Pamph

Vernon, Board of Trade



FACTS

ABOUT

VERNON



POSSIBILITIES

ISSUED BY

THE BOARD OF TRADE, VERNON, B. C., 1906

5 MEDALS



1905

Awarded Okanagan Fruit at Royal Horticultural Society's Show, Open to the Empire, Held at LONDON, England.

SFE VERNON
AND ITS
ORCHARDS

HAND THIS TO YOUR FRIENDS

FACTS ABOUT

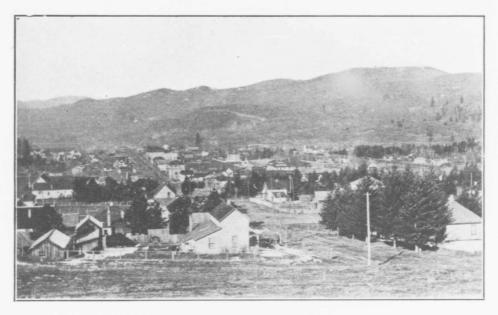
VERNON

THE HUB OF THE OKANAGAN

THE RESOURCES & POSSIBILITIES

BOARD OF TRADE, VERNON, B. C. 1906.

VERNON, B, C, THE OKANAGAN PRINT 1906,



CITY OF VERNON, B. C.



VERNON—the Hub of the Okanagan, with a population of about 1800, is beautifully situated on the S. & O. Ry., 46 miles south of Sicamous on the main line of the C. P. R., at a point from which radiate excellent roads leading to the northern towns and settlements, to Coldstream and White Valleys, to Kelowna and the rich fruit-growing districts of the south, and to Grand Prairie and Kamloops. It has been endowed by nature with as ideal a site as is to be found in the interior of British Columbia, and is especially fitted to hold a most important position among the flourishing towns and cities of B. C.

Occupying a broad flat between higher positions, which serve admirably as locations for handsome residences. Vernon combines decided geographical and commercial advantages with a charming situation in the midst of encircling hills, and is a region of lovely pools and Scarcely two miles away is situated the beautiful Long Lake, whose beaches are covered in summer time with camping parties, comprising whole families, who resort for a few weeks every year to this free life in the open and give themselves up to the enjoyment of bathing, boating fishing and the other attractions offered by this veritable summer resort of the Vernon people. Every year the tents ranged along the shores increase in number till the warm season now witnesses the rapid up-building of a regular canvas village. Gasoline launches have recently been placed upon the lake, and in the near future these will probably furnish one of the principal pleasures of the lake frequenters.

Two miles away, in another direction, is situated Swan Lake, which, although not affording the same facilities for camping and bathing, forms a very pleasing spot on the landscape, and is a favorite resort of the sportsman in search of duck and geese.

Three miles away, Lake Okanagan, a splendid body of water, stretches away to the south for a distance of ninety miles, in the midst of scenery which is the delight of the tourist or the casual visitor. This beautiful lake is also the scene of tenting activities in the summer season, and, although scarcely as popular with Vernon residents as Long Lake, it commands its share of attention, and the sandy beaches on its eastern arm are frequented every year by large numbers of the camping fraternity.

With well-wooded surroundings, shade trees adorning its principal streets, and orchards and prosperous ranches on all sides of it. Vernon, in summer, forms a picture, the charm of which is greatly increased by the large number of fine residences, set in well-kept grounds, with flowers in profusion everywhere.

EDUCATIONAL FACILITIES.

One of the first considerations confronting thoughtful parents seeking a home in a new country is that of educational advantages, and no single inducement of greater importance can be offered to the intending settler than the facilities for providing his children with at least the foundation of a good and thorough education.

In this respect, however, Vernon's position is as fully assured as it is with regard to climatic and soil conditions. Not only does it possess an efficient and well equipped public school, with a staff of five teachers, offering, free of charge, the benefits of an excellent common school course, but these advantages are further supplemented by the high school, where pupils may be prepared for college matriculation at a very moderate cost.

A BUSINESS CENTRE.

As the business and supply centre of a very considerable area, Vernon possesses a great many important business houses, all thoroughly up-to-date and carrying large stocks, the variety and range of which would do credit to many a city of much larger size. Among the labor-em-



SWAN LAKE, VERNON, B.FC.



ORCHARD IN BLOOM, VERNON, B. C.

ploying industries may be mentioned sash and door factories, sawmill, machine shop, brewery, brickyard, porkpacking house, cigar factory, flour mill and two newspaper and printing establishments.

Branches of the Bank of Montreal and the Royal Bank of Canada are located here.

Five hotels afford ample accommodation for the needs of the travelling public, possessing all the modern equipments necessary to insure the comfort of the guests.

The building industry has been particularly active during the past year, buildings springing up like mushrooms on all sides, yet vacant houses are extremely scarce.

PUBLIC INSTITUTIONS.

There are few British Columbia towns of similar size so generously endowed with public buildings, nor is it lacking in any of those institutions which pertain to every well-ordered modern city and which have so much to do with giving it a leading position among the other towns of the district. Not only is it the seat of the Provincial Government office and the Court house for Okanagan district, but it also possesses a city hall, a branch of the hospital for the insane, commodious churches belonging to the Roman Catholic, Anglican, Presbyterian and Methodist denominations, and a well appointed Hospital.

PUBLIC UTILITIES.

Vernon is well supplied with modern conveniences, possessing a water system which is one of the best of its class in the interior. The reservoir has a capacity of 250,000 gallons, while the pressure of 116 lbs. to the square inch gives ample power for effective streams for fire protection. As the city develops the mains are being gradually extended, and even the outlying parts of the incorporated district will soon be furnished with water service. Dams are being built this year which will greatly increase the available supply, giving ample for years to come.

A local telephone system, with over 70 phones on the switchboard, has just been started, and adds a great deal to the facilities for ready connection with all parts of the city as well as with the Coldstream Ranch, some five miles distant. The system also connects with Kelowna, Summerland, Peachland, Penticton, Hedley and Kamloops.

CLIMATE.

One of the most valuable assets of Vernon and the surrounding district is undoubtedly its delightful climate, which forms one of the principal attractions of the country, and usually has a very great deal to do with the decisions of the visitor to locate in our midst. It is free from the excessive humidity of the coast districts and yet is far from being as dry as the true bunch grass country. The spring opens early and almost immediately merges into summer, and both spring and autumn seasons are delightfully mild.

The heat of summer is never excessive, and the temperature invariably drops at sundown, ensuring cool evenings and entire freedom from the discomforts associated in the minds of Eastern Canadians with hot summer nights. Cloudless skies and the most delightful sunshine prevail for weeks at a time, and furnish genial conditions which are almost ideal for the enjoyment of summer pleasures. Nor are there extremes of cold in the winter time. This season only lasts about three months, and its temperature does not average over ten degrees of frost. The air possesses a clear, crisp quality which gives it an invigorating, snappy effect, rather than the depressing tendency common in damper districts near the coast. Generally speaking, the rainfall is very light, and although irrigation is not essential, a rancher who possesses the proper facilities is in a much safer position, compared with his less fortunate neighbor, in view of the possibility of a particularly dry year. Where mountain seepage prevails, however, irrigation is never necessary.



"THE RAILROAD," VERNON, B. C.



A MONEY-MAKER, VERNON, B. C.

A more definite idea of the climatic conditions will be gained from the appended meteorological records at the Coldstream Ranch station, five miles from the city, taken during last year.

MONTHLY DAYS OF SNOWFALL.

an.	eb.	far.	pril	Iay	une	uly	Aug.	sept.	Jct.	Nov.	Dec.
0	0	0	0	0	0	0	0	0	1	2	2

MONTHLY DAYS OF RAINFALL.

Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
0	5	5	7	8	12	3	4	12	9	3	-0

NUMBER OF INCHES OF RAINFALL.

Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.
.25	. 59	.22	2.33	2.64	.34	. 30	3.27	1.52	. 45

NUMBER OF INCHES OF SNOWFALL	Oct.	Nov.	Dec.
	1	4	2

HIGHEST AND LOWEST TEMPERATURES.

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Highest	44	49	60	77	83	84	101	98	84	64	52	43
Lowest		*10	24	24	26	36	47	41	35	16	3	*1

^{*} Below.

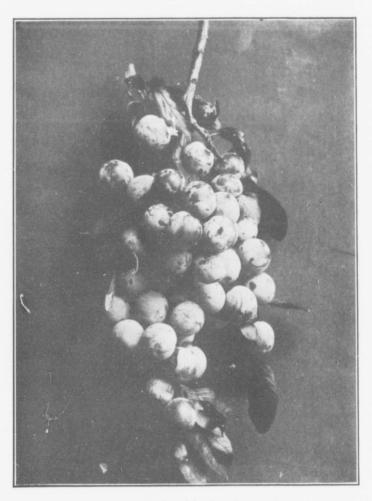
While we speak of the winter season lasting three months, the actual winter is only of a few weeks; while a very cold day is exceedingly exceptional, the heavy frosts always coming during the night.

TRANSPORTATION FACILITIES.

The S. & O. Railway connects with the main line of the C. P. R. at Sicamous, and provides a daily train service, connecting again at Okanagan Landing, four miles from Vernon, with the S. S. Aberdeen, a well-appointed boat, which makes tri-weekly trips to the various points on the lake, carrying mail and offering transportation facilities to Kelowna, Peachland, Summerland and Penticton, as well as to the various minor settlements. This service, which proved inadequate for the proper handling of the increased freight resulting from the recent growth and progress, has latterly been supplemented by the use of the S. S. York, which makes irregular but continual trips, and thus greatly relieves the pressure upon the Aberdeen.

The C. P. R. have now under construction a large and powerful steamer to be completed and placed on the lake this summer. When the new service is inaugurated the round trip will be made daily.

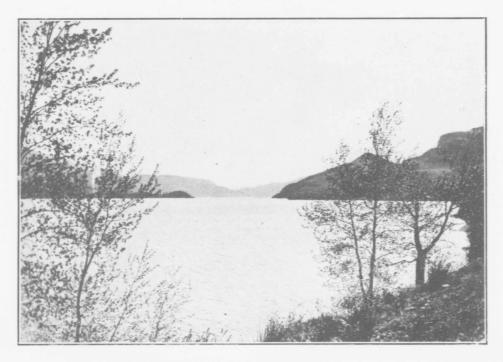
Another railway has been projected for some time to connect the fertile agricultural districts of the Okanagan with the populous and growing mining country of the Boundary and Crow's Nest, and when it is built it will be a great boon to the valley and a great incentive to its growth and progress. This road—the Midway and Vernon—has been bonused by both Dominion and Provincial Governments. It is now announced that work will be rushed in the construction of the new road this summer and that, after that, an outlet may be sought to the coast. The Midway & Vernon will open up new markets for the agricultural produce of the valley, the immense possibilities of which will greatly stimulate production on the part of our farmers and add in no slight degree to the general prosperity of the country.



PLUMS, VERNON, B. C.



THIS IS THE LARGEST ORCHARD IN BRITISH COLUMBIA, AND ONE OF THE LARGEST IN AMERICA. WE HAVE MANY SMALLER ORCHARDS EQUALLY PRODUCTIVE.



LONG LAKE, VERNON, B. C.

THE LARGE HOLDINGS.

In the past, a great drawback to the development of the district and its expansion in population and importance has been the fact that large areas of land, secured by the early settlers, were held by the individual owners, who refused to sell, and thus, to a great extent, kept the small rancher from gaining a foothold in the valley.

During the past two years, however, conditions in this regard have undergone a great change. The large holders have broken up and re-surveyed their properties, placing the subdivided areas on the market and disposing of them to prospective settlers, who are coming to the country in continually increasing numbers to plant orchards and make homes for themselves, where they can live in the enjoyment of an almost perfect climate, and under pleasanter conditions than the rigorous life of the Territories. There is a large and growing class of well-to-do settlers in Manitoba and the Northwest who have stood the severe winters of the eastern climate for a sufficient number of years to acquire a comfortable competence, and at the same time such a distaste for the cold, that they are now casting about for some district where they may have an opportunity of making a fair living under more pleasing climatic conditions than they have been obliged to put up with in the past. This class is very largely represented among those who have located in the Okanagan during the past year, and it is this class who are most likely to feel thoroughly satisfied with their change of residence. For the Vernon district is emphatically the district for the man of some little means, not for the big capitalist, but for him who has, at least, the wherewithal to tide over the first few years, while his orchards are maturing.

The influx of settlers during the past year has been surprising, and has resulted in a great increase in the total cultivated area of the valley as well as that in the immediate vicinity of the city. Visitors have joined the residents of the valley in outspoken enthusiasm over the horticultural and agricultural possibilities of the Okanagan.

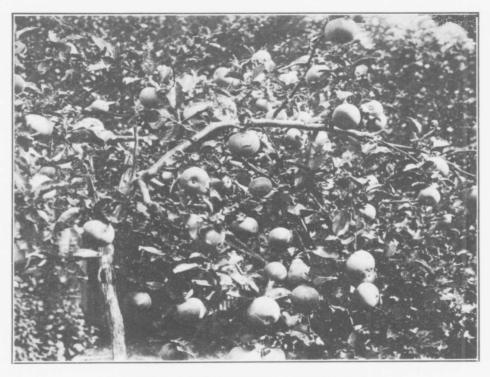
FRUIT GROWING.

Fruit-growing is unquestionably the great industry of the district immediately surrounding Vernon, and the fact that practically unlimited markets are opening up for the fruit-grower in the Kootenays, the Northwest and the Old Country, is one of the most important factors in giving impetus to the settlement and development of the valley. Okanagan fruit has already established a reputation for itself which is standing it in good stead, and which insures a steady demand for the trainloads that will be shipped out of the valley in the future for every carload that is now produced. The apples compare most favorably in flavor, size and appearance with the choicest products of Ontario and Nova Scotia, and possess, besides a superiority in firmness and lasting quality which admirably adapt them to supply a distant market, whenever the nearer ones may fail. The success met with by Okanagan fruit at the Royal Horticultural Society Exhibition in London, Eng., last year, has attracted the attention of the English dealers to the products of this valley, and thoroughly established their reputation as first-class fruit. Five out of eight silver medals awarded came to this district.

The climate of the district is eminently favorable to fruit-production, and pears, plums, prunes, cherries, peaches and small fruits attain a perfection which commands top prices wherever they are sold. The natural advantages of soil and climate are all that can be desired, and the application of care and skill to the business of fruit-growing may be relied upon to produce fruit which will equal or excel that of the most favored sections.

A great point in favor of the district is the total absence of those destructive enemies to the orchard, the codling moth and the San Jose scale.

From Vernon alone during the past season there was shipped fruit to the extent of 1,600,000 pounds. Trees to the number of 100,000 were set out during the season of 1905. It is expected that fully 150,000 will be planted this year.



A WELL-LADEN BRANCH, VERNON, B. C.



A CAMPING SPOT, OKANAGAN LAKE, VERNON, B. C.

ESTIMATED COST OF FRUIT RANCH.

20 acres a	t	97	SI	0	0						*																,			\$2000.00
Fencing .																														
Plowing .									. ,					·			,		,											100.00
Trees										. ,				×													* :			200.00
Planting .																														
																														\$2500.00
Cultivating hired	g, la	b	SI	p1	a	e	ri	11	g	,	у	p: e	d	11	11	0		lı	11	1	11	g.	5	 У	е.	a.	Γ:	8	Í.	1200.00

\$3700.00

Should purchaser do his own work and cultivate between trees, raising vegetables, etc., during first four or five years, he may not only obviate cost of cultivating, pruning, etc., but may count on an annual income from the vegetable crop. Arrangements may also be made for the planting and cultivating of orchards until bearing, as follows:

By allowing contractor to use land between trees for vegetables, etc., the cost will be: First year, \$10 per acre; each following year not exceeding \$2 per acre. This includes all proper attention during that time.

RESULTS.

The following clipping is taken from "The Vernon News," dated Nov. 16, 1905:

The Coldstream Ranch has obtained a bumper crop from its twenty-acre orchard of twelve-year-old Northern Spy trees. As the gross receipts would probably average \$1.50 per box, if we count 40 pounds per box, the total returns would probably be somewhat over \$15,525.00. These results, while quite exceptional, are a telling indication of the possibilities of the district.

In reference to this item, the Manager of the Coldstream Ranch wrote as follows:

COLDSTREAM RANCH.

Vernon, Nov. 17, 1905.

Editor, Vernon News, Vernon, B. C.

Dear Sir,—In regard to your memo, in your paper about our crop of Spies, the following we think more correct:

A packed box of Spies would weigh forty-six pounds; there would be 43½ boxes to the ton. We had 200 tons. An average net price to the grower would be about \$1.25 per box, making a total of \$10,875.

Trusting you will correct same in your valued paper, believe us,

Yours faithfully,

COLDSTREAM RANCH.

(Signed) W. Crawley Ricardo, Manager

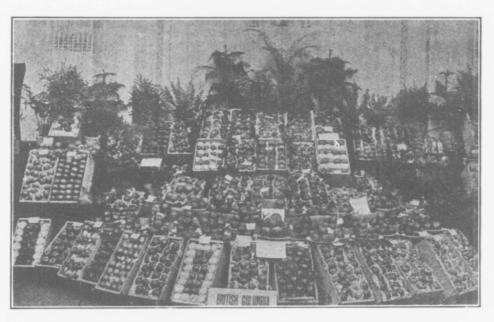
It will be noted in reading the above that the "News' figures are gross while the "Coldstream's" are **NET**.

LAND AVAILABLE.

At the time of writing, there are in the immediate vicinity of Vernon thousands of acres of choice fruit lander ready for cultivation. Unlimited tracts of range lands, in many cases heavily timbered, are also available. Prices for fruit lands range from \$50 to \$150 per acre, while range land is sold from \$5 up.

WHAT WE CAN AND DO GROW.

Although looking to the development of our rich fruil lands as the surest and greatest guarantee of our future prosperity, we do not wish to convey the impression that there is no opportunity here for the farmer and cattle rancher. Wheat, barley, oats, hay, etc., etc., are grown



BRITISH COLUMBIA FRUIT EXHIBIT AT THE ROYAL HORTICULTURAL SOCIETY'S SHOW, LONDON, ENG. AWARDED GOLD MEDAL.



LAKE DRIVE, VERNON, B. C.

very profitably all around Vernon. Last year, one ranch alone grew \$10,000 worth of wheat. The Coldstream Ranch raise hull-less barley of the first quality, and our hay and oats cannot be beaten.

The farmer who does not care to go in for fruit, yet wishes a home in a mild climate, will find here conditions to suit his every requirement.

Last year Vernon shipped by freight alone 1,300,000 pounds of apples and 306,000 lbs. of other fruits. Besides this, large quantities of small and delicate fruits were shipped by express, including cherries, strawberries, raspberries, plums, prunes, peaches, etc. In all, well over the two million pounds of fruit was produced by Vernon alone last season. This is an increase of 25 per cent. over the year before.

MARKETS.

The markets for fruit, hay, vegetables, hops and other produce are practically inexhaustible. The Northwest Territories readily absorb any fruit we can supply, and the large influx of settlers into the country, now steadily going on and likely to continue for some time, assures an increase in the demand. The mining towns of the Kootenavs furnish a more local market, and consume our beef, mutton, pork, poultry tomatoes and early vegetables. while large shipments of produce are annually made to Vancouver and the coast cities. Railway connection with the Boundary Country, which is now a probability of the near future, would open up another great market in the populous mining sections of the south, with their growing demand for various agricultural products. If, for any reason, these should fail, we have England and Scotland to fall back upon. Recent experiments of Okanagan fruitgrowers have demonstrated that apples can very profitably be shipped to the old country, while even Australia has received fruit from the Okanagan. The opinions of London fruit merchants who have become interested in the Okanagan product, makes it evident that a profitable business might also be developed in this district by growers who cared to specialize and cater to the high-priced fancy trade which offers itself in England. There is indeed, every reason to believe that if proper attention were devoted to producing the finest fruit and packing and grading with the extra care demanded by this particular market, Okanagan fruit would have no difficulty in obtaining a reputation equal to that of the first-class Oregon product.

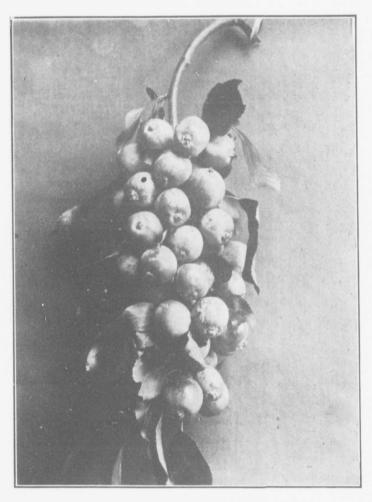
A co-operative Farmers' Exchange has lately been organized, which will greatly facilitate the marketing of produce in the future.

FISH AND GAME.

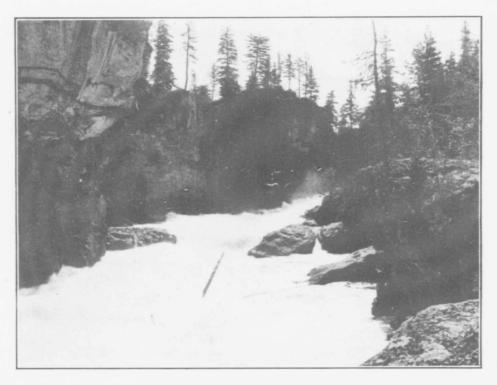
To the sportsman the Vernon district offers attractions which are not equalled in many parts of the Dominion, as all kinds of game, whether big or feathered, fur, fish, flesh or fowl, await the hunter, who makes the city a starting point for excursions that may be made to the mountains and valleys of the surrounding country. The lakes and streams, which are dotted profusely all over the country, furnish trout that may weigh twenty pounds or more, while fish running from two to eight pounds are the common reward of the angler. Within a radius of ten to fifteen miles from the city may be found deer in abundance, cariboo, mountain sheep and goats, grizzly and black bear, etc., while feathered game, including geese, duck, grouse, blue and willow, and prairie chicken, are to be obtained in all parts of the Okanagan.

RESIDENTIAL ADVANTAGES.

Among the subsidiary residential advantages offered by Vernon may be mentioned the satisfactory condition of the city finances, resulting in a comparatively low rate of taxation, good churches and active religious organizations, a healthy moral sentiment which frowns down the vicious license not uncommon in Western towns, a full representation of the beneficiary, fraternal and social orders, including the Masonic, Oddfellows, Woodmen of the



BUNCH OF CRAB-APPLES, VERNON, B. C.



SHUSWAP FALLS, VERNON, B. C.

World, Independent Order of Foresters, Knights of Pythias and Orangemen; a well-organized fire brigade and apparatus for fire protection, and an efficient brass band which already does very creditable work, and will shortly rank as one of the best of its class in the province. The younger folk may also be interested in the fact that Vernon has always gone in for athletics of all kinds and that all the popular sports are played here, hockey, baseball and lacrosse especially having many enthusiastic adherents.

In conclusion, it may be said that the Vernon district holds out exceptional attractions to the homeseeker. A climate, the most genial and equable under the sun, charms of scenery such as are possessed by only the most favored localities, a soil deep and fertile, whereon are grown magnificent crops of grain, fruit and vegetables, transportation facilities which ensure the effective marketing of every product, a public school system second to none in Canada, the pleasures of hunting and fishing within easy reach, the opportunity of earning a comfortable living in a pleasant and not unduly tiresome manner by means of the ten and twenty-acre fruit ranch—these are some of the things which are making the section a veritable home of refuge to those who are weary of battling against the rigorous conditions of less favored spots, and which will shortly result in filling up the whole valley with prosperous and contented residents.

PERTINENT QUERIES.

What kind of climate have you? The best in the world, mild, equable, salubrious, dry, bright and sunshiny. Range of temperature, 12 degrees below to 100 above; rainfall and snowfall very light; very little wind, no cyclones nor blizzards.

Is there much land for sale and on what terms? Plenty of it in every section of the valley. The price runs from \$5 to \$150 an acre according to locality and quality. A man should be able to get a first-class tenacre lot for fruit-growing for from \$1000 to \$1200.

What might be the total expense of setting out and taking care of a ten-acre orchard. The total expense of setting out such an orchard should not exceed \$300. The cost of cultivating the land, spraying, pruning, etc., during the first five years should not exceed \$700.

What returns may be expected from such an orchard? An orchard of seven acres, with small fruits in between the rows of apple trees has produced crops which sold for \$405 in the fifth year, \$621 in the sixth year, and \$1,136 in the seventh year. The net proceeds of an acre of apple trees which have reached maturity may be \$200. Strawberry patches will produce from 200 to 375 crates to the acre, which should sell at an average price of \$1.90 per crate.

What class of settlers should come to the Okanagan? Men of steady purpose and good judgment with a liking for horticultural pursuits. Clerks, mechanics, laborers, shopmen and others without capital will not make a success here unless they come to an assured position or have friends already settled in the country to give them a start. A living has been secured from a small fruit ranch from the very start, but it is as well to count upon more or less of a waiting policy till the trees come into bearing. A moderate amount of capital is essential to make a promising beginning.

Would chicken-raising be a profitable side line? It should be very profitable, as eggs are always in demand and a large number are annually imported from Northwest points. Ruling prices are: Fowls, \$5 to \$6 per dozen; eggs, 25c to 75c a dozen.

Is the valley all settled up? Not by any means, though, at the present rate of influx, it will not be long before it is.

For further particulars, apply

SECRETARY, BOARD OF TRADE,

Vernon, B. C.

VERNON OFFERS



To The Tourist

First-Class Hotel Accommodation, Hunting, Fishing, Boating, Camping, Mountain Climbing, Beautiful Drives, Etc., Etc.

To The Homeseeker

Good Schools, Waterworks, Electric Light, Unexcelled Climate, Golden Opportunities to the Energetic Investor or Worker.

AN IDEAL SPOT AND AN————UP-TO-DATE PEOPLE



BRITISH COLUMBIA

is the most beautiful part of North America.

THE OKANAGAN

is the Garden of British Columbia.

VERNON

is the Hub of the Okanagan.

XXX

The Tourist is pleased, The Homeseeker interested.