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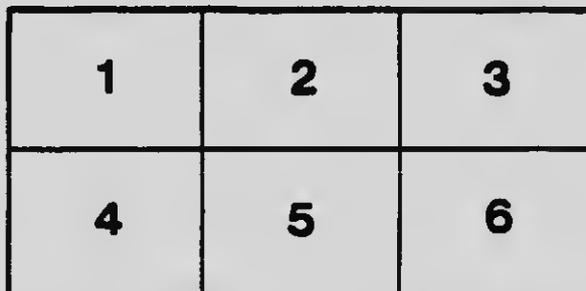
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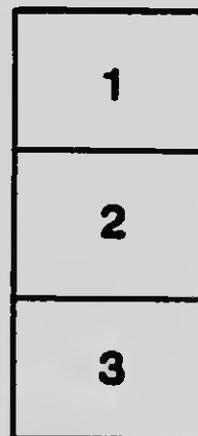
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2

FRUIT FARMING

AT

KELOWNA



THE
GARDEN
OF BRITISH
COLUMBIA

Central Okanagan Lands Limited

Capital, \$1,000,000

KELOWNA, B.C.

Eastern Representatives

C. A. & H. H. MacLEAY

751
St. Catherine St. W.
Montreal, Que.

Russell House
Block
Ottawa, Ont.

Fruit Farming at Kelowna



The Orchard City
of British Columbia



Central Okanagan Lands

CAPITAL, \$1,000,000 Limited KELOWNA, B.C.

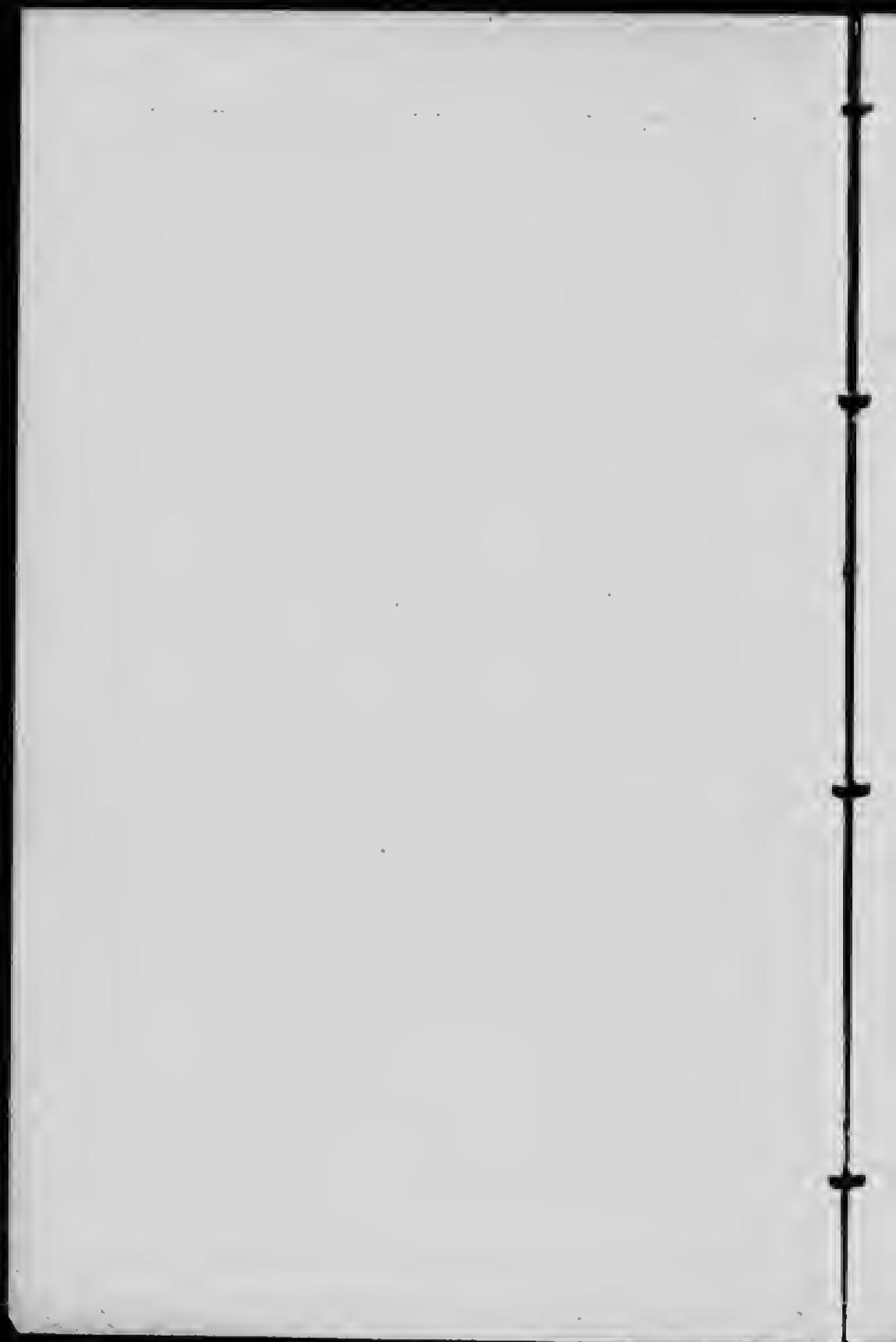
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MONTREAL, QUE.



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Fruit Farming

If you knew you could live in a better climate (where both the winters and the summers are delightful), if you knew you could live well and have \$5,000 coming in every year from your own soil; and if you knew you could raise your family where the moral law is absolutely enforced; where your children would have every social and educational advantage, among refined people; in a place where the bathing, boating, and fishing cannot be beaten; if you knew you could have all these advantages and live close to a good young City and have a neighbor on every 5 or 10 acre plot around you. **Would you be satisfied to live where you are and just as you do now?**

If you would still be satisfied with your present life and would not care for a better climate, where you would not have enough snow for sleighing; where the climate is healthy and dry the year round; where you could get \$5,000 and better hard cash every year, we would advise, if you are still satisfied with your present conditions of life, not to read further, you will not be interested.

But if you are a young or middle-aged man of ambition; if you have a family which you want to raise in a land of refinement and opportunity; if you want to live where you do not have to dread the damp, cold, unhealthy winters; if you are getting to the stage of life where you are about to face those awful questions, "Will my salary go on should I break down under my present position? Will my salary be coming in should there be a change in government or management? Can I find a more restful and healthy and lucrative life than I am now living?" read further.

Location of Kelowna and Fruit District

Kelowna, the Orchard City of the famous Okanagan Valley, lies on the verge of the Okanagan Lake, 380 miles West and South of Calgary, reached by the C.P.R. Railway to Okanagan Landing, and by Steamer to Kelowna (29 miles, steamer trip taking 1 hour 50 minutes). The passenger steamer "Okanagan" is the largest steamer on interior Canadian waters, excepting those on the Great Lakes. It is splendidly equipped, with cabins, saloons, and observation decks, and the service is excellent. Several other steamers run on the Okanagan Lake. The Railroad Cars are placed in Kelowna for fruit loading.

Kelowna is at the mouth of Mission Valley and Glenmore Valley, and is built on a plane sloping gently to the Lake, its location being often spoken of as the most ideal site for a small City in the Province of British Columbia. It is a beautifully planned young City, with an inside population of over 2,000, and with fruit ranchers has a population of 10,000. Five years ago it could not boast of 500 people all told. The increase of population has been brought about by men of capital, who have been able to build large irrigation systems to water the lands, before which time fruit could not be grown. The Central Okanagan Lands, Ltd., built a \$200,000 irrigation system to water an unsettled portion of Mission Valley, and have settled their lands there. They have owned for several years Glenmore Valley (bought it from ranchers who were dry farming grain), and this year are about completing a \$350,000 irrigation system which will water less acreage than the \$200,000 system does, but which is the best and most permanent irrigation system in British Columbia, and probably the finest on the American Continent. The system is of cement-lined ditch and steel pipe, with underground laterals fed from main ditch by gravity system.

Glenmore Valley, slightly higher than the City, overlooks Kelowna and the beautiful Okanagan Lake, and is banked on either side by slightly timbered moun-

tains, which give the Valley every protection from any frosts or winds. The Valley slopes gradually toward Lake throughout its length, giving it the proper air currents.

Gleumore is the last Valley in the Kelowna District; it is the finest lay of land in the whole of the Okanagan District; it is free from trees, stumps, and stones, and the majority of it has been dry-farmed. Its soil is from 12 to 16 feet deep, and runs from a sandy loam to a light loamy clay. No fertilizing done in district.

Climate and Rainfall

It is an undisputed fact that Kelowna can boast of having the finest climate in Canada, if not the finest on the American Continent. The total average precipitation is 17.07 inches of moisture, which shows that the district is by no means arid, and should there be any indication of drouth, whilst others parch, the fortunate irrigator opens his headgate and secures a flow of life-giving water for his orchard or his vegetables.

Spring opens early—the farmer plowing the first part of March—and winter sets in about Christmas. The summers are delightful, with cool nights always. One never experiences the oppressive heat of the Eastern summers. Rain falls rarely; in the valleys winds are unknown, and severe thunder storms are absolutely unheard of in the district. The winter of eight or ten weeks is brisk and cold, the thermometer running from freezing down to eight above zero, and once in two or three years zero weather comes for a night or, possibly, two. Extremes are unknown. A few flurries of snow may some seasons give a little sleighing, and the younger people look for about six weeks of skating. The Lake never freezes over. Deep snow, blizzards, extremely cold weather, foggy weather, and cold, damp atmospheres are absolutely unheard of in the Kelowna District.

During the spring and summer there is rarely a cloud in the sky, and, consequently, the name of "The Land of Fruit and Sunshine," given by the native Indians. In the autumn, about November and early part of December, cloudy weather comes for about half of

the time, with very little rain. This is probably on account of the heavy rains which are so frequent on the Pacific coast at this particular time of year. The climate is rightly called ideal, with its long summers, cool summer nights, short but crisp winters, and ideal springs and autumns. The climate is one of the greatest assets of the Okanagan country.

Products

The best paying crops are: apples of every variety, pears, peaches, plums, cherries, prunes, berries of every variety, tobacco, vegetables (Bermuda onions, tomatoes, potatoes finding unlimited markets on the prairies) of every variety, timothy, clover, and alfalfa (three cuttings, yielding 5 to 7½ tons per acre). Many other fruits are grown, but above mentioned are the leaders. Approximately 267 varieties of apples can be successfully grown at Kelowna.

Growth and Production

On account of the long growing season and the adaptability of the country to the production of fruit, the growth of a tree to the Easterner is phenomenal. Some varieties of apples will yield \$50 per acre the third year. Several varieties will yield 200 to \$400 the fifth year. The latest bearers produce nicely the fifth year and seven-year-old trees, where properly cared for, in most instances in early bearing varieties, are bearing \$800 per acre. 14-year-old Northern Spys are bearing \$2,000 per acre. 14-year-old pear trees are bearing over \$1,200 per acre net, and nearly double that amount has been produced in a couple of instances.

Kelowna is far past the experimental stage. She is the greatest producer of fruits and vegetables in the great Province of British Columbia. She shipped this year 712 carloads of fruit and produce, which will bring her over half a million dollars.

About the Quality of Fruit Grown

The best way to satisfy one interested in the quality and marketable value of our fruit is to give some of the winnings of the Kelowna District at the greatest apple shows open to world competition. The Greatest Apple Show ever held in the United States was that held at Spokane in December, 1908. At this exhibition Kelowna entered 43 boxes in keenest competition with the wonderful fruit-growing districts of the Western States, and with the world, and she won \$4,423, two gold medals, and a silver loving cup, which was donated by the Seattle Chamber of Commerce for apples of the finest flavor and texture in the world. The leading papers of Spokane City came out in glowing headlines. "Hats off to Kelowna."

At the recent National Apple Show held at Vancouver (October 31st to November ~~26th~~ 1910) Kelowna again triumphed over the world by winning the two largest prizes offered (\$1,000 each and two gold medals), winning in all \$3,814 each and nine medals. One of the medals (value \$150) was donated for winning the greatest number of first prizes at the Show, which explains itself. Every one of these prizes was won in the keenest competition. In one of the \$1,000 classes there were 12 carloads in competition, 5 of which were from the United States. Kelowna has proven that she is the greatest fruit-growing section in Canada. Her markets are unlimited, and the producers are making, and will make great fortunes.

Markets

Our home markets are Manitoba, Saskatchewan, and Alberta. The development of these prairie Provinces cannot be imagined by those who have not seen them recently. British Columbia also is a great market, and Northern British Columbia, which is so wealthy in minerals and timber, is rapidly increasing her demand.

Australia bought 10 cars last year from us, and this year placed an order for 50 carloads more of our winter apples, but she is receiving only 15 carloads on account of her order not having been placed until the middle of August, at which time the crops had been sold, although unpicked. China shows her preference for our apples, but we cannot as yet supply her demands. The City of Winnipeg is a great consumer, but about 75 per cent. of the fruit received there is from the U. S. West. We cannot and never will be able to supply the great markets of the Prairies and Anstralia. Ask your friends, who are living on or have visited the Prairies, if they can get all the fruit they wish and what prices they have to pay. Do you know that only about 4 per cent. of the immense stretch of wheat lauds are under cultivation? Do you know of the opportunities your own Canadian West has to offer to you? Do you know that you can live in a land of plenty, in the finest climate of the Dominion, have every modern convenience, have the best of boating, bathing, hunting, and fishing; can live in a community of 10,000 to-day, 20,000 in five years more; and that you can live in a land of refinement and plenty?

Absence of Pests

Kelowna has not a harmful fruit pest. Spraying twice a year is enforced by the Provincial Government to keep this garden of the Province for ever free of any destructive pests. Such pests as San Jose Scale, Codlin Moth, and Black Knot are absolutely unknown, hence the large percentage of perfect fruit. No potato bugs at Kelowna.

Poultry and Bees

make splendid additions to the yearly income of the orchards. The climate is adapted to poultry raising, and there is a ready market for eggs at 35c. to 75c. throughout British Columbia, and dressed poultry is always at a premium. Those who care for poultry make \$400 to \$600 on 150 hens, after paying for feed.

Kelowna—Its Conditions and People

Kelowna has every modern convenience needed in a young City, such as electric lights, 'phones, water system, etc. Splendidly paved walks and crushed-rock roads. The streets are wide and well planned. The streets are not yet boulevarded, but the City Fathers have this in mind as well as the completion of developments in the City Park, which consists of 36 acres on the Lake in front of the City. These boulevards will in a few years be lined with ornamental fruit trees and rose trees. Flowers of all kinds grow in profusion, probably the most noticeable of all is the rose. Some of the rose gardens of Kelowna are most magnificent.

Kelowna has splendid schools; a new one was completed this summer, costing \$25,000.

The Anglican, Presbyterian, Methodist, Baptist Churches are in the City, and the Roman Catholic Church is a short distance from town in an older settled part of the District. The new Presbyterian Church cost \$25,000 (the monies were arranged before the building was started), and the Anglicans have under way a \$40,000 structure. The Methodist and Baptist Churches are very comfortable, but on account of the increase of their congregations, they will soon have to build larger churches.

The Ladies' Country Club is rather a novel feature to the Easterner. Ladies living outside the City limits may, by election, become members of this Club. The Club House is a cosy little building, and the country ladies spend many pleasant hours after shopping over a cup of tea, meeting the ladies living in different parts of the fruit districts adjacent to Kelowna.

The gentlemen of the City have a Club.

The Aquatic Club have their Club House on the Okanagan Lake, in the City Park. It is one of the finest Aquatic Club Houses in Canada. There are so many lovers of the water at Kelowna that this Club is a flourishing one. Other clubs are the Jockey Club, Football, Baseball, Lacrosse, Cricket, Polo, Curling, Gun and

Rifle Clubs, Rowing Club, Sailing Squadron, and Launch Flotilla. One will be hard to please who cannot find congenial pastimes in Kelowna.

The fraternal orders are represented by the Masonic Lodge, Knights of Pythias, Foresters, Woodmen of the World, Canadian Order of Chosen Friends, Independent Order of Oddfellows, Modern Woodmen of America, and several others.

A Cottage Hospital, costing \$15,000, was built last year, the cost of the building being defrayed by voluntary subscriptions.

There is naturally an air of prosperity in Kelowna. A fine climate, ideal living conditions, the fruit industry, and conditions which appeal to the man of higher ideals does not attract the uneducated, short-sighted man. We are fortunate in not having any poor people at Kelowna. Most of the labor is Chinese, the Chinaman gardener being credited with getting more out of garden truck than any white man in our locality. They are found to be the most faithful, steady, and industrious, and most adapted to garden and orchard labor.

The Moral Law is absolutely enforced in the City of Kelowna.

Industries

Kelowna has two sawmills, cutting about two million feet each; four packing houses, which take all the fruit and produce from growers (one is owned and operated by the fruit growers, called the Farmers' Exchange, Ltd.); one cannery, which cans all kinds of vegetables and fruits. Another cannery and packing house is being constructed at a cost of \$50,000, which will be operating next season. Aerated waters are also made at the present cannery.

A cigar factory, which manufactures the greater part of tobacco grown around Kelowna, and finds a ready market for its cigars. One brick yard in City.

Kelowna has splendid stores, departmental and specialties. The professions are well represented.

The City Water Works and Electric Lights are municipally owned.

Glenmore Valley

This beautiful valley (known in Kelowna as the future garden of the district) is just being subdivided. The Central Okanagan Lands, Limited, have been holding this property while they were settling Mission Valley under their \$200,000 system. They are now completing an expenditure of \$350,000 on the most permanent irrigation system in Canada. This system will water the finest lay of valley fruit land in British Columbia, and, better still, it adjoins the Orchard City of British Columbia. Glenmore is not around the Mountain from Kelowna, but the City is built on the Lake Front **in the mouth of Glenmore Valley**. The Valley overlooks the City and the Lake. A most ideal home-site, in an ideal climate.

In Glenmore Valley you will find one of the finest automobile roads in Canada. Splendidly graded and crushed-rock filled. A domestic water system, bringing beautiful pure water from 18 or 20 miles up in the mountains, will supply the land owners. This system will be under pressure to satisfy the most exacting. As soon as settlement warrants, electric lights will be extended from the City into Glenmore, as well as a telephone service. We now have a private service through the valley, and in our Mission Valley settlement the Government lines are operating. They also have daily rural mail service. Glenmore will be settled by a very superior class of people. There is one school in the Valley now, and another will be built as soon as required. **This is the most beautiful valley in British Columbia.** It adjoins the greatest fruit-growing centre of Canada, it has an ideal location, it will have every modern convenience, it is only a short distance from the beautiful Okanagan Lake, where boating, bathing, and fishing are unsurpassed in the Mountains, **it will be the garden spot of Canada.**

Prices and Terms of Land in Glenmore

The majority of people in the Kelowna District have 10 acres of orchard land, although some who went in several years before the district was proven as a fruit centre, bought 20 and 30 acres, and to-day are most independently rich. Many to-day, who have been over our property, have invested in 20 and 30 acres after investigating thoroughly and seeing the opportunity to become very wealthy and to have an annual income of \$10,000 to \$20,000 per year after their orchards are in full bearing.

The man of smaller means contents himself with 10 acres, and if he cares for this amount of land he can safely look forward to an annual return of \$5,000 per year and better when his orchard is in full bearing. In the meantime he can be growing produce between his trees, which will pay his expenses, give him a good living, and if he be energetic enough he will pay for his land as well. Others have done it. One cannot sit down all day at Kelowna and reap big returns any more than he can in Eastern Canada, but for the man who develops his property, or has it properly developed for him, will get FAR GREATER returns in the Kelowna District than in any other part of Canada for the same amount of money and energy invested.

Half a mile from the City of Kelowna the land is per acre	\$400.00
Three miles from City	300.00
Three and half miles from City	250.00

This land is all under the \$350,000 irrigation system. The annual rental of the water is approximately \$5.00 per acre per year, but this charge is fixed by the Provincial Government. Under the \$200,000 system the charge was \$3.00 per acre per year, but that system was not of the same costly and permanent nature. **TERMS:** 1/4 cash, balance three equal payments, one, two, and three years, with interest at 6%. Discount for cash.

These prices may sound high to those who have not had an opportunity to investigate for themselves, but see the

Returns from Land at Kelowna

4 acres of onions	\$2,550.00
5½ acres of onions	3,975.00
5½ acres of onions	3,125.00
1 acre of tomatoes	1,000.00
½ acre of strawberries	626.00
10 acres of potatoes	2,800.00
½ acre of crab apples	500.00
Less than full acre of 5-year-old crab apples	1,100.00
1¼ acres of peas	1,420.00
10 acres of 4-year-old peaches sold on trees for	3,000.00
1¾ acres of prunes, 1909	1,125.00
Same trees, 1910	1,102.50
1¼ acres of Buerre d'Anjou pears for four years averaged per acre	1,100.00
Same acreage (now older), yield 1910	2,620.00
One 50-year-old apple tree yield	45.00
Several 40 to 50 year old apple trees, yield per tree 1910	40.00

(These last two items will show the life of a tree. We do not yet know the age of a tree in Kelowna. These were the first trees planted there. The trees are exceptionally healthy, as their production will show. We plant our trees 50 to the acre, so figure out what the yield per acre will be.)

7-year-old apple trees (McIntosh Reds), average per acre	\$850 net.
1 extra heavy M. Red, same orchard, 7 years	27 net.
Record for tomatoes is, 4 acres	6,000.00

Are you now surprised that land should be valuable where it will produce such results? These figures we will back up. We have many of them above signatures of most responsible men. Discount them as you will, you cannot get away from the great profits made in our district. EVERYONE, who is giving his attention, or having attention given, to his property in the Kelowna district is making a grand success. That cannot be said to the same extent of any other district.

We Develop

properties for a fixed charge for parties who are not yet in a position to go to live on their property at the present time, and who wish to have their orchard developed either for a future home or as an investment. We will be glad to furnish these figures and conditions to anyone interested. We have 250 men on our pay-roll, and we are employing the best dry-belt orchardist we were able to find. We are planting 1,000 acres of orchard in Glenmore Valley ourselves, purely as a commercial investment, and we know how to plant and care for orchards. Information gladly furnished.

Your Future

may be exceptionally bright, but are you sure that it is? Do you know that the producer of to-day is the most independent man in the world? Do you not think that in a few years more we will envy him more than ever? Has your cost of living increased during the past ten years? Has your salary or income increased in proportion? If it has you are more fortunate than most men. Have you looked into the future to see what it holds for you and your energies? The past ten years of your life seem not longer than two or three years, on account of the rush to make headway and make enough to keep up your end of the stick, and to keep up with your business and social associates. Will the next ten be shorter? How many more tens are you going to live? Does the cost of living increase each ten years? Do your energies increase each ten years? Are you able to invest enough now to bring you in sufficient income to keep up the pace when your health fails you and when living will unquestionably be higher? What are you living for? Do you get as much out of life as you want to, or, when you ponder over it, is it just a bubble? Excitement is nothing more than a bubble. Does your nature crave for more?

Is the salaried man happy and contented? How does his salary compare with the increased cost of living? Is his work agreeable to his health? Does he ever wish

he could be himself, and feel independent? You bet he does. But does he stop to figure out how he can become independent? It costs nothing to investigate. You can live in the finest climate in Canada; you can be a producer; you and your family can enjoy life; you can become independently rich, not in a day, but in a reasonably short time, on a reasonably small investment, on reasonable terms. Absolutely no pioneering. We have settled more people on fruit lands than any other company, and they are our best friends. You can enjoy ideal life in an ideal climate. You can have an ideal home and bring up your children where they can have every educational advantage, as well as the refinement rarely found in one district. Do you want to get away from worry? Do you want to get out-of-doors? We ask you to investigate. Our photographs of Kelowna orchards, of our property, and of life in the famous Okanagan Valley will interest you. Opportunity says investigate. Think it over. Ask your friends if they have ever heard about conditions at Kelowna. We will give you any information you wish. Call or write. Ask for further literature.

Our Guarantee to Purchasers

Should any purchaser, upon investigation within a reasonable time to be arranged, find that our proposition materially differs from statements found in our literature, we will rebate any payments he has made, with interest at 6%.

Purchasers locating now to get what we consider the choicest lots and locations will be given the privilege of changing the lots they purchase for any unsold lots, amounting to the same amount of money, or for any unsold lots they may choose, by paying the difference, should their later choice be a larger or more expensive lot.

Although we did not offer these lands for sale until September of this year, locations are going rapidly, and those interested will find it to their advantage to investigate without delay.

Central Okanagan Lands

Limited
CAPITAL, \$1,000,000 KELOWNA, B.C.

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