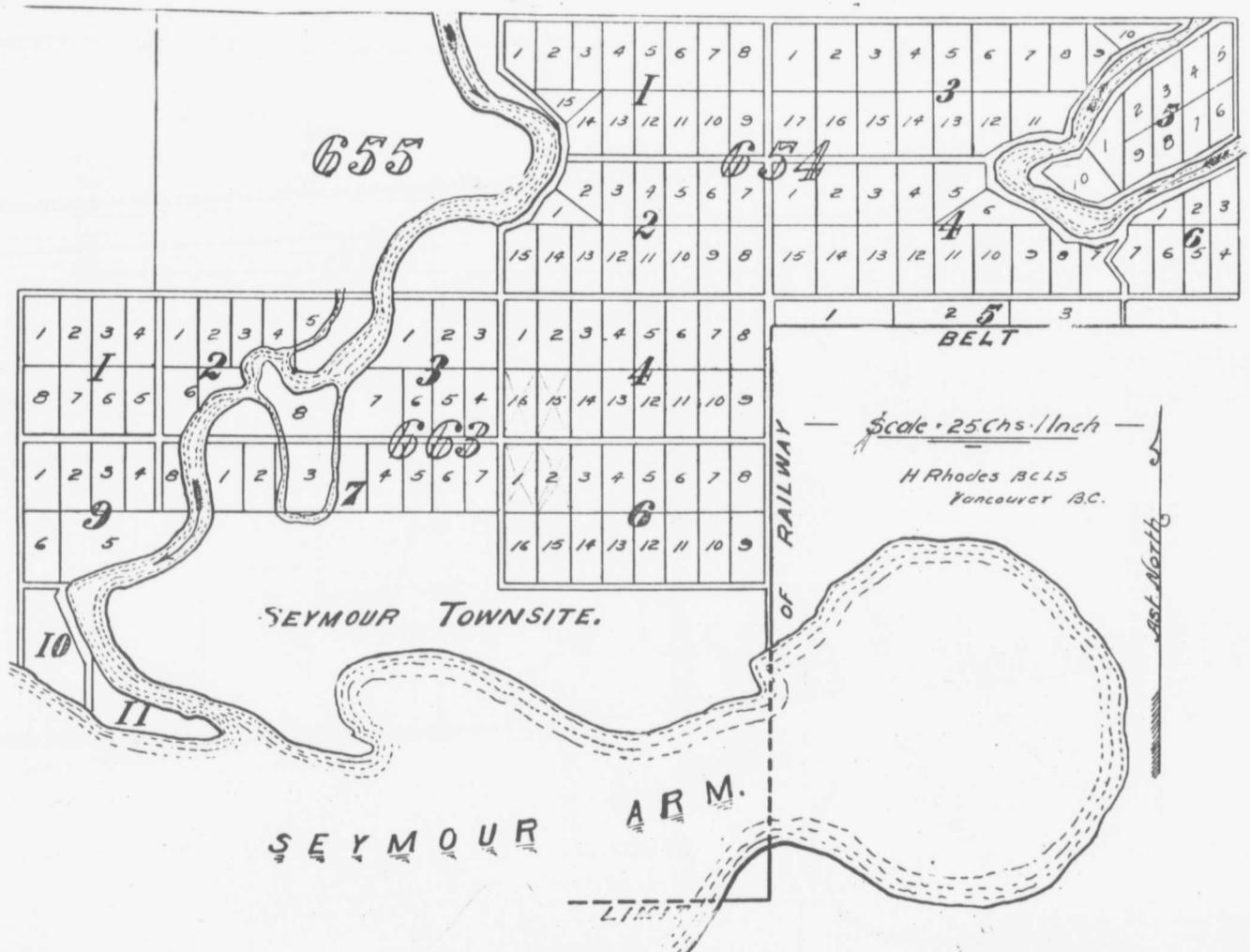
Seymour Arm is my choice for a location after making a tour of the Province from Vancouver to the Rocky Mountains in search of one.

(Signed) JAS. HISLOP.

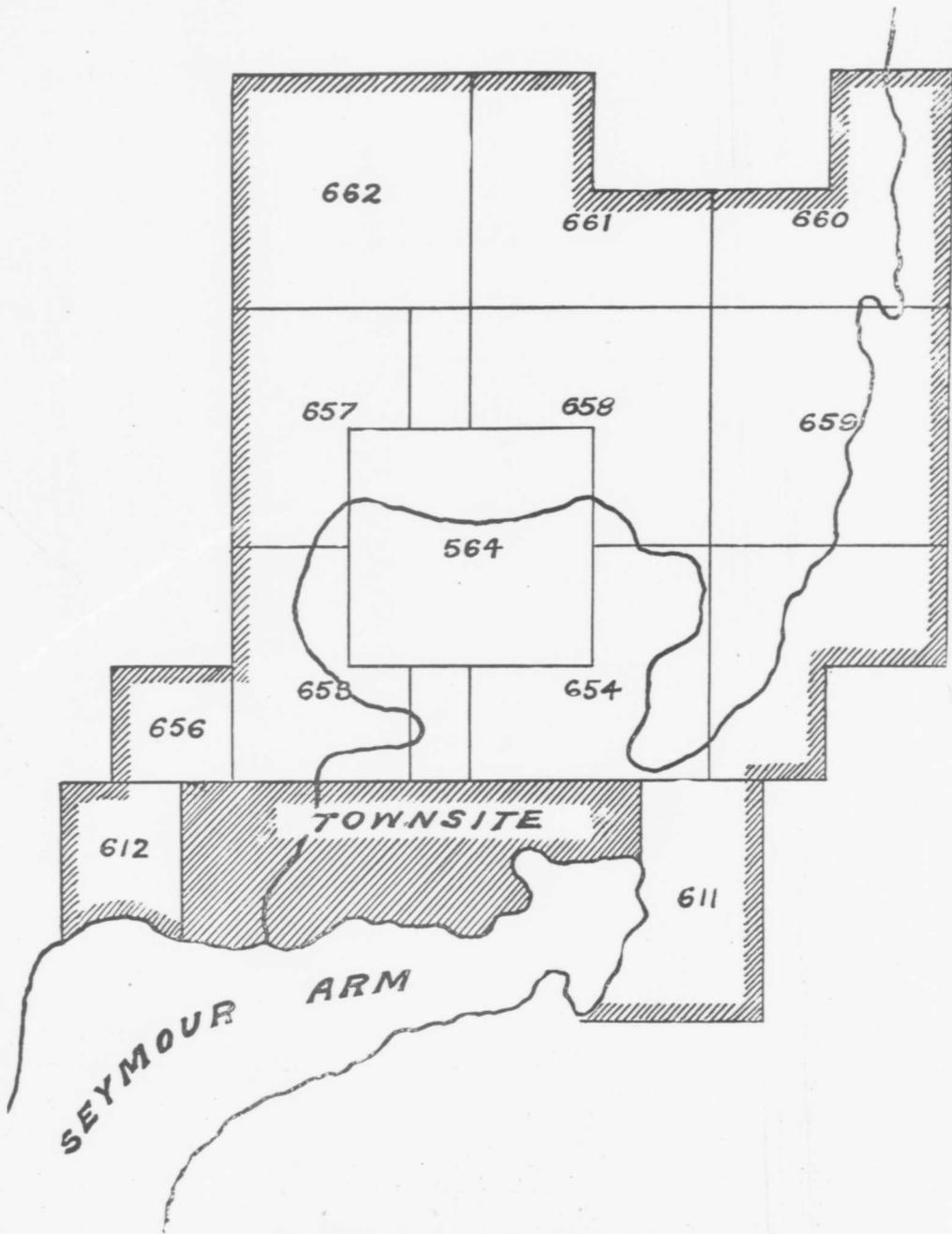
I have lived at Seymour Arm about three months. I think in the future it will be one of the busy places of British Columbia. Its beautiful situation and pretty scenery will naturally make it famous as a summer resort. Its enormous amount of mineral and its extensive forests will make it both a mining and lumbering center. The abundance of rainfall during the summer months and its many broad acres of fertile soil make it second to none as a fruit and agricultural country.

(Signed) HERBERT W. TANSLEY.

PLANS



Subdivision Plan of Seymour Arm Fruit Lands



General Plan of Seymour Arm Fruit Lands

