PHOTOGRAPH OF SOME OF THE FRUIT LANDS TRIBUTARY TO KELOWNA. SHOWING THE GREAT NATURAL BEAUTY OF THE DISTRICT. KELOWNA IN THE DISTRICT.

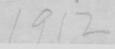
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KELOWN

BRITISH COLUMBIA

THE ORCHARD CITY OF THE OKANAGAN





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KELOWNA, B.C.

Public Press Limited Winnipeg

KELOWNA BRITISH COLUMBIA

WITH PARTICULAR REFERENCE TO

LAKESIDE

KELOWNA'S MOST BEAUTIFUL RESIDENTIAL DISTRICT LOOKING TOWARD KELOWNA FROM KHE MOUNTAINS A 200 ACRE

GRAND PACIFIC LAND CO.

LIMITED

237-243 SOMERSET BLDG. WINNIPEG





he largest and wealthiest province of the entire Dominion of Canada is the eye is ever delighted by the unfolding of its matchless natural beauty

With an estimated area of 395,610 square miles, a rectangle about 700 miles long and 400 miles wide, it offers home room ideal for a nation. Tremendous forests of stately trees; beautiful lakes and numerous ocean bays, the breeding places of commercial fish food, all

countries lying within the temperate zone, the cradle of the greatest nations of the world, and is therefore the climate best adapted to the development of the human race

Why British Columbia?

under the most favorable conditions. Because of the purity o its air, the total absence of extremes of heat and cold, and consequent freedom from malaria, British Columbia is regarded

as a vast sanitarium. People from the east coming to British Columbia, invariably improve in health, insomnia and nervous afflictions find alleviation, the old and infirm are granted a renewed lease of life, and children thrive as in few other parts of the world.

The Japanese Current and the moisture-laden winds from the Pacific exercise an important influence upon the climate of the coast, and provide a copious rain-fall. The westerly winds are arrested in their passage east by the Coast range, thus creating what is known as the dry belt east of these mountains but the higher currents of air carry the moisture to the loftier peaks of the Selkirk, causing the heavy snow-fall which distinguishes that range from its eastern neighbor, the Rockies.

The Okanagan Valley is situated in the dry belt and escapes the rainfall of the Coast district. The lake breezes moderate the summer noonday heat, and the nights are always refreshing and cool. Springs open early, are mild and balmy, and the long genial autumns form a delightful transition to the clear, mild winters. The vicinity of a large lake minimizes the danger of spring or autumn frost and prevents extremes of temperature.

A booklet issued by the British Columbia Government proves that but a fraction of

BERNARD AVENUE LOOKING TOWARD LAKE



the province has been opened up for development, and the natural resources of this section have been but lightly scratched.

With the exception of nickel, which has not been discovered in quantity, all that the other provinces of Canada boast of possessing in the way of raw material, is here in abundance. British Columbia's coal mines are sufficient to supply the world for centuries. It possesses the greatest compact area of marketable timber in North America. In their initial stages the mines have produced over \$300,000,000 and the average annual value of the fishing industry is \$7,500,000. Petroleum deposits but recently discovered are among the most extensive in the world, and although the agricultural and fruit industries are in their infancy, approximately \$8,500,000 represented their production in 1909.

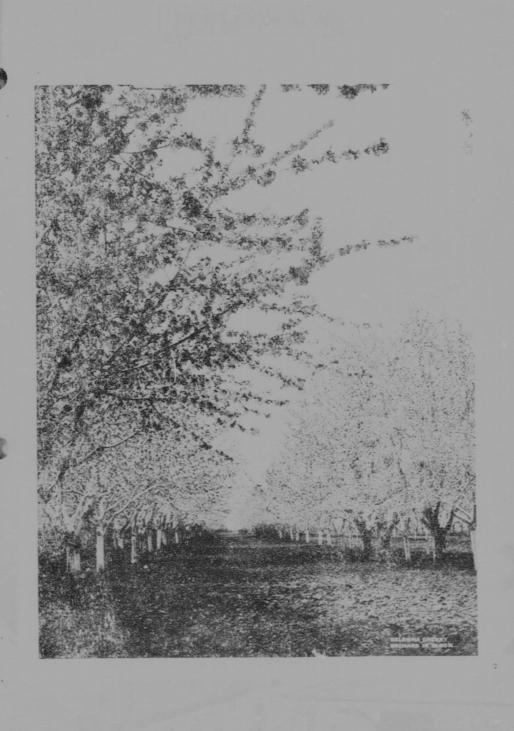
With all this undeveloped wealth within its borders, can we wonder that British Columbians are sanguine of the future. Favored by a prodigal nature with all the essentials for the foundation and maintenance of an Empire, blessed with a healthful temperate climate, a commanding position on the shores of the Pacific and endowed with inspiring grandeur and beauty. British Columbia is destined to occupy a position second to none in the world's commerce and industry.

The residents of British Columbia, at a recent election, in no uncertain terms approved of the Government's extensive railroad policy. These plans included the completion of the Grand Trunk Pacific and the Canadian Northern Pacific Railway, two transcontinen-





RELOWNA



tal lines that will defy the distance from coast to coast. It further provided for numerous branch lines into the interior, opening up vast valuable territories, and bringing the needed market within easy access. These railroads are in the process of active construction, and indications of unusual activity are apparent in the districts through which they are building.

It will be interesting to briefly study figures representing the various industries. In 1890 the output of the mines represented \$2,608,803 and has grown in 20 years to \$26,183,505. The country is well supplied with smelting and refining plants, and with the country's development and an increased home demand, the mining figures will show decided improvement. There are 225 saw mills in the province, with an annual daily capacity of 4,500,000 feet and 59 shingle mills with an average daily capacity of 4,385,000 shingles. Considerably over \$100,000,000,000 of capital is invested in the lumbering business. 1,040,000,000 feet of lumber were cut in 1910. Because of the unlimited supply of raw material the Government is striving to interest manufacturers of paper pulp and paper, placing British Columbia in a position to supply the greater half of the world with paper of every grade and quality. British Columbia's industrial future is assured.







THREE KILDWAA BUSINESS BLOCKS

PULLDING PERMITS WI BREAK ALL



NEW BUILDINGS
ARE ALL OF
SUBSTANTIAL
BRICK OR
CONCRETE
CONSTRUCTION



RELOWNA 5 PROGRESSIVENES

3

STRAWBERRIES BETWEEN



The fisheries, like other industries, are in their first stages, but in the season 1910-1911, \$10,314,755 was added to the provincial wealth from this source.

It is, however, as a farming country, the land of the grain, fruit, vegetable or live-stock farm, that British Columbia is making its strongest appeal to the world of home-seckers.

Roughly speaking. British Columbia has 40,000,000 acres of arable and pasture land in what may be called the southern belt. While a large portion of this is covered with timber, the demand for lumber will cause this to be cleared away, and the ground given over to the farm. In the central belt, the country to be served by the Grand Trunk Pacific Railway and the Canadian Northern Pacific Railway, the arable and pasture land is estimated at 11,000,000 acres, while the northern belt should be credited with at least a like quantity of cultivable land. This northern belt is in the same latitude as Northern Alberta, where the best wheat is grown, and as wheat, as well as all sorts of vegetables are grown at Dawson, 250 miles north of the northern boundary of British Columbia, it must be conceded that this province is destined to become an agricultural country of importance, when these waste places are brought under cultivation.

An international authority. Professor Macoun says: "The whole of British Columbia south of 52° and east of the Coast range is a grazing country up to 3500 feet and a farming country up to 2500 feet where irrigation is possible."

The opportunities for profitable and diversified farming are practically unlimited. The mining, lumbering and fishing industries make an ever increasing demand for products of the farm. Dairying, poultry raising and stock-breeding, in conjunction with general farming, are proving extremely profitable. It is the fruit, however, that is bringing British Columbia products prominently before the world. In 1905-6-7-8-9 and 10, selections of British Columbia apples won the gold medals of the Royal Horticultural Societies of England and Scotland, and several silver and bronze medals were awarded to individual fruit growers. His Majesty, the late King Edward VII, made a special



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visit to the British Columbia exhibit, and expressed his appreciation in the following message to the Provincial Government: "I congratulate the Government of your province on the beautiful exhibit which they have made." The British Columbia apples have always won the first prizes in both Canadian and American exhibitions. The fruit industry of British Columbia is still in its infancy, but

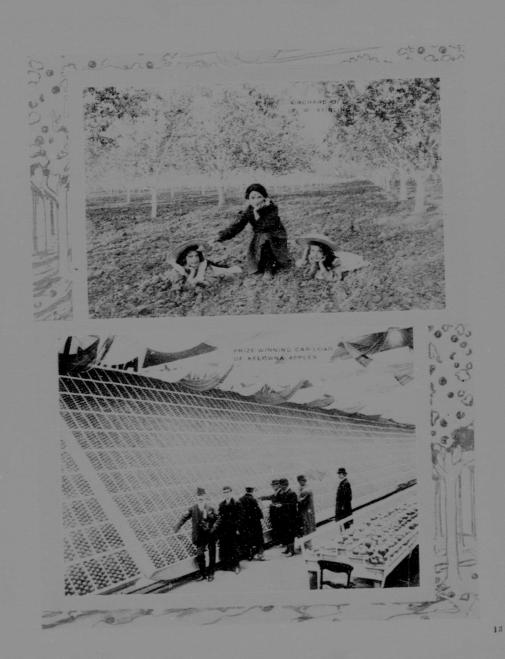
the results so far secured are convincing as to future importance. In 1891 the total orchard area of the province was 6,500 acres, while at the close of the year 1908, it is estimated that there were 100,000 acres planted in fruit. In 1902, the freight shipments were 1,956 tons, which increased in 5 years to 6,498 tons. The railroad shipments alone in 1910 were 8,735 tons. These shipments by no means represent the whole fruit crop, the greater part of which is consumed locally, or handled by the local canneries.

The growth of fruit farming is highly beneficial to the territory, in that individual holdings average ten acres instead of being large tracts, such as are found in the wheat raising and ranching country. A place of exchange and shipment, a market for supplies, must be established, and cities grow rapidly. The ideal economic conditions where so many in-

dustries may be followed in one district assure continued prosperity. It is inconceivable to imagine a change in the mining markets, an over-supply of lumber, a scarcity of fish, and failure of all fruit, grain and vegetable crops at the same time.

The opening of the Panama Canal means as much if not more to British Columbia than to any other district. It absolutely opens the markets of the world to British Columbia produce. It means the diverting of Saskatchewan and Alberta wheat from the over-





crowded ports of the East to the new and modern shipping facilities on the Western Coast. It will do away with the shortage of cars, which has proven so disastrous to the grain raisers of the Prairie Provinces and will enlarge British Columbia's shipping industry to vast proportions, furnishing much labor and of course adding to the British Columbia home market.

Finally, British Columbia is a great natural park, of such scenic grandeur that it must attract countless numbers who have earned the right to live where and how they please. Tourists who come to see, return to locate. Instead of the "Lost Garden of Eden," as it has been termed, it is a new-found earthly paradise, Nature's offering to the man who wants to really know life.

The garden spot of all Canada is the Okanagan Valley, and the valley's natural centre of beauty, as well as commercial activity, is Kelowna, the "Orchard City." The photographer best tells the story of Kelowna's beauty. Nature has so posed her subjects that neither

Why— Kelowna the artist's brush, nor the poet's pen can improve the true story of the accurate camera. Located on the east shore of the Okanagan Lake, with over two miles of water frontage, Kelowna has grown to a city of 3000, with absolutely no railroad

facilities, but depending entirely upon the steamboat accommodation. Commercially, Kelowna has 75,000 acres of the most fertile valley land, surrounded by mountains and





THREE KELOWNA

THE PALACE



THE MANY TOURISTS
VISITING KELOWNA
TAX THE HOTEL
ACCOMMODATIONS TO

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THE CANADIAN NORTHERN HAVE ANNOUNCED THAT THEY WILL BUILD A HANDSOME NEW TOURIST HOTEL IN KELOWNA



with no other outlet, directly tributary. This land is being rapidly put under irrigation, and divided into orchard farms of from 10 to 20 acres. As these farms are cultivated and the district becomes pepulous, Kelowna, as a place of exchange, the selling and buying market, will assume a position of powerful importance.

The recent railroad plans adopted by the Government provide that the Canadian Northern Pacific Railway shall build from Kamloops through Vernon to Kelowna, with this city as its terminus, from where it will operate a fleet of steamers on the Okanagan Lake. The plans further provide for the building of the Kettle Valley Railroad from Vernon through Kelowna into Midway, joining the main line of the Canadian Pacific Railway with the Boundary Lines and Crow's Nest Lines. The Great Northern Railway has surveyed a line up the Okanagan River from Oroville, Wash., to Penticton, from where it will operate boats. At a tremendous cost, the Canadian Northern Pacific Railway has purchased the electric power rights of a swift stream in the Kelowna district, and with the



KELOWNA FRUIT INDUSTRY





INTERIOR FARMERS EXCHANGE



KELOWNA

DURING 1912
THIS COMPANY HAVE
BUILT A NEW
CANNERY OF DOUBLE
THE CAPACITY OF
THE BUILDING
SHOWN HERE



PART OF \$300,000 SYSTEM OF CENTRAL CHANAGAN IRRIGATION COMPAN

force to be there generated will operate a network of electric railroads as feeders to its

All that was needed to make Kelowna a great city was transportation facilities that would enable the products of the district to reach the market quickly and in large quantities. This is now assured and thousands of farmers are taking up small tracts of land for the purpose of raising fruit and vegetables. The increased supply resulting from these new activities will make necessary further canneries and packing houses, box factories and similar manufactories.

The Kelowna district, of all British Columbia, is most famed for its fruit. This is no haphazard statement, but is supported by the awards of many years of exhibitions, which have resulted in sweeping triumphs for Kelowna at the leading Fruit Shows of Great Britain, America and Canada. In 1910, Kelowna exhibited at the Vancouver National Apple

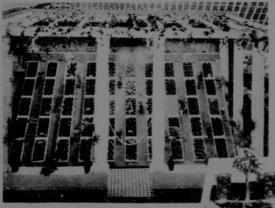




AELOWNA IS THE MOST IMPORTANT BOAT BUILDING POINT ON THE LAKE THIS INDUSTRY IS CROWING YEARLY AS THE SITTLEMENT OF BOTH SIDES OF THE LAKE SHORE CREATES NEW DEMANDS

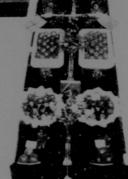


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\$1000 00 CASH F.RST PRIZE EXHIBIT AT THE NATIONAL APPLE SHOW VANCOUVER 1910 TO VARIETIES OF APPLES FROM MELOWING AND DISTRICT

OF MELOWNA



THE KELOWNA EXHIBIT THAT WON THE PRIZE FROM THE ENTIRE CONTINENT AT SPOKANE 1908





Show a car-load of "Jonathans," which Professor Van Deman, of Washington, D.C., the highest authority in America on pomological matters, pronounced to be the finest, and to the best of his knowledge, the only perfect car-load of apples ever exhibited. These apples won the premier prizes, the "Grand Sweepstakes" of \$1000.00 and a \$100.00 gold medal. They also won the First Prize of \$500.00 in the "Straight Jonathan" class. The other big prize of the show, \$1000.00 cash, and the \$100.00 gold medal for the best district display, was also captured by the Kelowna Board of Trade exhibit.

At the National Apple Show in Spokane in 1908, against the apples of the world, the Kelowna exhibit captured thirteen First Prizes, one Second Prize, one Silver Cup and three Medals. The total value of these rewards amounted to \$4,370,00 in cash.

Practically all fruit and vegetables grow as abundantly as do apples, and large profits are realized from small plots. The soil gratefully repays many fold the smallest attention. 1–1.3 acres of prunes produced 25 tons, which brought \$1125.00. – 1.2 acre of strawberries produced 7848 pounds, bringing \$625.00. – 1.2 acre of crab-apples netted \$500.00.







TYPICAL ESLOWNA HOMES

BESIDENCE OF



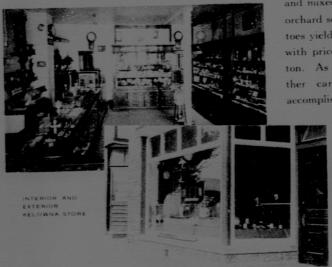
RESIDENCE OF



P (LOYD JONE)



RESIDENCE OF



and mixed fruit from a 19 acre orchard sold for \$9000.00. Potatoes yield 18 to 14 tons per acre, with prices around \$25.00 per ton. As examples of what further care and attention will accomplish, it is interesting to

know that 5½ acres of onions sold for \$4500.00 and 1 1-3 acres peas brought \$1420.00. The price of one acre of tomatoes was \$1000.00, while ten acres of potatoes produced 200 tons that sold for \$2800.00.

These may be entraordinary exceptions but they show the possibilities of the district.

Kelowna is attracting considerable attention because of the splendid tobacco grown there. Since 1894 over 900,000 pounds have been produced, largely Wisconsin filler and Havana wrapper. There is a ready market for all local tobacco, a cigar factory having been established whose output last year was 900,000 cigars, larger than that of any other British Columbia factory.

Much of the fruit and vegetables is handled by the canning and packing companies, of which there are a number. The Kelowna Canning Company, Limited, have a large plant, and can extensively all varieties of vegetables and fruit. The growth of this company has been so rapid that every year they have been obliged to build a larger plant.





Their new building just being completed will be a two story brick structure occupying 180 feet by 150 feet, with a large loading platform 40 feet wide and 130 feet long.

This country is entirely dependent upon irrigation, which removes the element of uncertainty from the planter's operations and enables him to carry on his work with scientific precision and definiteness. Four important

companies are engaged in the construction of irrigation plants, their total expenditure last year amounting to \$45,000.00, while their estimated outlay, exclusive of the initial cost of the land, represents a sum in the neighborhood of \$3,000,000.00. The irrigation water is stored in natural or artificial reservoirs in the mountains, is an inexhaustible supply, and is conveyed to the land by means of ditches, flumes and pipes. When completed, their great work will open up for settlement a large area of the most valuable fruit lands, beautifully situated and amply provided with water.

Kelowna has three banks, a Loan and Investment company, two newspapers, two saw mills, a box factory, a planing mill, a large brick and tile plant, a cement block works, a

brewery, using pure spring water, a cigar factory, and boat builders. The city owns and operates an excellent electric light and power plant, which furnishes, at reasonable rates, ample power for all purposes. The waterworks system is adequate and up to date, having a powerful pump with a normal capacity of 1250 gallons per minute, giving a high pressure and furnishing

A PRETTY HOME



excellent fire protection. A complete and extensive sewage system is now being installed. One of Kelowea's greatest assets is the lake, and the city authorities have taken advantage of this by purchasing 36 acres along the lake front, which has been converted into a beautiful park, with play-ground, athletic field and flower garden. The Kelowna Aquatic Association have built a clubhouse on the shore within the park premises and from these headquarters safe and enjoyable swimming, boating and fishing may be had.

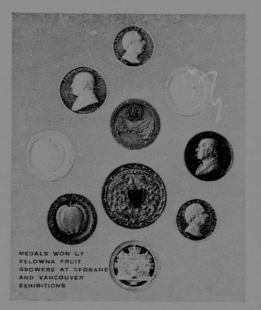
The climatic conditions give an impetus to sports and pleasure and the city boasts of jockey, baseball, lacrosse, Rugby and Association football, cricket, polo, curling, hockey, war canoe, badminton, bowling, gun and rifle clubs. The Tennis Club holds an annual Okanagan Valley tournament, in which many of the best players of the interior participate. The Kelowna Musical and Dramatic Society, organized a few years ago, has become famous through the Valley, and the several annual productions create great social interest.

The educational facilities are second to none in the West. A new \$60,000.00 school located on a \$20,000.00 site, is being constructed this year. The present building will be utilized as a High School, from which pupils may matriculate into any of the Canadian Universities. In addition, there are two good private schools, conducted by well qualified instructors.

Kelowna is rich in handsome church structures, the Anglican, Presbyterian and Roman

OKANAGAN LAKE





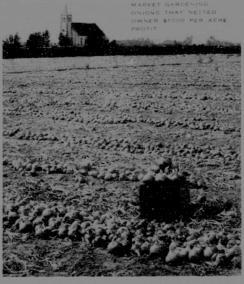
Catholic, Baptist and Methodist denominations, all being represented

The Masons, Independent Order of Oddfellows, Knights of Pythias, Woodmen of the World, Orangemen, Canadian Order of Chosen Friends, Modern Woodmen of America and Canadian Order of Foresters, have flourishing lodges.

Although the city has the lowest death-rate in the province, one fourth of one per cent., a well-appointed hospital is maintained for emergencies.

Kelowna is enjoying the prosperity of real estate activity now general throughout the West. This spring has witnessed a remarkable advance in the prices of both business and resi-

dential property. Pat. Burns, the Western Packer, paid \$16,000.00 for 35 feet on Bernard Avenue. 50 feet on the corner of Bernard and Ellis recently sold for \$15,000.00. 100 feet on the opposite corner was bought last Spring for \$12,000.00 and the owners have refused an offer of \$30,000.00 made early in April this vear. 50 feet on Bernard Avenue sold twelve months ago for \$3,000.00 and was re-sold the following month for \$5,000.00. Twelve lots on Ellis held at \$1,000.00 each. With the beginning of actual railway construction at Kelowna these prices will greatly advance.





Lakeside in Kelowna is the most beautifu! and picturesque residential district in the whole of the Canadian West. Inside the original city limits, with one mile of lake frontage, it absolutely adjoins the built-up section at the south and east. It is backed on the north and

Why—— Lakeside

north-east by the mountains which will absolutely prevent further growth of the city in that direction. Every lot is high and level, overlooking the lake and city. Lakeside contains the only lake shore property available for residential purposes

in Kelowna. The park like arrangement of the streets gives Lakeside an appearance enjoyed by no other residential section in the district. The lots fronting on Valentine Road are especially desirable, in that they have a gradual rise and command a splendid view of the district. The Lake Shore Drive extends the full length of the property and joins Valentine Road on the north. Okanagan Boulevard, an 80 foot street



running from east to west, will further add to the desirability of the property. The lots are especially large, with a 20 foot lane at the rear.

The Canadian Northern Pacific Railway has purchased a right-of-way and will erect its Depot on Ellis Street, three blocks from this property. Ellis Street is rapidly becoming a business street and the location of the Depot will surely



cause the business development to be towards the north. Ellis Street goes through Lakeside and this district will consequently be very convenient to the business section, but far enough away to suffer none of its disadvantages. Certain building reservations on the property will keep it a choice and exclusive residential district.

Lakeside has been reserved for just this purpose by its former owners. Mayor Suther land now resides upon the property and is improving his residence until the building will



represent an investment of \$15,000.00. The people of Kelowna have long been anxious to buy building lots here but until the growth of the town demanded it, the property was kept from the market.

The majority of the Lakeside lots are being purchased in Kelowna, and will be built upon at once. Since this booklet was put in type the Kelowna representative of this company has sold over 150 lots, sales amounting to over \$45,000.00 in less than three weeks. This is the severest test to which a property can be put and the large local sales stamp Lakeside as a splendid realty bargain.

Electric light, sewers and water are already to the property and available just as soon as the building demands it.

Railroad construction has ever caused great real estate activity and the terminus points always show the quickest advance. The construction work into Kelowna will employ a small army of men. The opening up of new country after the railroad is in operation will keep up the business activity. With the coming of the railroad will come many new industries with their employees. The railroad terminus will mean a railroad pay-roll of no small proportions. Kelowna will become a great city almost in the twinkling of an eye.

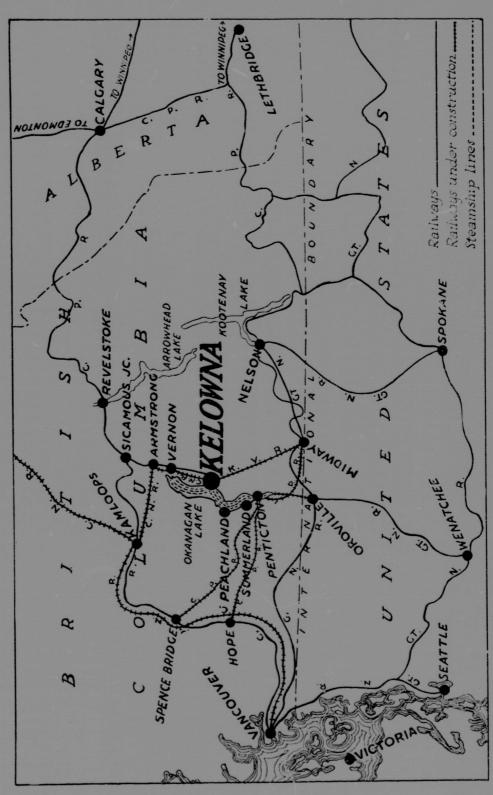
The successful investor anticipates development and buys early. The successful investor takes advantage of the first choice and does not wait until others buy the more desirable lots. If you would be a successful investor you should decide to invest now. The people in Kelowna are on the ground, know the property and can compare the prices with other properties in the city. And Kelowna people are buying Lakeside in such numbers that all records for real estate sales in that city have been broken.

In a few short years, picture Kelowna. The 75,000 acres of rich valley land will be divided into thousands of farms, supporting many thousands of people. Two or more railroads will be rushing in supplies and hurrying the products to market. An electric railway will spread a net-work of steel through the entire district. Three or more boatlines will be in operation on the lake. Numerous packing and canning houses, with the box, basket and can factories required, will, month by month, distribute their enormous pay roll. The tobacco industry will assume the importance it enjoys in the Southern and Central American States. Wholesale and jobbing houses will, because of transportation facilities, make Kelowna the distributing centre of a large district. Palatial tourist hotels will be crowded with seekers after healthful climate and scenic beauty. Kelowna, the Orchard City, the Queen of the Okanagan will come into its own and repay bounteously those who believed in her future and became shareholders in her prosperity.

The Grand Pacific Land Company, Limited, does not hesitate to go on record as recommending Lakeside in Kelowna as a gilt edge investment and worthy of your confidence.

GRAND PACIFIC LAND CO.

237-243 SOMERSET BUILDING, WINNIPEG, MAN.



MAP SHOWING KELOWNA AND ITS RELATIVE POSITION TO OTHER CITIES IN BRITISH COLUMBIA AND THE UNITED STATES.

