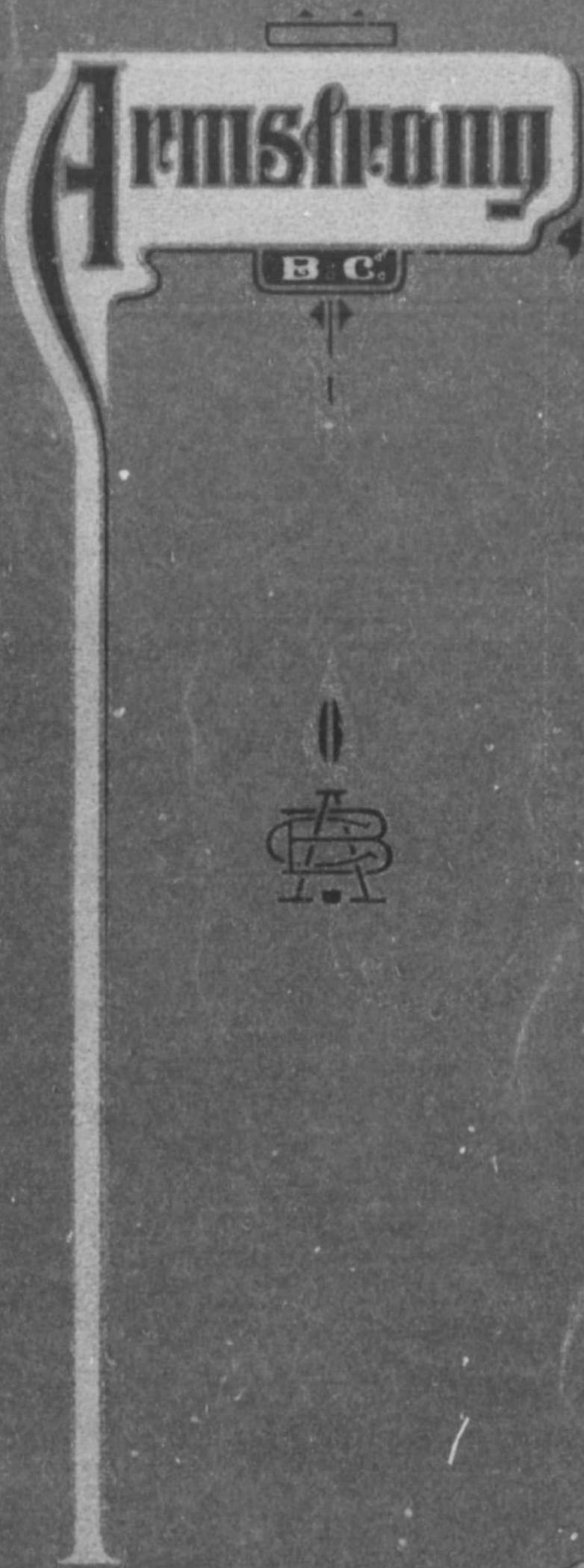


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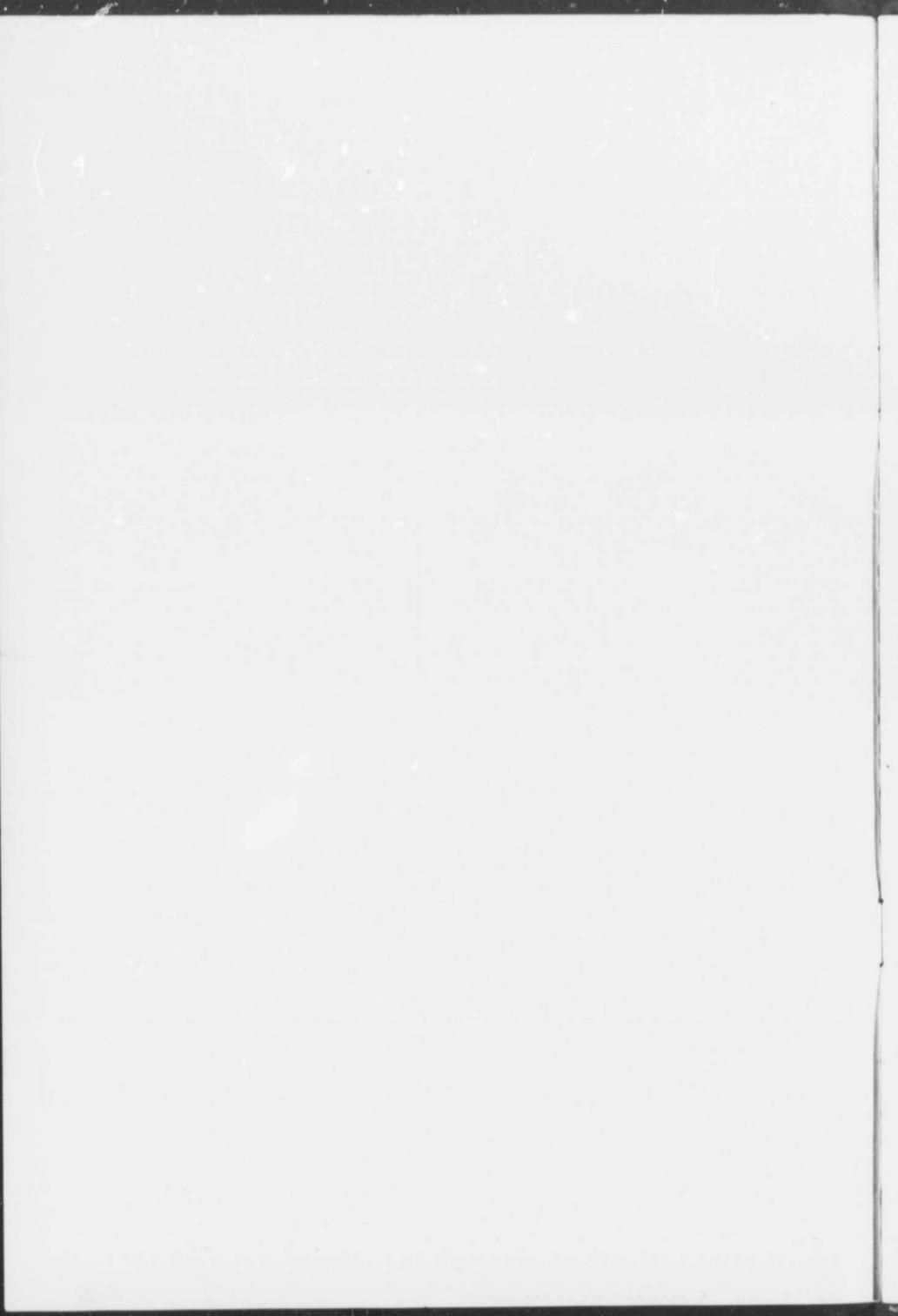




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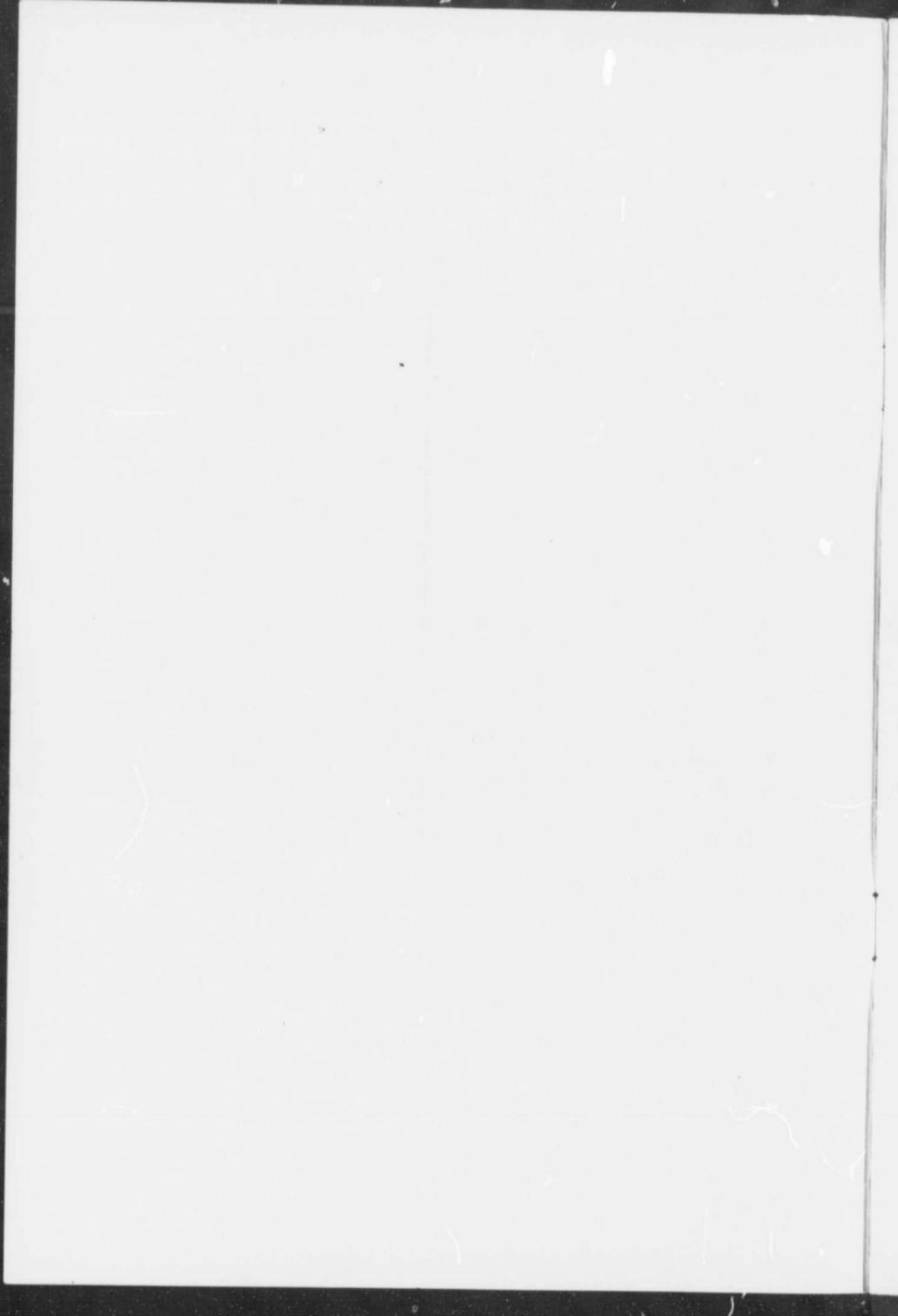




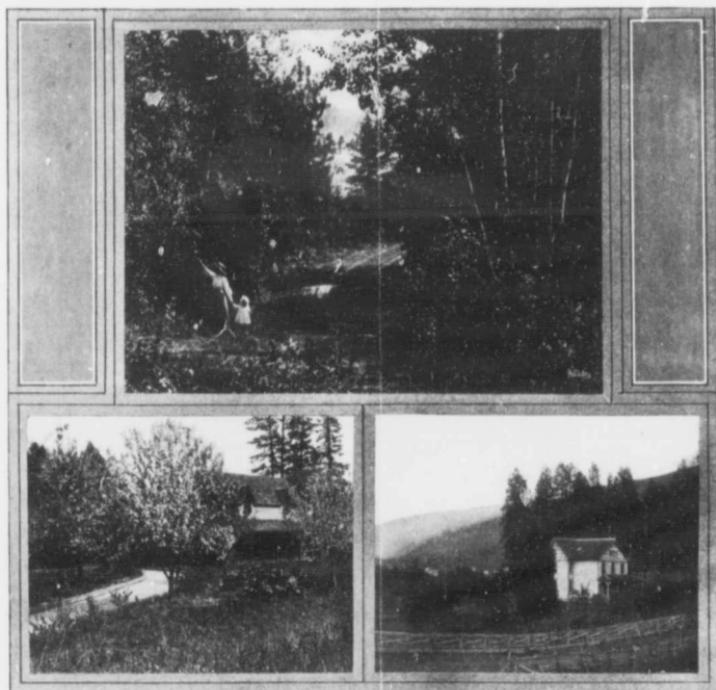


INTRODUCTION

THESE pages are written with the intention of informing interested enquirers, the number of whom is constantly growing, about the MIDDLE NORTHERN portion of the now far-famed Okanagan Valley, in Central British Columbia. The Armstrong Board of Trade is responsible for the publication of this pamphlet, and desires to impress upon the reader that it is not seeking to promote any private interests whatever. This Board has nothing to sell, and is not aiming at your pocketbook. What it wants is more neighbors, and if you are the right sort, you are invited to come into our midst and share what we enjoy of nature's gifts.



THE OKANAGAN VALLEY is not a new country; it has been settled for forty years, and has a number of old established towns, and has long been recognized as one of the most fruitful Agricultural and Horticultural districts on the continent.



There is no desire to depreciate other sections of this extensive Valley, which stretches some 160 miles from North to South; but it must be emphasized, that there are such material differences in climate, rainfall, temperature, soil and environments, that the homeseeker who passes through to the boomed Southern end of the Valley, without acquainting himself with the possibilities of this district, is committing a very grave mistake



Road Scene near Woolen Ranch—Armstrong, B.C.

THE District of which Armstrong is the commercial center, possesses the most varied and attractive claims upon the attention of all those who wish for delightful climatic conditions, and charming and varied scenery in their new home life. The climate of the Okanagan generally, is, beyond a doubt, one of its chief attractions, and those living in this section of it have every reason to be pleased and satisfied with our share of it.



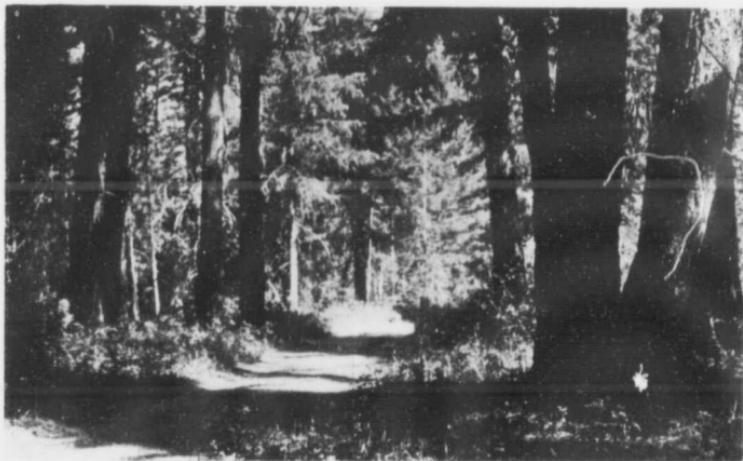
Davis Creek—Armstrong

HERE the long Summer, with abundance of sunshine and cool refreshing nights, may be fully enjoyed; while at the same time we have, what other portions of the valley have not, sufficient rainfall when most needed for all agricultural and horticultural pursuits.

The Winter season is also delightful in the extreme. While occasional cold snaps, lasting only a day or two, occur, ordinarily it is just cold enough to keep the snow on the ground, and to give opportunity for such sports as sleighing, skating, curling, etc., which make Winter life here so attractive.



Otter Lake Road—Near Armstrong



A Shady Drive—Near Armstrong

AMONG the many localities of British Columbia which boast of their beautiful surroundings, Armstrong and its immediate neighborhood takes no second place. The Valley here opens out into open rolling country, and for miles in each direction well kept roads pass through well-wooded scenery in hillock and slope, each offering in the warm Summer season beautiful shady drives and attractive woods, with cooling shade and dark green retreats.



Lake Madaleine—Near Armstrong



Prize-Winning Exhibit at New Westminster Exhibition

IN this favored district Apples, Pears, Plums, Cherries, and all small fruits yield abundantly. And not in fruit alone does the district excel. Celery, crisp, juicy and tender, of unequalled excellence, is grown in the rich black soil of the bottom lands, and the quality is such that in recent years "Armstrong Celery" has become famous in the markets where it has been offered, and the growers demand and easily obtain a higher price for it than is offered for the product of any other locality. Potatoes, Onions, Cabbage and other vegetables, with skilful cultivation return hundreds of dollars per acre to the planter, while Wheat and other green crops are extensively cultivated, and pay extremely well.



Wheat-field—Near Armstrong



NO one need go away from this district disappointed, as the soils are so varied in character, the bottom lands adapted to vegetables, clay loams for fruit, and the lighter soils of the upper bench lands producing all crops in great profusion; and it should be borne well in mind that no fruit or vegetables grown by irrigation can compare in flavor and quality with those produced under natural conditions.

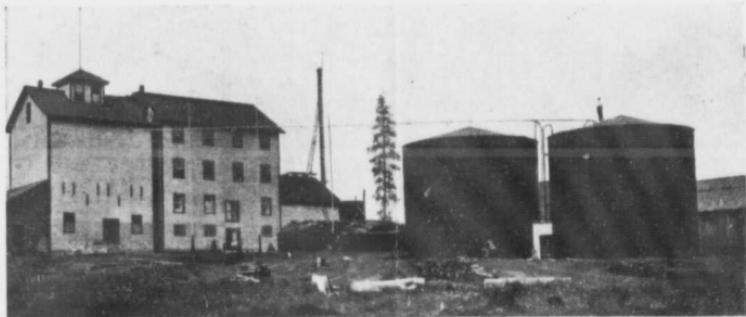




THERE are hundreds of delightful situations for homesites, cleared, partly wooded, or in snug sylvan arbors, as taste suggests or fancy demands. In fact, to those who seek a climate most temperate, usually neither hot nor cold, and everything pleasing to the eye in the varied landscape, the Armstrong district offers the nearest approach to the ideal. Let it be understood that this locality is not held by Land Companies, has never been boomed, yet on its merits alone is fast filling up with a good class of settlers, mostly British and Canadian, with a sprinkling of Americans.



D. Matheson's Ranch—Armstrong



Flour Mill—Armstrong

THE means of transportation are good, and improving every year. The Sicamous and Okanagan Railway, operated by the C.P.R., connects with the main line of the C.P.R. at Sicamous Junction, and runs Southward through the Valley, touching at Mara, Enderby, Armstrong, Vernon and Okanagan Landing, connecting there with the steamers on Okanagan Lake. In a short time, by way of Okanagan Lake, we will be in touch with the new Kettle Valley Railway, thus opening up to us the whole of Southern British Columbia. A strong Company is now being formed which proposes building electric lines, connecting the outlying places with the various centers. So that, while our transportation facilities are already good, the most exacting could hardly look for more than the immediate future promises.



A Field of Cabbage and Potatoes—Armstrong in Background



On Mara Lake

ARMSTRONG, the commercial centre of the district, is a rising town of about 1,000 population, and is one of the busiest places of its size in British Columbia. It has five churches, two schools, two hotels, hardware, grocery and general stores, flour mill, saw-mill and creamery. It has its own electric lighting plant, and one of the best gravity water systems to be found anywhere; the water supply coming from a pure sparkling mountain stream. An abundant supply of absolutely pure water is assured, and this is an advantage which cannot be too highly estimated. Those who have been accustomed to the alkaline water of the Prairies and South, particularly enjoy it. We have an Infantry Company, a Rifle Association, and a Gun Club, all taking a keen interest in shooting and holding competitions frequently with other Associations and Clubs throughout the Interior. Lacrosse, Baseball, Cricket and other sports are followed enthusiastically. A Skating Rink, owned and operated by the Municipality, adds to the pleasure of many during the winter.

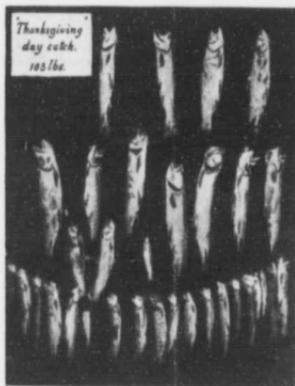


Electric Light Power Dam—Davis Creek—Armstrong



An Indian Fishtrap

TO those who enjoy hunting and fishing no locality can offer better advantages. A few days outing in the mountains brings one in contact with Bear, both black and grizzly, Mountain Goats, Mountain Sheep and Deer. In the immediate locality, in the woods and on the



Good Fishing—Lake Trout

streams and lakes, Grouse, Prairie Chicken, Deer, Geese and Ducks afford good sport. The fisherman can find limitless pleasure in his art, as the waters abound in Speckled Trout, Rainbow Trout, Dolly Vardens and many other varieties.

THE educational facilities are equal, if not superior, to many municipalities of much larger population. In Armstrong we have a graded school, employing five teachers, and a High School with two teachers. Throughout the municipality there are seven rural schools at convenient points, presided over by an efficient staff of teachers. The district is fortunate in having a Board of School Trustees whose hearts are in their work, their aim being efficiency; results are what they aim for, and the standard reached is evidence that their efforts are fruitful.



High School—Armstrong

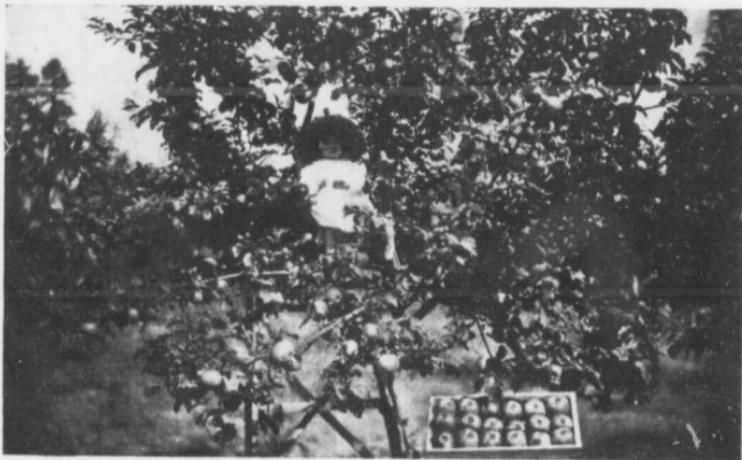


E. S. V. McClintock's Residence—Armstrong

SOcially, the people are of the free Western type, and enjoy to the full the advantages bestowed upon them in so full a measure. Much of the land is being divided into ten and twenty acre blocks, the owners going in for fruit-raising and other Horticultural pursuits. The homes of the people show all the modern conveniences, particularly those in the neighborhood of the town, where the Electric Light, Plumbing Systems, etc., are available. Improved lands run all the way from \$100 to as high as \$400 per acre, while unimproved or partially developed land may be had from \$25 to \$100 per acre.



T. K. Smith's Home—Armstrong



A Young Apple-gatherer—Armstrong

Fruit Growing

MANY orchards have been planted out and are bearing, some of them quite old; but the care, or rather lack of care, exercised in their cultivation, and the promiscuous character of the fruit trees, purchased without knowledge of shipping requirements, afford but little indication of what would have been possible under ordinary skilful management. The newer orchards now coming into bearing, which have been planted solely with the idea of commercial profit, show absolutely what can be done under skilful and proper management.

The selection of proper varieties in due proportion, the preparation of the soil, the husbanding of the trees afterwards, the picking, and, what is very important, the marketing of the fruit, are all features of the industry requiring attention, and each is essential to success.

This Province occupies an enviable position in its freedom from pests and foes of the fruitgrower, so prevalent in the United States and the Eastern portion of Canada.

One important fact stands out as the controlling factor in the situation—and that is that the rush to the West for land, and the increasing number of enquiries from all parts of this continent and from Great Britain, reflect the world-wide want for HOMES.



Apple Trees in Bloom—Geo. Paton's Orchard—Armstrong

It is significant that very many settlers and inquiries come from Manitoba and the Northwest, where there are millions of acres of free lands, or cheap lands of the most fertile character. As a matter of fact, the increase of population has largely percolated through that country.

The following figures are given conservatively as to the expense of setting out a ten acre orchard of apples:

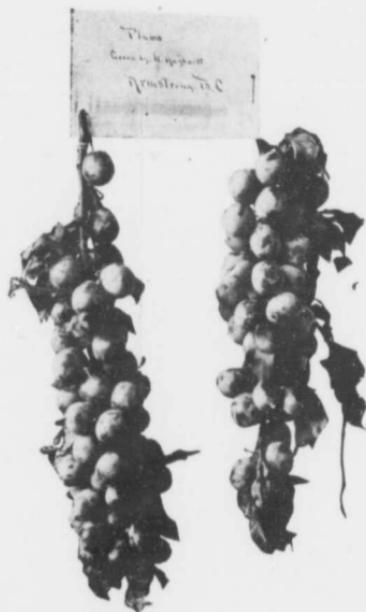
10 acres of land at \$100 per acre	\$1,000.00
Fencing	95.00
Preparing land at \$5.00 per acre	50.00
484 trees (30 feet apart) at 20c each	96.80
Setting out and planting at 7 cents each	33.88
Total	\$1,275.68

For the first year or two potatoes or other root crops may well be grown between the trees, keeping a strip on each side of the row of trees well cultivated. A clover crop also may be grown, plowing it under about the fifth or sixth year.

Cost of Taking Care of the Trees

The cost of cultivating the land occupied by the trees, spraying and pruning them, should not exceed the following figures:

First year at \$9.00 per acre	\$ 90.00
Second year at \$9.00 per acre	90.00



Third year at \$13.00 per acre	130.00
Fourth year at \$17.00 per acre	170.00
Fifth year at \$20.00 per acre	200.00
Total	\$680.00

The cost of cultivating the land between the trees should be paid for by whatever crop is grown on the land. Most varieties of apples will produce a considerable quantity of fruit in the fifth year, and in the sixth year should produce more than enough to pay for the care spent on the orchard for that year. In the newer orchards, late bearing trees are being set out in regular formation, and fillers being put in of Crab Apples, and it is claimed that in the fourth year the fillers will more than pay for the upkeep of the orchard and will continue bearing for years without crowding the other trees.

The ten-acre orchard in the sixth year will represent an investment made up as follows:

Original cost	\$1,275.68
Interest, five years at six per cent.	378.30
Taking care of	680.00
Total	\$2,333.98

Equivalent to \$233.40 per acre.



The Board of Trade sent out a number of enquiries to all growers in the Municipality, and one grower reports the greatest number of apples from any single tree in one year was 26 boxes; and the average from over 20 orchards was slightly over 12 boxes per tree.

The prices in 1908 for apples were higher than in 1907, and the prices in 1909 were considerably higher than in 1908, and the average price paid to the growers for the last three years has been in excess of \$1.10 per box.

In summer apples, the Yellow Transparent and Red Astrakhan are the leading varieties. In fall apples Wealthys, McIntosh Red, Gravenstines; and in the late fall and winter apples Northern Spies, Wagners, Grimes Golden, Winter Banana, Greenings, Jonathan, Spitzenburg, Kings, Baldwin, Ontario, Canada Red, Cox's Orange, and other staple varieties do exceedingly well.

Pears have not been planted commercially until recently, though the older orchards that have bearing pear trees get good returns yearly per tree, and as many more trees can be planted per acre, the net returns per acre exceed the returns from an acre of apples.

Cherries—Very few of the old orchards have any quantity of Cherry trees but in response to letters sent out by the Board of Trade, several orchardists show a return of \$29.00 per tree per year, being an average for the past four or five years.



Many orchards contain a large portion of Plum and Prune trees, both of which do excellently. A great many more trees can be planted to the acre, the yield is heavier and the price to the grower for the past five or six years has averaged about two and one-half cents per pound, and some individual growers are now setting out straight orchards of Prune trees of the very best varieties.

While much has been said about the adaptability of this district for apple growing, we would particularly call your attention to the fact that it is equally as good for small fruit. All varieties do well. Prices are good and market sure.

There is no crop more profitable to raise between the rows of trees in the orchard than Strawberries or Raspberries—they are mortgage payers.

Last year the Board of Trade gathered detailed information from the growers regarding the yield and the price obtained for small fruit, and the average returns were as follows:

- Strawberries from 8 to 10 cents per pound.
- Raspberries from 10 to 15 cents per pound.
- Currants from 9 to 10 cents per pound.
- Gooseberries from 7 to 9 cents per pound.

One man one mile from town from seven-eighths of an acre of Strawberries sold 7,848 pounds at 8 cents per pound, totaling \$627.84. The year previous, or in 1908, he had a still heavier crop on less land and obtained 9 cents per pound all round for his crop.



The Pioneer Celery Farm—A money-maker now—Armstrong

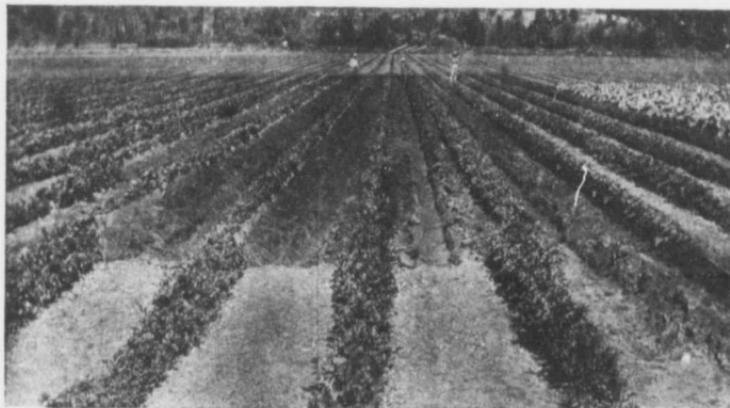
Celery

SIX years ago a farmer started to grow a small piece of celery as an experiment. The quality of his shipments was such that it was with little effort that his crop was sold when it was ready for market, at a price which realized him \$140.00 per ton on board cars at Armstrong. Since that time the acreage has grown steadily, and it is expected that the acreage now planted in celery this year will make the quantity available for shipment over 400 tons.

The excellent quality of celery grown in this district is occasioned by the fact that it is grown on rich black bottom land, with sub-irrigation. The yield is from six to eight tons per acre. The stocks are larger and longer than the celery grown at the Coast or in California, and is of better quality than the celebrated Kalamazoo celery.

Celery is all shipped by express; growers pack it in 40, 50 and 60 pound boxes. Shipments start about July 15th, and continue until about December 15th, at which time the stock is usually exhausted.

Shipments are made to Vancouver and other points West, and to points as far east as Winnipeg, and the demand has been and is growing much faster than the acreage at this point, and consequently commands the same high price that it did five or six years ago.



Celery Field—Bottom Land, close to Armstrong

The exhibit of Celery which was sent to the Alaska-Yukon-Pacific Exposition at Seattle, last year, by the Board of Trade, was highly commended, and the letter which appears on this page speaks for itself.

Alaska-Yukon-Pacific Exposition

Seattle, U.S.A., September 15th, 1909.

THE CANADIAN EXHIBITION COMMISSION

The Secretary Board of Trade,
Armstrong, B.C.

Gentlemen:—The box of celery ordered from you for the Canadian exhibit was received in good condition, and the quality and appearance was so good that it was put up in formalin by an expert from California, and now becomes a part of the Canadian exhibit which will be taken from place to place in future.

Yours respectfully,

(Signed) F. R. E. DE HART,
Collector of Exhibits.



A Field of Potatoes—Half-mile from Armstrong

Potatoes

DURING October, 1909, 139 cars of potatoes were shipped from Armstrong station, and in the year the total shipment of potatoes aggregated over 6,800 tons, giving Armstrong first rank in the Province.

Early potatoes are ready about the first week in July, and shipments continue until the following April, though the heavy shipping period is in July and August for the early crop, and in September, October and November for the late crop. Stock that is stored and pitted being shipped in December, January, February, March and April.

The price opens up at about \$30.00 for early shipments and gradually declines, and the decline depends somewhat on the season, but the early potatoes occasionally go as low as \$12.00 to \$14.00.

The price for late shipments run from \$18.00 to as low as \$12.00 per ton, though several growers have for consecutive years averaged \$18.00 and \$19.00 per ton for their entire crop of early and late potatoes.

The average crop on low land runs from 8 to 14 tons per acre, and on the upland from 4 to 8 tons per acre, depending somewhat on the season.

Armstrong possesses two shipping concerns who make a specialty of handling potatoes and other vegetables, and their business is increasing rapidly as the market is widening constantly.



Tons of Cabbages—Over forty acres—Close to Armstrong

Cabbages

THE fact that Armstrong is the largest cabbage and vegetable shipping point in the Province, has been an important factor in making the shipments of potatoes so large from this station. Dealers can obtain assorted carloads of potatoes, beets, carrots, turnips, parsnips, onions and cabbage with the potatoes, or can obtain any of the lines singly.

For several years Armstrong has had several growers who have made the growing of cabbage a specialty, and in one year from a piece of land less than 20 acres, \$5,600.00 worth of cabbage and potatoes were grown, which is proof that specializing pays.

Cabbage on the low land yields from 10 to 15 tons per acre and on the highlands from 5 to 9 tons per acre.

Beets, carrots and turnips yield from 8 to 20 tons per acre, and all of excellent quality, and the amount shipped per annum is increasing rapidly.

It is expected that the shipment of cabbage and other vegetables, including potatoes, for the season of 1910 will amount to over 400 cars from this point.



Grain and Hay

IN answer to a large number of circulars sent out to all the farmers by the Armstrong Board of Trade in regard to the returns on grain, wheat ranged pretty high. More than two-thirds of the answers received gave 50 bushels per acre as an average crop. This yield seems to be high, but it is accounted for by the fact that wheat is mostly sown on fallowed ground. At the same time, numerous instances can be given of 60 bushels to the acre and over. Thirty-three bushels, or one ton of wheat per acre was looked upon as an ordinary crop, and less than that being deemed a partial failure.

Oats run from 50 to 150 bushels per acre.

Barley also yields heavily, as in fact do crops of all kinds.

Hay yields well particularly on the bottom land, where a yield of several tons per acre is always looked for. On the bench land, whilst the yield is less, the quality is better. Of late years more Clover and Alfalfa has been grown; the latter, though somewhat slow in coming to perfection, promises to be the hay of the future in this section, and the most profitable as well.

Winter Occupations

THE Winter Season is short, and usually so pleasant that many hail it as the most attractive season of the year. Snow generally falls in December, and lays until early March. About 18 to 24 inches is the usual depth, and the temperature is just low enough to keep it from disappearing.



Saw-mill Yard at Armstrong

Excellent sleighing is the rule during this period, there being little or no wind, and consequently drifts are unknown.

Considerable quantities of excellent standing timber are still to be found in the District, and Logging and Wood-cutting occupy the attention of many during the winter season. A ready market is at hand for all the



Winter Scene at Armstrong

timber which can be taken out, there being at present four Saw-mills within the Municipality.

The snow is a boon to the land, the value of which cannot be over-estimated, as, melting in early March, it is gradually absorbed by the soil, which is wonderfully enriched thereby.



Graded School—Armstrong

Schools

THE education of the children of the District is exceptionally well provided for, there being one two-roomed High School and a Graded School of five rooms in Armstrong, and seven Rural Schools throughout the District.

The average attendance in March of this year (1910) was as follows:

High School	40
Graded School	171
Rural Schools	120

The High School, which was built in 1909, at a cost of \$12,000, is in charge of able and experienced teachers, and is considered the finest school in the Province, outside of the large cities.

The care of the schools of the Municipality is in the hands of five Trustees, who are elected annually by the ratepayers at large.

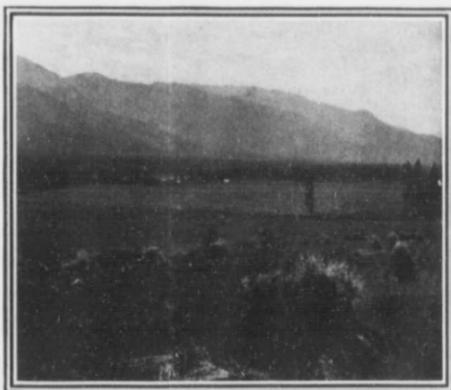
Useful Information

The population of the Municipality is over 3,500.

The tax rate is $5\frac{1}{2}$ mills on the dollar, 3 mills school tax, and 1 mill special loan tax, making a total of $9\frac{1}{2}$ mills based on 60 per cent. of actual value of property.

The Municipality has over 129 miles of public roads, the drives in this district being the prettiest in the Okanagan.

The Armstrong High School has the largest enrollment of any High School of any Municipality in the Province.



Armstrong has a new High School building, as well as a large Public School, and the Municipality has 7 other additional schools. The country schools are so located that no farm residence is over two miles from school.

The High School attendance at Armstrong ranks eighth in the Province, and first in the Okanagan Valley.

The valuation of the town and country school buildings is over \$34,000.00, practically \$10.00 per capita.

The average annual death rate in the Municipality for the past 10 years is 3.5 per thousand.

No case of tuberculosis has originated in the Municipality.

In 10 years the Municipality has had 17 cases of Typhoid Fever—none were fatal; but in four years, or since the completion of the town water system, there has been no case of typhoid fever in Armstrong.

Only four cases of Diptheria have developed within the Municipality.

The shipment of vegetables, hay, grain, flour, feed, lumber, wood, live stock, etc., from Armstrong exceeded \$500,000.00 in 1909.

Armstrong leads the Province in shipments of potatoes and vegetables.

Armstrong possesses six Churches, has electric light and power plant, local telephone system, and two shipping firms which furnish a cash market for produce and fruit grown.

The Municipality owns the exhibition grounds, and a fall fair is held annually; has a winter rink and summer recreation grounds.

The six saw mills in the Municipality have an annual cut of over nine million feet.

The C.P.R. traffic department returns show, that during the year 1909, the shipments of vegetables and other perishable products from Armstrong, totalled more than the shipments from all other points in the Okanagan Valley combined.

The Secretary of the Armstrong Board of Trade, will always be glad to furnish interested enquirers with any information required.

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WINNIPEG CANADA



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ARMSTRONG
BOARD OF TRADE

ARMSTRONG, B.C.
