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# VERNON, B. C.

ISSUED UNDER THE AUTHORITY  
OF THE  
VERNON BOARD OF TRADE

### *INTRODUCTORY FOREWORD*

**T**HIS booklet has been prepared by the Vernon Board of Trade, to satisfy the demand for authentic information on the part of home-seekers who have been or who may become, interested in the prospects and possibilities of the Vernon district. Every care has been taken to present facts and facts only, and it is felt that the following pages may be confidently commended to possible settlers, as well calculated to give a clear and accurate idea of the conditions that will surround them, if they decide to make their homes in this section.



Articles  
of  
P. M. Columbia  
LONGSTAFF  
COLLECTION

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*Vernon is the principal city of the Okanagan Valley, the most famous fruit district in Canada.*

THE OKANAGAN VALLEY has long since passed the stage at which an elaborate introductory reference to its claim upon public attention was necessary in a publication of this kind. It is known far and wide as the most famous fruit district in British Columbia, the winner of countless exhibition awards for the excellence of its apples, peaches, pears, plums, etc., and as a region specially favoured in the healthful equitability of its climate and in the possession of advantages in the way of soil, scenery, industrial opportunity, educational, social and recreative facilities, which are seldom found in combination.

It is situated in the Dry Belt of British Columbia, between the Selkirk Mountains on the East and the Coast Range on the West, and extends from Sicamous Junction on the main line of the C. P. R., to the southern end of Okanagan Lake, a distance of 125 miles. It consists, in the main, of a wide stretch of plateau

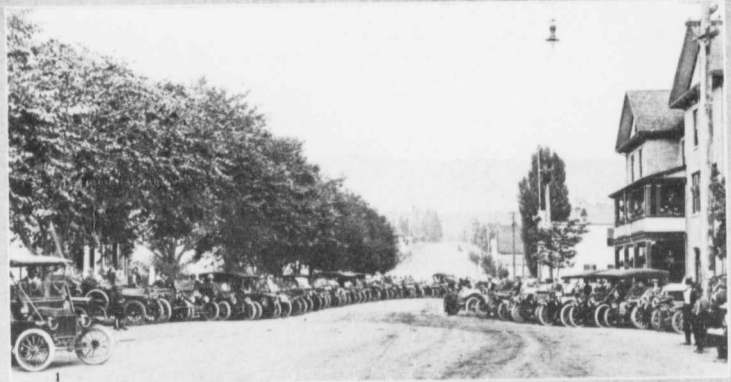
country, plentifully watered by lakes, rivers and smaller streams, and presenting itself under the diversified aspect of broad meadow reaches, fertile bottoms, orchard-clothed benches and hilly pasture ranges.

The whole valley is devoting itself to fruit culture and mixed farming, and a process of subdivision and sale of the larger land holdings, which has been going on for a number of years, has resulted in the development of a very considerable area in orchard properties of ten or twenty acres. Extensive irrigation operations, also, have rendered available for horticulture, large areas of land otherwise arid and uncultivated. The fruit-growing areas have naturally tended to group themselves around convenient supply and distributing centres, and the result has been the building up of a number of rapidly growing towns, situated at fifteen or twenty mile intervals throughout the valley. The principal are: Vernon, Kelowna, Armstrong, Summerland, Penticton, Enderby and Peachland.

### *The City of Vernon*

THE Sunny Okanagan, as the valley is so often called from its beautiful climate, is generally divided, for purposes of official classification, into "northern" and "southern." The northern end of the valley has marked characteristics of its own. It is, year by year, becoming more famous for its manufacturing possi-

bilities, its mixed farming advantages, and its splendid opportunities for truck gardening, and apple growing. Southern Okanagan, lying along the sides of the Okanagan and Kalamalka Lakes, enjoying a warm climate and the tempering influences of the lakes, is devoting itself with increasing success to orcharding.



1. FIRST MEET  
VERNON AUTO CLUB  
2. BARNARD AVE.



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*Vernon has 15 miles of sidewalks, largely cement; 50 miles of streets, and magnificent scenic motor roads throughout the district.*

ERRATUM

In fifth line on this page "Great Northern" should read Canadian Northern

Vernon lies precisely at the junction of these sections. The city thus occupies the site of the inevitable distributing centre of the Okanagan, a fact that the projected railroad construction of the Kettle Valley, Great Northern and electric railroads will only serve to emphasize. When this work is completed Vernon will have two outlets to the north and two to the south, not to speak of the lake traffic which will always be extensive, and the proposed tramway system which will "suburbanize" the whole locality.

Vernon, thus occupying a central position, enjoys the benefit of the commercial activity and shares the natural advantages of both the northern and southern sections. Within the Vernon district lie lands as specially suitable for orchard work as those to the south, others as naturally adapted for growing vegetables as those to the north. Vernon belongs neither to the Northern nor the Southern Okanagan; it embraces the peculiar advantages of both.

The City, which was incorporated, first in the valley, 20 years ago, occupies a site at the Eastern foot of a long low hill whose slopes are terraced with avenues and dotted with residences surrounded with shade trees, gardens and orchards, and enjoying a view of the northern end of Okanagan Lake, and the hills piled in majestic ranges. From it radiate roads leading to the out-lying Grande Prairie Country, to the Northern towns of the valley, along the Eastern side

of the lake to Penticton, and the Western side, through the rapidly developing Kalamalka, Long and Woods Lakes District to Kelowna. A motor road connection with Penticton on this side also is under contemplation, which will thus open up for tourists a magnificent highway circling the scenic Okanagan Lake. Other roads lead to the B. X. country, to the large district comprising the White and Coldstream Valleys, Lumby, Cherry Creek, Creighton Valley, etc.

The natural beauties and recreative advantages of the locality have attracted a very desirable class of immigrant to settle in and around Vernon, who, in their turn, have added to and developed the social life of the district. The population of the locality, 3,500 in number, has been recruited largely from the great eastern centres and from the Old Country; business men who have succeeded in the commercial struggle of the city and who desire to enjoy and bring up their families among the advantages of the uncongested areas of British Columbia, without sacrificing the blessings of social intercourse; retired army officers, colonials from less favoured climes, successful farmers from the plains, join with their new neighbors in the desire to reap the benefit of their strenuous endeavours, by engaging in a pleasant and profitable industry as their savings give them the right and the power to do, in a mild and salubrious climate, among beautiful surroundings and in a congenial neighbourhood. Such



1. FIRE HALL  
2. C. P. R. DEPOT  
3. VERNON JUBILEE HOSPITAL



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*Vernon has two fruit shipping organisations and a cannery, and offers splendid opportunities for similar institutions.*

a class Vernon has attracted, and their settlement in the district has formed a social environment which constantly rejuvenates itself.

An example of the strides Vernon is making, is

afforded by a comparison of the building permits of 1912 with those of the previous year: Number of permits in 1911, 132; value \$202,982.00. Number of permits issued in 1912, 313; value \$416,122.00.

### *Vernon's Electric Light and Power System*

**U**P TO the present time, Vernon has been lighted, and supplied with power, by steam generated electricity, but for more than a year this plant has been working at its full capacity, and the city has, this year, installed a new plant on the Diesel system, a description of which follows. The old plant will be kept in working order, and used in case of emergency. There were 568 electric light connections, using 7,310 lights, on January 1st, 1913.

Thus the City of Vernon now owns the most modern Electric Light Power Station in the Province of British Columbia, and equal to any in the Dominion.

The generating equipment consists of one 200 horse power and one 500 horse power oil engine, directly connected to alternating current generators operating in parallel. The engines are of the Diesel type designed to operate on the lower grade of fuel oil, and are the product of the best European manufacturers.

Messrs. Mather, Yuill & Co., Ltd., of Vancouver, are Consulting Engineers for the City.

Two factors influenced the choice of the oil engines for this plant; the first being economy of operation, and the second their suitability for reserve equipment, when the City shall eventually be supplied with water power. Vernon is thus in a position to offer attractive power rates to manufacturers seeking a location, with the assurance of practically uninterrupted service, as the oil engines may be started up and placed in service in five minutes in the event of failure of the water power. This advantage will be appreciated by those experienced in water power troubles.

An excellent water power, capable of producing twenty thousand horse power, is available at a distance of twenty-eight miles, and is now in process of development by the Canadian Northern Railroad. This will greatly facilitate industrial development and insure the supply of sufficient power for manufacturing purposes.



*Vernon  
Residences*



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### *Vernon's Sewerage System and Sidewalk Policy*

**V**ERNON, three years ago, established a sewer system, up-to-date in every respect, on the local improvement plan. Cement sidewalks are also being laid, wherever petitioned for, on the same system, the cost being charged against the properties affected in the form of a frontage tax spread over a period of years, in this way giving the citizens the benefit of modern con-

veniences, without financial hardship. At the present time there are over 11 miles of sewers laid, with 274 connections, and over 9 miles of cement sidewalks, \$51,092.00 having been spent in this direction in 1912. The remainder of the sidewalks are plank, which, in accordance with the policy of the City Council, will be replaced as speedily as possible with cement.

*The total assessed value of Vernon city property is \$3,358,259. Its tax rate is 17 mills with 5 mills school rate*

### *Vernon's Water System*

**V**ERNON enjoys the benefit of a gravity water system which is stated to be of sufficient capacity to supply the needs of 15,000 people. The water is taken from the B. X. Creek, the intake having been recently thoroughly overhauled and renewed and made most highly satisfactory. From this point it is piped to the crest of the hill, on the slopes and at the foot of which Vernon is built, where a reservoir has been constructed with a capacity of 6,000,000 gallons. The overflow

goes into a storage basin, with three times the surface of the reservoir and of 20 feet depth, its capacity being 15,000,000 gallons, making a total of 21,000,000 gallons. The water mains have been put in with a view of supplying the future, as well as the present needs of the growing population. There are 28 $\frac{3}{4}$  miles of mains, and 600 water services have been connected, 170 being added in 1912, an increase of 97 over 1911, which is a very marked increase in the number of consumers. The total cost of this system has been \$210,000.00.

### *Fire Protection*

**T**O GIVE efficient protection from fire, the mains have been greatly enlarged and there are at present 37 new hydrants being installed, from which a pressure of water, 130 lbs. at the City Hall, can be brought to

play upon the flames. The City this year replaced the older system of fire fighting apparatus, which, however, will be kept in reserve, by a Seagrave Motor Fire combined Hose and Chemical Wagon, at a cost



1. VERNON POST OFFICE  
2. CENTRAL SCHOOL

*One of Vernon's chief assets is its climate, which, both summer and winter, is unsurpassed in Canada.*

of \$8,000. To give adequate accommodation for this extremely modern fire fighting apparatus, a new and handsome fire hall has recently been erected, which gives accommodation for the members of the Volunteer Fire Brigade, some of whom are always in

attendance, sleeping accommodation being provided.

Electric Fire Alarm Boxes have been installed throughout the City, and this system is constantly being enlarged and will, in all probability, soon be re-constructed.

### *Public Institutions*

**A**S THE principal city of the Okanagan, Vernon is the seat of the Provincial Government offices and Court Houses, the new buildings in connection with which are in course of erection at the cost of \$200,000.

A new Post Office and Custom House has also been built at the cost of \$50,000, while the collection of mail has been facilitated by a system of mail boxes placed at convenient points throughout the city.

The Okanagan Telephone Company, whose head office is in Vernon, where there are over 400 connections, operates exchanges also in Armstrong, Enderby, Kelowna, Peachland, Penticton, Naramata, Salmon Arm and Summerland, with a toll line connecting all exchanges.

An up-to-date Hospital, erected with additions at a total cost of \$75,000, is magnificently located in spacious grounds on Mission Hill. The institution is modern and well-equipped in every respect, and has a nursing staff varying from 12 to 14.

The religious denominations represented in the

City include the Anglican, Roman Catholic, Presbyterian, Methodist, Baptist, German Lutheran and Seventh Day Adventist bodies, all of which have suitable places of worship. There is also a Salvation Army Barracks.

The principal fraternal societies have flourishing lodges, including those of the Masons, Oddfellows, Foresters, Knights of Pythias, Woodmen of the World and Orangemen. A chapter of the Royal Order of Moose has just been incorporated with a charter membership of 150.

The Canadian Militia is well represented in Vernon by the 30th Regiment British Columbia Horse, having its headquarters here. Squadrons are stationed at Kelowna, Lumby, Enderby, Armstrong and Vernon. The Vernon Squadron, "B," was the first organization by general order, dated April 1st, 1908. The others being organized and gazetted by general order dated September 1st, 1911. The Regiment enjoys the reputation of being one of the best in Canada.



1. CURLING RINK  
2. VALLEY TOURNAMENT ON VERNON COURTS  
3. SCENE AT THE HEAD OF  
LAKE KALAMALKA

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*Vernon's building permits for 1911 were \$202,982. For 1912 they were \$446,122, an increase of 119.7 per cent.*

### *Educational Facilities*

**T**HE importance of up-to-date educational facilities has been fully appreciated, and the Vernon Schools rank with the best in the Province. The Central Public School building, one of the finest in the Interior, recently completed at the cost of \$55,000.00, affords accommodation for a staff of ten teachers and an attendance of some 400 pupils. Last October, by a substantial majority, the Vernon public voted the sum of \$11,000 to purchase two new school sites, for

buildings which the rapidly growing school population of the district demanded in addition to the accommodation already provided, and further to improve the grounds surrounding the Central School. The public school course is supplemented by a High School, in which pupils are prepared for teachers' certificates, and for university matriculations.

Provision is also made for those who desire to have their children educated under the private school system.

### *Business Activities*

**V**ERNON is the business and supply centre of a wide horticultural area, which is rapidly increasing in population. Its commercial activities are therefore varied and extensive; all the principal lines of business are represented by progressive and enterprising firms. The store buildings and stocks of these are carried by many of the Vernon business men, and offer the fullest facilities for supplying the varied needs of the rapidly developing tributary districts.

Seven hotels furnish good accommodation to the travelling public, the first class houses possessing many devices of up-to-date equipment. There is an opening at present for another hotel, catering for high class tourist traffic, and further apartment-house ac-

commodation, devised on modern lines, should also pay well.

Excellent banking facilities are afforded by branches of the Bank of Montreal, the Royal Bank of Canada, the Canadian Bank of Commerce, and the Union Bank of Canada. The Bank of Montreal, two years ago, moved into its new building completed at the cost of \$50,000.

There is a weekly newspaper, "The Vernon News," which circulates widely throughout the Valley, and which, both as regards editorial management and business enterprise, is undoubtedly one of the best district papers published in Western Canada.

Of the industries which offer a pre-eminently fav-

POLSON PARK



TROUT STREAM  
VERNON CITY  
PARK



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*Vernon has the finest hospital in the valley, erected in 1909 and costing, with additions, \$75,000.*

orably opportunity for successful enterprise in Vernon the district could support, probably, two or three, other canning plants; further cold storage accommodation; a fruit and produce warehouse; a box factory—nearly all the boxes used in the fruit industry are

manufactured outside the Okanagan,—and plant for manufacturing sprays, etc., for orchard use. The City Council is willing and anxious to grant any reasonable assistance to the establishment of such industries in or near the City.

### *Vernon's Parks*

**P**OLSON Park, a level, grassy meadow of about nine acres, dotted with trees and intersected by a stream, has been laid out with drives, seats and flower-beds. The bandstand is used throughout the summer for the open air concerts given by the Fire Brigade Band. The recently erected grandstand, seating 500 people,

overlooks a splendid and much used athletic ground. Lakeview Park occupies a strategic position at the crest of the hill on which the city is built, and from which can be enjoyed a magnificent panorama of the converging valleys that determined that the City should be the "Hub of the Okanagan."

### *Recreation*

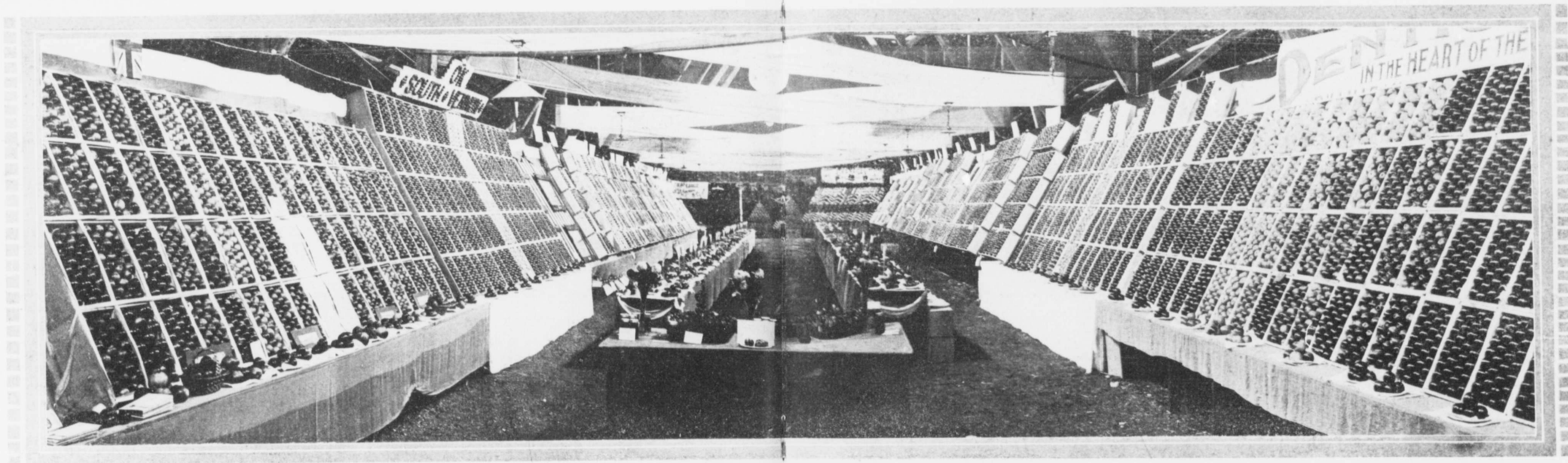
**B**Y NO means least among the assets of the Vernon district is the proximity to the city of two lovely sheets of water which afford delightful bathing, boating and fishing facilities during the summer months.

Kalamalka (Long) Lake, with its sloping, sandy and pebbly beaches, its orchard-clothed shores and picturesque bays and promontories, is situated about three miles from Vernon, and extends in a southerly direction for about twelve miles. It is the summer resort for many residents of the district, who appreciate the delights of an open air life. A Club House, with attached tennis courts, has been erected on the

lake shore, and its members are afforded special facilities for various summer amusements.

Okanagan Lake, four miles south of Vernon, is about seventy-five miles long, and may be reached from the City by either road or rail. It is not quite as picturesque as Long Lake, but is steadily growing in popularity with campers.

Vernon possesses a very considerable mileage of good roads, which enable the motorist or horseman to obtain access to every part of the country. Many of these drive-ways wind through scenes of great beauty, mountain and lake combining to produce



*First Okanagan Valley Apple Show, held in Vernon on October 23-24, 1912*





1. AT THE HEAD OF LAKE KALAMALKA  
2. APPLE BLOSSOMS  
3. ORCHARD SCENE NEAR VERNON.

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*Vernon has daily connection by steamer with the lake towns, and by rail with the main line of the C. P. R. and is shortly to be connected with the C. N. R. system.*

effects scarcely surpassed in Canada. Motoring, indeed, is one of the most popular recreations of the section, and the remark has been frequently made by visitors that this district must possess more automobiles than any in British Columbia outside of the Coast cities. It is, in fact, estimated that there is one automobile to every 38 inhabitants.

Both Kalamalka and Okanagan Lakes abound in trout and other fish, and the streams of the neighbourhood will well reward the skill of the angler.

The district is also well supplied with game—grouse, prairie chicken, duck, geese, partridge, etc. In the less settled country, a couple of days' journey from the city, may be found many varieties of large game—deer, caribou, mountain goat, bear, mountain lion, etc., etc.

Vernon's winter climate is at least as attractive as that of its summers. There is good sleighing for

several weeks; a capacious skating rink furnishes excellent facilities for those who enjoy this winter sport, and for ice hockey, while a new curling rink offers splendid accommodation to the devotees of the "roarin' game."

Other recreation possibilities are those offered by the various athletic and other similar organizations, such as the automobile, baseball, lacrosse, football, cricket, hockey, tennis and rifle clubs.

A town club, known as the Ranchers' Club, was formed in June, 1911, and has already a membership of nearly 150 members.

Another popular club is the Country Club, situated at the north end of Kalamalka Lake.

The business men of the town are at the present time organizing the formation of a Commercial Club to meet the growing needs of the City for another place of recreation.

### *Fruit Growing*

**F**RUIT-GROWING, of course, is very much the most important industry of the Valley, an industry as yet not much beyond its infancy, but destined to attain proportions which can best be gauged by comparison with the great fruit-growing sections of Washington and Oregon, which have passed through the initial growing stage, and emerged into the full measure of commercial and productive possibility. One cannot

note the development of the Yakima and Wenatchee Valleys, Washington, with their estimated shipments of fruit, amounting to 8000 and 4500 cars respectively, this year, the net returns of the latter for the crop of 1912 being officially estimated as \$2,500,000, without remarking the great similiarity of climate, soil and general conditions to those of the Okanagan. This being true, we are assured that the present progress



B. C. HORSE  
MANOEUVRES



SCENE AT THE HEAD  
OF LAKE KALAMALKA



B. C. HORSE  
ENCAMPMENT AT  
VERNON

*Vernon's electric light system, the most modern in B. C., its water system with a reservoir capacity of 21,000,000 gallons, and its efficient sewerage system are all municipally owned.*

with us, rapid and gratifying as it has been, is but a beginning to the building up of a community of intensive horticulturists, producing a first-class article, and marketing it in accordance with the strictest business principles. But, while the results obtained by our Washington neighbours, may afford a reliable indication of the future before the Okanagan fruit industry, as regards quantity of product and the fullest organization for distributing it to advantage, our district needs no sponsor but that of its own well-established reputation to vouch for the excellence of its fruit, whose quality is unsurpassed. This statement finds ready verification in the steady and increasing demand for our product on all markets where it has been offered, and in a splendid succession of prize-winnings at the principal exhibitions of fruit held in Great Britain and America during the past ten years. Wherever it has been shown, our fruit has carried off the award of superiority, and that, too, in the face of com-

petition from the world's most famous fruit districts.

The reference above to Washington fruit, suggests one point worthy of special emphasis as materially affecting the expense of fruit production, as well as the quality of the product. It is the remarkable freedom of Okanagan Valley from both insect and fungus pests, so troublesome in Eastern Canada, and in the North-western States.

It goes without saying, that, what is true of the Okanagan as a whole, is true of Vernon in particular. In addition to these advantages, the man who determines to undertake fruit growing as an occupation, and who selects the Okanagan as his country, and Vernon as his city, will go into his new occupation under the most favourable conditions, the soil generally being an admirably adapted black sandy loam, and in the enjoyment of facilities of transportation, irrigation, social organization, etc., into whose construction has gone forty years of effort.

### *Outlay and Returns*

THE following may be taken as a fair estimate of the outlay required to bring a ten-acre orchard in the Vernon district to maturity, and of the returns that may reasonably be expected therefrom:

**1. Land—**

10 acres cleared land at say \$250 per acre. .\$.25,000.00

**2. Contingency Charge—**

Should the land be purchased without irrigation water rights, and lie within the area of the White Valley Irrigation system, then a charge of \$35.00 per acre would have to be paid to that company for the water right, in addition to its actual cost—say 10 acres at \$35.00 per acre..... 350.00



1. WEALTHY ORCHARD, COLDSTREAM  
2. THE RAILROAD, KALAMALKA LAKE  
3. COLDSTREAM LOOKING FROM  
BREWERS RANGE, N. E.

*Vernon's new court house and government offices will cost about \$200,000, and its new post office and customs house about \$50,000.*

### 3. Planting Out of Fruit Trees—

1. Cost of plowing, discing and harrowing land before planting out trees, at \$10 per acre.....	\$ 100.00
2. Setting out lines, digging holes, and planting 800 trees, at 12½c. each .....	100.00
3. Cost of, say, 800 trees, 1 year old, at \$25 per 100.....	200.00
4. Cultivation of orchard with hired labor, at \$10 per acre.....	100.00
5. Fencing 10 acres with cedar posts and barbed wire.....	100.00
First year's outlay.....	600.00

### 4. Recurring Charges—

Cost of pruning, spraying trees, irrigation and cultivation, \$250 per annum for 4 yrs..	1,000.00
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Estimated cost of orchard at end of 5th year..\$1,450.00

### Buildings—

Estimated cost of a substantially built bungalow containing, say, living room, dining room, kitchen, 3 bed rooms and cellar.....	\$2,500.00
Stable and barn combined, with loft for hay.....	400.00
Wood, ice and fowl houses.....	100.00
—————	3,000.00

### Live Stock and Implements—

1 General purpose team of horses .....	\$ 400.00
Harness for same.....	50.00
1 General purpose democrat cart...	125.00
1 Farm wagon .....	75.00
Cost of plow, disc, harrows, shovels, etc., etc.....	150.00
—————	800.00

Taxes and Incidental Charges..... 250.00

Estimated total capital outlay.....\$8,500.00

**Note.**—In the charges made for cultivation, etc., the supply of men, horses, and the necessary implements, is provided for, so these need not be purchased at the outset, and therefore, under the heading of Live Stock and Implements, a saving of some \$100 could be effected, as it would only be necessary then to have one horse, single harness and democrat cart, leaving the rest to be supplied by the person employed to do the work. There would, of course, be a considerable saving of current expense if one were to do all the work with one's own materials.

The orchard should begin to bear in its fifth year, and in its sixth and seventh years it should pay all current expenses. From the seventh on there should be a net return of \$200 an acre and upwards.

It will be clear, however, that the purchaser of a



TRIUMPHAL ARCH ERECTED IN  
HONOUR OF THE VISIT OF  
H. R. H. THE DUKE OF CONNAUGHT.

ON  
BARNARD  
AVE.



HOTEL KALAMALKA



Hudson's Bay Store

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*Vernon is 1260 feet above sea level; a residential center with excellent facilities for all sorts of out-door life.*

fruit property must be prepared for a period of non-productive waiting, till his trees attain maturity. It is not desirable, therefore, as a general rule, to purchase without having a certain amount of capital in hand to meet the necessary expenses of living and cultivating during this preliminary period. It is true, that there have been cases, in which exceptional circumstances, special gardening or horticultural experience, or untiring and intelligent industry in a favoured location, have enabled a man to produce a living from his property from the first year, but it is safer, in general, to assume that this will not be the case. There is no doubt, however, that the cost of cultiva-

tion, etc., may be greatly reduced or even eliminated by the growing of crops of strawberries, raspberries, potatoes, onions, etc., between the trees, and experience or special adaptability on the part of the settler might enable him to secure satisfactory returns from the start.

We might point out that the maturity of an orchard adds very rapidly to its value, and \$6000 would be a very conservative estimate of the value of a five-year-old 10-acre orchard. Washington bearing orchards, 6 or 7 years old, precisely similar in soil and general conditions to Okanagan lands are selling now for up to \$2500.00 an acre.

### *Shipping Organizations*

**N**EXT in importance to the producing of first class fruit is the provision of adequate facilities for transferring it from the hands of the producer to those of the consumer, at a minimum of expense, and in such a way as to produce the maximum profit. The fruit grower in the Vernon district is well situated in this regard.

The Okanagan Fruit Union, Ltd., is practically a co-operative association, the members of which are all fruit-growers. It was formed with the object of standardizing the grading and packing of fruit and selling under one brand, as a unit, the output of the

individual growers, returning to each the proceeds of sales in proportion to the number of boxes of each grade and variety handled, less the cost of marketing, a commission of 10 per cent. on the sales. The Union operates its own packing houses throughout the valley, having branches in the Vernon district, Short's Point, Peachland, Summerland and Penticton.

The Vernon Fruit Company, Ltd., do a large packing and exporting business, handling both fruit and vegetables in considerable quantities. They have branches for packing and shipping at Kelowna and Penticton, and distributing houses in Calgary and





1. IN THE PACKING HOUSE, VERNON  
2. OKANAGAN FRUIT UNION BLDG.  
VERNON, B.C. ~  
3. S. C. SMITH SASH AND  
DOOR FACTORY. ~



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*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*

**N**OT 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*

**T**HE 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



ON THE  
OKANAGAN SHORE



MULE  
DEER



IN THE  
OKANAGAN WOODS



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*Vernon has a population of over 3,000; has four banks, five churches, seven hotels and a new \$50,000 public school.*

of fruit lands in British Columbia is limited to a few comparatively small valleys, it will be clear that our production of fruit can never equal the demand, and that the fruit industry in the Okanagan stands upon the solid basis of an absolutely assured market.

These larger markets are practically untouched by the merchants of the Okanagan, and a very strong, widespread and enthusiastically supported movement is on foot with regard to capturing and holding them. Up to the present time, the shipping organisations mentioned above have been found sufficient; so rapidly, however, is the Okanagan developing, so many new orchards are annually coming into bearing, and so productive do these prove, that it is felt that their day is rapidly passing, and the policy is being generally and authentically advocated, of specialising in the late

and winter varieties of apple, and storing these till the market shall be ready to receive them, the producer thus determining the time at which they should be sold.

It is further suggested that the various organisations be unified, and the whole Okanagan, as a unit, go into the matter of marketing on a sound business basis. Should this scheme of co-operation and readjustment of the whole system of marketing be worked out, and there seems no reason why it should not be triumphantly put into operation, it will place the Okanagan producer in an admirably secure and lucrative position. Not only so, but the new comer will be able to reap the advantage of his predecessors' experience, and, without passing through their trials, enjoy their solid business organisation.

### *Intermediate Crops*

**T**HE growing of intermediate crops, at least while an orchard is young, is a common practice. The following are some conservative statements as to what may be expected in the way of returns from such crops:

Potatoes, 9 tons to the acre; average price, \$15 per ton.

Onions, 12 to 15 tons to the acre; average price, \$20 per ton.

Early cabbage, 6 tons to the acre; average price, \$35 per ton.

Strawberries, 400 crates per acre; average price, \$2.00 per crate.

Strawberries bear the second year, and, as a rule, are removed at the end of the third year. In calculating probable returns from intermediate crops, it must be borne in mind that the fruit trees will occupy one-third of the acreage.



1. AN OKANAGAN TROUT STREAM  
2. HEAD GATES, EARL GREY CANAL

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## *Irrigation—Crop Insurance*

THE rainfall in the Okanagan Valley, lying as it does within the Dry Belt, is so slight that irrigation is a necessary feature in connection with successful fruit-growing. Extensive irrigation systems store and distribute water in all parts of the district, the slight

additional cost to the land-owner being more than compensated by the fact that irrigation is practically crop insurance, rendering the grower independent of rainfall, and assured of results when once cultivation, pruning and thinning have been carefully attended to.

## *Mixed Farming*

CLIMATIC and soil conditions in many portions of the district tributary to Vernon are, also, admirably adapted to vegetable growing, dairying, and mixed farming; and in the future, when the acreage of orchard land has been greatly increased, areas capable of varied production will have a constantly growing value. In the Lumby District, some sixteen miles from Vernon, are great stretches of the finest dairy and hay land, while nearer the city, in the neighbourhood of Swan Lake, and at the head of Okanagan Lake, are extents of splendid vegetable growing lands. The development of this industry, which has proved so profitable in and near Armstrong, and which should prove equally profitable here, has been left, for some inadequate reason, almost entirely, up to the present, in the hands of orientals.

Wheat, oats, barley, etc., give excellent crops in many parts of the district, and fodder crops, such as alfalfa, timothy, and clover yield large returns. It

may be well to emphasize what has been suggested above, that the general tendency to concentrate upon fruit production will make the position of the mixed farmer an increasingly strong one, as the process of subdivision and settlement goes on. Average yields of hay and grain and vegetables are as follows:

Wheat, 35 to 40 bushels per acre.

Oats, 75 to 80 bushels per acre.

Barley, 50 to 60 bushels per acre.

Timothy Hay, 2 to 3 tons per acre. Average price \$20 per ton.

Alfalfa Hay, 6 tons per acre—two and three crops per annum.

Potatoes, 9 tons per acre.

Onions, 12 to 15 tons per acre.

Cabbages, 6 tons per acre.

Climatic and market conditions in the Vernon District are eminently suitable for profitable poultry raising.

*Much of the territory tributary to Vernon in Lumby, White Valley, Coldstream, etc., is shortly to be connected with Vernon by an electric railroad.*



AFTER A GOOD  
DAYS WILD  
FOWLING ~



A GOOD CATCH

A SUMMER  
CAMP

