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MISSION CITY AND DISTRICT

BRITISH COLUMBIA



KING APPLE TREE PLANTED THREE YEARS

The Choicest Corner of the Fruit Gardens
of the Fraser River Valley

THE PLACE FOR YOU

Published by the Mission District Board of Trade
Mission City, B.C.



Mission District and City

Facts and Figures Regarding
the Most Fertile and
Beautiful District in
British Columbia

Much Information in Small Compass



For More Apply to:

The Secretary,

Mission District Board of Trade

Mission City, B.C.

1911

The Home of the Big Red Strawberry



Mission District and City

The Home of the Big Red Strawberry



HERE are some countries and districts in this world that are blessed above others; where necessities and luxuries of human life teem forth from a fat soil prepared by nature to support myriads of well-fed people. Such a district is the Fraser Valley, and in that valley, rich as it generally is, there is a choice. That choice is in the rich lowlands of Dewdney, Nicomen Island, and Matsqui, whose prairies lie flat and fertile, or in the warm, sunny benches of the Mission City district on the north bank of the Fraser, and this last is the chosen home of The Big Red Strawberry.

Wonderful Lands

These Mission City bench lands are truly wonderful. Sloping to the south, their season is two weeks earlier than possibly any other portion of the Province, and certainly than most of it, a fact which peculiarly adapts them to



Mission District Fruit Lands, showing the Fruit Benches

growth of the small fruits and rhubarb, which they yield in marvellous profusion. Any grower of small fruits understands the great advantage that an earlier season gives him over his competitor, even though that competitor, during his season, can obtain the same or even a greater yield, for he comes on the market first and commands the larger price with which the first fruits of the summer are welcomed by an eager public.

As a proof of this earlier season it may be mentioned that it is not an uncommon thing for the strawberry grower to get a small second crop, which usually ripens in September.

Sub-Irrigation

The sub-irrigation of these benches, coupled with the southern exposure, should be mentioned. This is one of the most important features of the district and it is due to their peculiar geological formation. To be brief, the great ice rivers of the glacial period carried into the Fraser Valley immense masses of finely ground debris, and since then, during the ages that have elapsed, the mighty Fraser

has worked over this soil until up to four hundred or more feet above the level of the river the land is now rich and alluvial, for the successive benches that are a feature of the district simply represent various former levels of the channel of the river. The result is from four to ten feet of splendidly fertile soil full of humus, which will grow anything on a steep slope as well as on the level, on the top of a ridge as well as on the bank of a creek. Here one great factor, that of the fertile soil, is accounted for, and another, the sub-irrigation, can be explained even more briefly. These benches mount, step by step, back to the mountains and from these mountains continually catching moisture during one part of the year to discharge it gradually down their wooded slopes during the dry season, the water is continually percolating and seeping to the big river below, vivifying the plant life of the benches on its way. It is simply natural sub-irrigation of a most effective kind, and it is emphatically sub-irrigation, for the surface of the soil is at all times workable. There is no swamp or mud here.

The Climate

The climate, already touched upon in the matter of the early season, is, in common with the rest of the lower mainland, very mild, the thermometer rarely rising above 85 F. in the summer, while zero weather is considered very cold. Again, that oppressive humidity which makes the heat of summer so unbearable in many parts of the East, is unknown here in this country, where the sea is some forty miles away on the one hand and the mountains are always in sight. Late frosts in the spring and early frosts in the fall are alike absent here, and what little snow falls soon disappears from these warm slopes facing the south.

Water Supply

Another point is the water supply. On account of the peculiar formation described, a well sunk at any point of these benches will find a plentiful supply of water, and in the nature of the situation, it is naturally filtered water from the mountains, and of excellent quality.



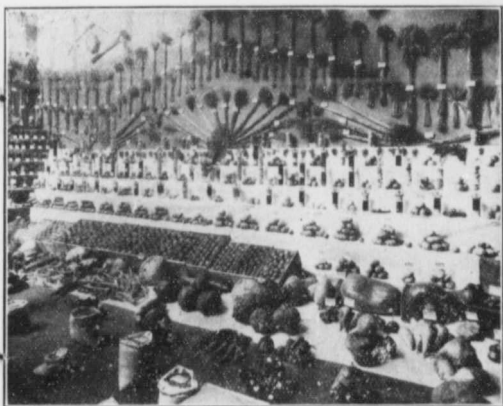
Scene on Fraser River, showing C.P.R. Railway Bridge

Rhubarb

The Mission Benches yield the best rhubarb grown in Canada or anywhere on the Pacific Coast as regards quality and yield per acre. This year's shipments amounted to 18 cars, 300 tons, averaging \$40 per ton. The market for this is always strong.

Raspberries and Blackberries

The yield of raspberries and blackberries in this district averages 400 cases to the acre. There is no district in the province that compares with this for the production of these berries.



Mission District Exhibit at Provincial Fair held at
New Westminster, 1910

The Markets

Speaking deliberately and giving due consideration to every word, it can be said that there are no better markets in the world.

This sounds like a sweeping statement, but if a large population within easy reach, which demands constantly more than can be supplied and so keeps prices up to the level of any on the continent, constitutes the best of markets, then this statement is simply one of fact. A market is composed of consumers, and if the grower can reach consumers who are eager to pay him a good price for all he can produce and more besides, that market is one of the best in the world, and it is to such a market that the Mission City grower can appeal, only he does not need to appeal; the appeal comes from the market to him. The

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demand for rhubarb and small fruits of all kinds from the Prairie Provinces is enormous, and one which is constantly increasing.

On the public market of New Westminster, thirty-two miles away by train, there is every Friday morning an eager crowd of purchasers, both wholesale and retail, of all farm products, and there are never enough offered.

Back of this is the prosperous city of Vancouver, with a population of 150,000, and where the purchasing power per head is probably greater than that of any city of its size on the continent. Beyond this, again, is the fact that British Columbia imports from other Provinces and from the United States some FOURTEEN MILLION DOLLARS' worth of farm products per annum, most of which is consumed in the cities of the Coast—the cities which constitute the easily accessible market of Mission District. Verily, this district has no need to look abroad for the best of markets. It has that at its door.

Transportation

The next point is transportation, and in this Mission City is particularly favored. Sixteen trains a day pass over the Canadian Pacific Railway along the river bank at the foot of these benches, which make it a downhill run for the farmer with his produce. Boats ply on the river looking for this trade. The Dewdney wagon road, one of the finest in the Province, runs to New Westminster and Vancouver, and extends twenty-five miles to the east of Mission City, while other good roads branch from it, rendering the lands of the district accessible and valuable. Last, but by no means least, right through the centre of the benches, paralleling the C. P. R., runs the right-of-

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wry of the Western Canada Power Company's electric railway line, which is to be completed in two years and will make the transportation facilities of this district second to none anywhere, for it will have the ideal combination of steam, water, electric and wagon road transportation—a combination which insures, for one thing, competition and cheap transit. At the present time every facility is being provided for the farmers by the C. P. R. in the shape of local trains to get them and their produce to the markets.



Stave Lake Falls, showing source of Western Canada Power Company's supply of electrical energy.

Schools, Etc.

A natural inquiry would be one regarding schools. These are well provided, the whole province of British Columbia being proud of its school system, on which it spends far more per head of population than any other province in Canada. There are now four schools in the municipality, while Dewdney and Matsqui and Nicomen are also well provided with two in Dewdney and two in Nicomen Island. There is a school within reasonable walking distance of every child of school age in the district, and, as the influx of settlers demands them, more will from time to time be built. In Mission City itself there is a very handsome school building which accommodates an attendance of 124 scholars at present, and was recently built with an eye to the future, its total accommodation for pupils being 150. Mission City School is a superior school, which carries a high school class and prepares pupils for various provincial examinations.

All the principal denominations are represented with places of worship, and, while spiritual ills find here the spiritual physician, physical troubles are sufficiently provided for by medical doctors.

A Healthy District

And this leads to the consideration of health, a most important feature. The death rate here is so low as hardly to provide, so far, a basis for calculation, while sickness is very scarce indeed. In fact a more healthful locality than this it is hard to believe exists.

Dewdney and Nicomen

Dewdney and Nicomen Island, to those who know them, are names to conjure with. Imagine mile after mile of pure alluvial soil, than which there is nothing richer in the world, without a stone to be found in it. A wide plain, pleasantly relieved by trees, singly and in groups, in a way that is reminiscent of certain fertile stretches in England. A soil, one acre of which, by actual measurement, produced ONE HUNDRED TONS OF MANGOLD WURTZELS TO THE ACRE, and will produce from three to five tons to the acre of hay, and every acre of all the square miles of it the same. It will grow fruit, it will grow anything. Mixed farming is also a very profitable industry, the stock raised being exceptionally fine.



Harvesting on Nicomen Island

Matsequi

Matsequi, on the south bank of the Fraser, combines the features of the strawberry slopes of Mission City with those of the flat lands of Dewdney and Nicomen. The benches produce potatoes and fruit that will compare

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favorably in all respects with anything produced in the province, while the Matsqui prairies are among the richest lands in the world for mixed farming. Like the Dewdney and Nicomen lands, their yield is enormous, and it was here, as in Dewdney, Nicomen and Mission City district, that some of the oldest settlers on the coast first located their Promised Land many years ago. To say that their early judgment, when they had the whole lower mainland to choose from, has been amply borne out, is to under-estimate the wonderful fertility of the soil of these sections. The land has been shown to possess possibilities in the variety of crops it can produce in profusion, which even those optimistic settlers of pre-railway days did not dream of.



Threshing on Matsqui Prairie, B.C.

Mission City

A few words on the town of Mission City, one of the most rapidly developing business centres on the Lower Mainland, situated on C. P. R. main line 42 miles from Vancouver. The population of the townsite itself is now about 1,500 and that of the whole Municipality about 2,500.

Mission City possesses all the advantages of transportation mentioned above, and here it may be stated that the railway company is now engaged in double tracking its line from Ruby Creek, a point a few miles east of the District, to Vancouver, a move which indicates this company's opinion of the present and future development of this great district.

In addition to this, Mission City is at the junction of the C. P. R.'s southern branch into the State of Washington, an important strategic advantage, and it has splendid waterfront on the river. While a chart of the depth of water available at all points between Mission City and New Westminster, from where to the sea the stream is constantly navigated by large ships, is not available, there is no doubt that at this point there is forty feet of water, an ample depth. Inquiries from river steamer captains indicate that a satisfactory depth is maintained west of Mission City to New Westminster, or that any obstacles that might be found to exist to the navigation of deep sea vessels could be easily overcome.

At all events, the extent of river navigation even now, by river steamers capable of carrying considerable cargoes, is an important factor in the possibilities of the town, sit-

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uated as it is at the point of meeting of the United States branch of the C. P. R. with that company's great trans-continental line.

From a consideration of these facts, it becomes evident that Mission City has attractions from a manufacturing point of view. There is an abundant water supply that can be developed into a much larger volume than is at present required, and for factory sites the town can offer a large area of flat land fronting on the river, backed by the main line of the C. P. R. and crossed by its branch. Electrical power will be supplied by three competing companies, two of whom, the Western Canada Power Company and the Mission Light and Power Company, have their dams and power plants in the district.

It would seem that all the requisites for developing Mission City as a manufacturing centre are there now. All that is needed is the manufactures, and these have already begun to come in, the Kootenay Jam Company being a pioneer.

The Kootenay Jam Company, the first to establish in British Columbia since the failure many years ago of one



Kootenay Jam Works

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established in Victoria, first located on Kootenay Lake, in the Upper Country. It is not necessary to dwell on the fact that, after doing a most successful business there, the greater attractions, from the point of view of supply of material and transportation facilities of Mission City, suggested the removal of the company to this point. The former factory was sold out and the company, retaining the name which is sufficient to sell its wares wherever they have been introduced, established a new plant in the Home of the Big Red Strawberry.

Further, and briefly, Mission City is the centre of all those many miles of fertile lands that have been described above. As a consequence it contains merchants and business houses of all kinds, carrying most modern stocks, amongst them being the following:—

Hardware and Implement Stores,
Grocery Stores,
Drug Stores,
Bakeries,
Butchers,
Tailors,
Haberdashers and Millinery Stores,
Livery Barns, -
Blacksmith Shops,
Real Estate and Insurance Brokers,
Music Halls,
Pool Rooms and Barber's Shops,
Flour, Feed and Grain Stores,
Lumber Yards,
Building Contractors and Painters,
Rural Telephone Company.

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In fact it can and does supply all the wants of a rich and prosperous community. Last, but not least, it is supplied with that essential to the transaction of modern business—a bank—the Canadian Bank of Commerce, one of the foremost financial institutions of Canada, having established a branch here.

Mission City has the good fortune to contain an exceptionally desirable class of residents, a remark which applies to the whole of this district.

While figures are usually regarded as dry, they commend themselves to the prospective settler, who requires them as a foundation for descriptive rhetoric. To start at the lowest prices paid for fruit this season (1911), those paid by the Kootenay Jam Factory for fruits which were too ripe for shipment, are as follows:—

Blackberries, per lb.....	\$0.05½
Raspberries, per lb.....	.06½
Strawberries, per lb.....	.06
Cherries, per lb.....	.04½
Gooseberries, per lb.....	.07
Black Currants, per lb.....	.08
String Beans, per lb.....	.02
Rhubarb, per ton.....	18.00

It is interesting to note, on reference to the excellence of the Vancouver market, and its keenness for quality, that that city is taking the entire output of this company and asking for more. And the company does not even advertise. These facts also speak much for the quality of Mission City fruit.

Next may be given the price list of the New Westminster market, held on Friday, Sept. 8th, with part of

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the report of conditions as they were on that day, space not permitting the reproduction of the whole. It may be said that poultry sold rather below the usual price on that date. The report follows:

The feature of the market today was the large crowd and the numerous offerings in the way of vegetables and fruit. The buyers were early on the market and they thronged the stalls, which were well supplied with the articles they sought. There was an absence of beef on the market at wholesale, and there was very little veal and mutton offered.

The prices of vegetables showed little change, but there was a wider range than usual and the finest quality commanded high prices. Vegetable marrows were on the market and sold at ten cents apiece, and there were some fine large heads of lettuce that sold for five cents each. Some cooking onion on the market sold for \$2.00 per sack. Turnips sold at 75 cents per sack, and green corn was offered at \$3.00 per sack.

The fruit offerings were large and the prices showed little change. There was no change in the price of eggs and butter.



Canadian Bank of Commerce, Mission

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The flower stalls did quite a rushing business. There was the regular variety of potted plants on the market, and they sold at from 10 cents to 35 cents apiece. Cut flowers were numerous, and the prices were reasonable and varied.

POULTRY.

The poultry market this week was considerably stronger than usual, owing in a large measure to the increased demand for poultry occasioned by the Vancouver Exhibition being in progress.

By the pound, live weight, the large buyers paid all the way from 18 cents to 20 cents per pound, and the smaller buyers a couple of cents a pound more.

POULTRY.

Hens, small.....	\$6.50 to \$7.50
Hens, small, retail.....	\$7.50 to \$8.50
Hens, large	\$8.50 to \$11
Broilers, wholesale, per lb.....	19c
Broilers, retail, per lb.....	23c to 25c
Chickens	\$6 to \$8
Ducks	\$9 to \$11
Ducklings	\$7 to \$9

VEGETABLES, RETAIL.

Onions, 6 lbs. for.....	25c
Cabbage	5c to 20c
New Potatoes, sack.....	\$1.25 to \$1.50
Turnips, per bunch	5c
Cucumbers, 3 for	10c
Carrots, bunch	5c
Beets, bunch	5c
Ripe Tomatoes, lb.	15c

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Green Tomatoes, lb.	3c
Rhubarb, lb.	3c
Vegetable Marrows, each.....	10c
Turnips, sack	75c
Onions, sack	\$2.00
Lettuce, head	5c
Green Corn, sack	\$3.00

FRUIT.

Apples, 5 lbs. for.....	25c
Plums, basket	30c to 40c
Greengages, basket	30c
Blackberries, 2 boxes for.....	25c
Crab Apples, per box.....	80c
Peaches, Preserving, box.....	\$1.15
Blue Plums, 2 lbs. for.....	25c

EGGS AND BUTTER.

Eggs, wholesale	40c
Eggs, retail	45c
Butter, retail	35c

As much has been said as may be said within the limits of a small booklet about the marvellous advantages of



Hunting Camp on Stave Lake

Home of the Big Red Strawberry

Mission City and district, the Home of the Big Red Strawberry. A fertile soil, that never needs irrigation in the hottest weather, and consequently will never bear an irrigation tax, where on top of a knoll huge vegetable marrows may be seen ripening in the sun, occupying a spot where, in many districts, even on the coast, a thistle would hardly survive the summer without water.

If you are interested in Mission City, if there is any further information you desire, write to the Secretary of the Publicity Department of the Mission District Board of Trade, Mission City, B. C., and in return for your inquiries you will receive reliable information.



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Caught at Mission City

A T T E N T I O N

HOMESEEKERS *and* SETTLERS

It will pay you to investigate the prospects at Mission City. A postcard to the Secretary of the Board of Trade will elicit any information that you may desire

NINE REASONS

WHY YOU SHOULD SETTLE AT

Mission City

The Home of the Big Red Strawberry



1. BECAUSE the soil is a rich, alluvial deposit, well drained.
2. BECAUSE there is natural irrigation and drought is impossible.
3. BECAUSE there is no better climate, and the season is early.
4. BECAUSE there is a magnificent market, easily available.
5. BECAUSE there is excellent transportation.
6. BECAUSE it grows the Big Red Strawberry.
7. BECAUSE it grows anything.
8. BECAUSE crop failures are unknown.
9. BECAUSE you can't beat it.

