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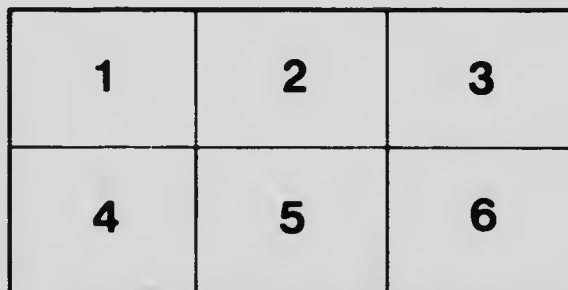
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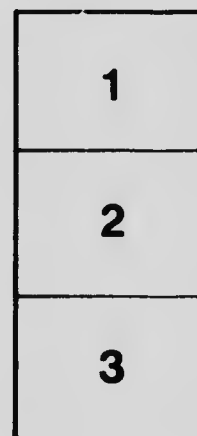
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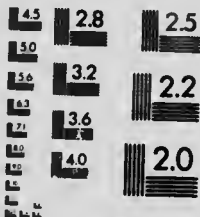
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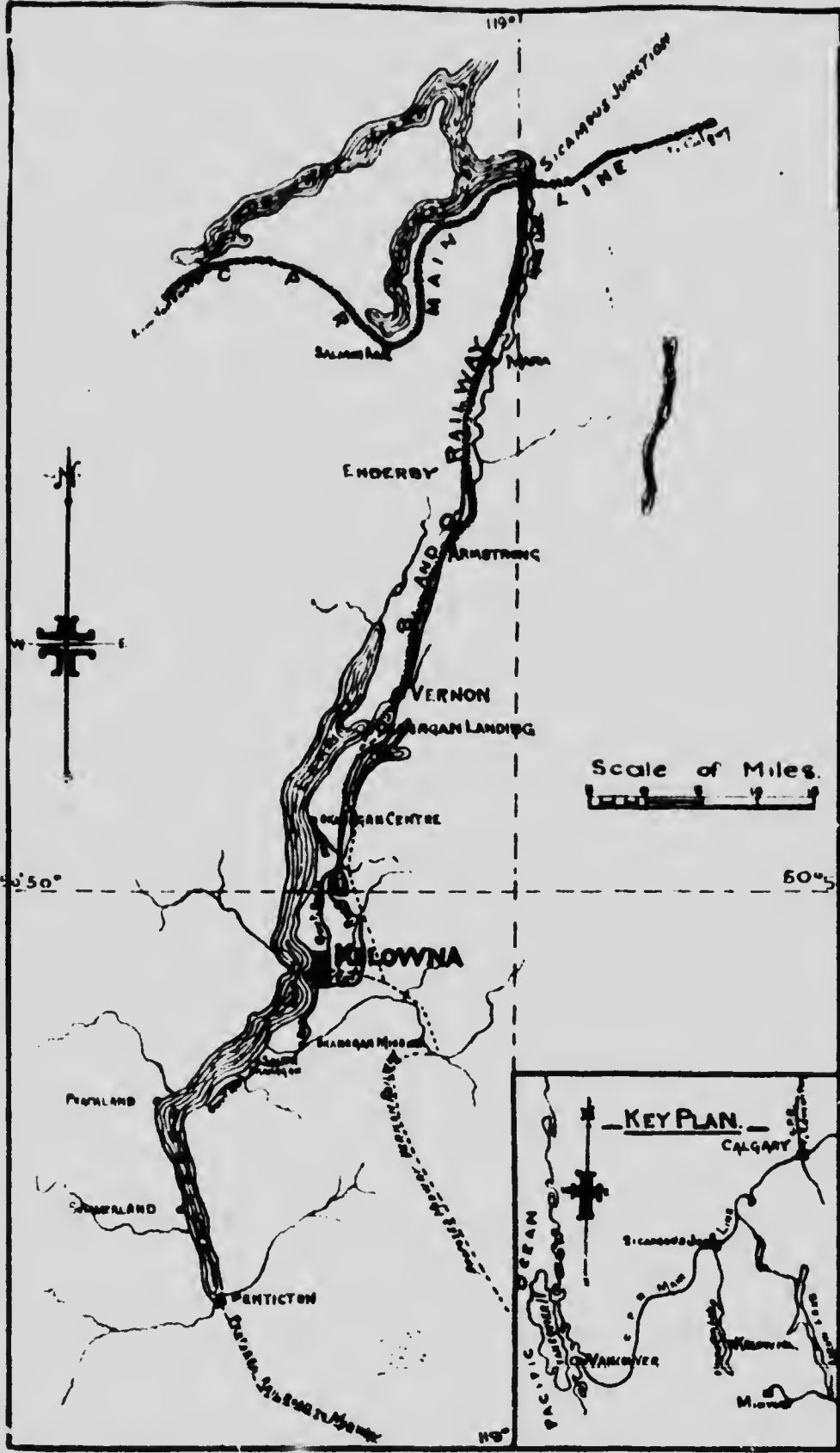


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KELOWNA

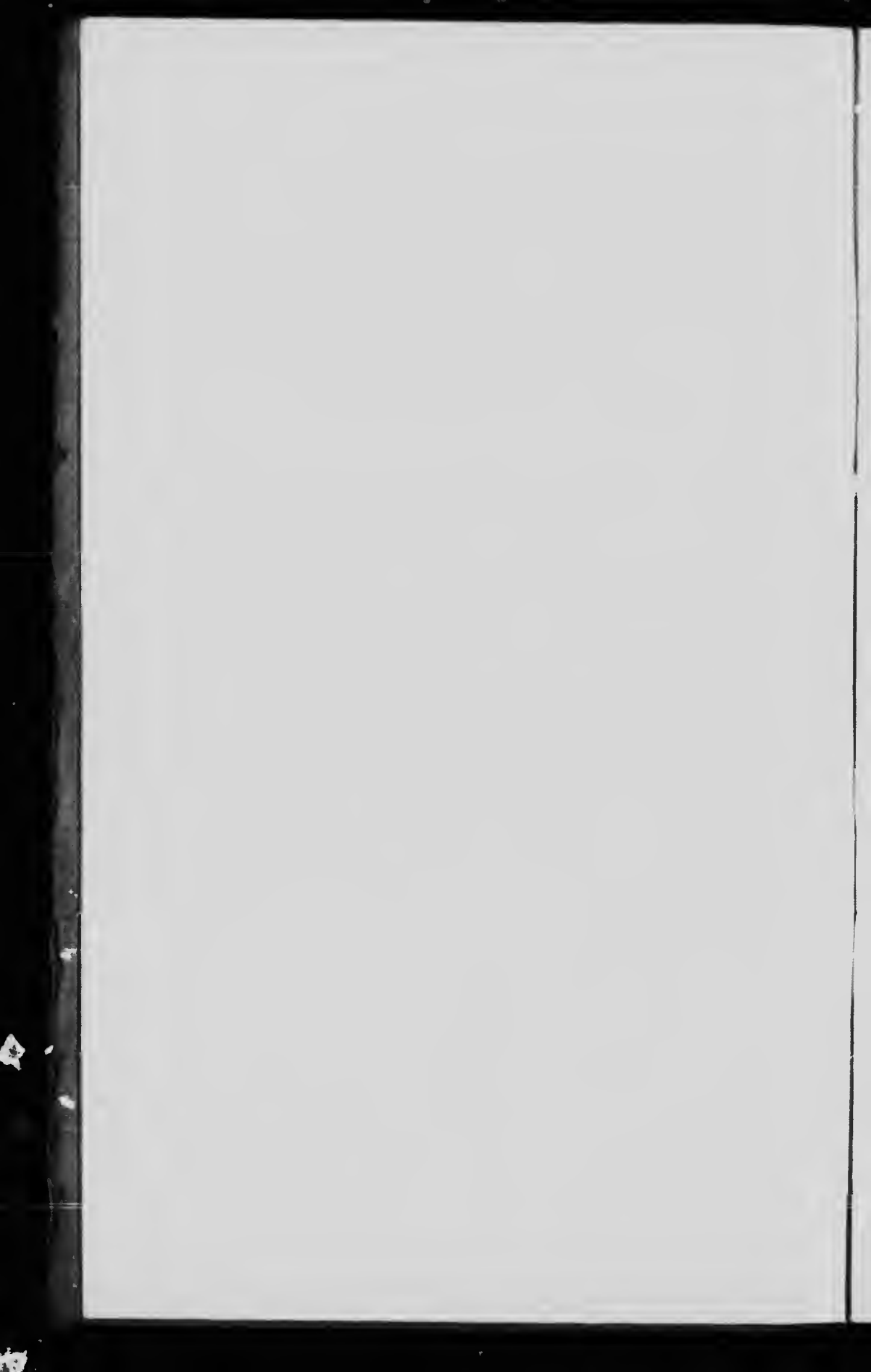
*The ORCHARD CITY
of the far-famed and
lovely Okanagan*

“The City Desirable”



Issued by THE KELOWNA BOARD of TRADE

— 1908 —



KELOWNA

"THE CITY DESIRABLE"

"When a city enjoys the natural advantages backed up by far-sighted improvements carried out efficiently and withal economically, further inducements to the prospective citizen, settler or investor are unnecessary."

Examples of the above may be met with by anyone who strikes a prosperous go-ahead town for the first time and takes the trouble to ask himself the question, why? Why should this town strike a new comer, like myself, as being a "live town," and the town to live in; after all, why, except for point of size, should one town be desirable, another enervating, devitalizing and stagnant? Concisely considered, a town depends on and is judged by environment and locality, *i.e.*, its position, next its climate and healthiness—these are vital points for founding a city "in being," but it goes no further ahead, in fact it becomes a "sleepy hollow" unless there are other factors present to galvanize an embryo city into life and action, to put the snap and vim into existence which are essential to the making of a "desirable" city a prosperous, live concern. Mark well the word "desirable." The American continent is covered with cities, but how many of them are "desirable?" The "desirable" cities are divided into two classes, we may say: the vast city of 100,000 inhabitants, and the smaller city which looks forward to 10,000 citizens, and everyone contented with their lot. It may be said here that all cities of 100,000 inhabitants do not come into the "desirable" class. Heavy burdens of indebtedness and taxation, natural deficiencies of location such as water supply, drainage, liability to floods and storms, insanitary and unhealthy surroundings militate against some cities which, however, force of circumstances has made large in population. The "city desirable" should offer its citizens, apart from the best natural conditions, an environment of such a class and in sufficient quantity as to area to feed that city; a class of inhabitants, in that area drained, and naturally trading through and with the city, who shall be in a position



APPLE AND PLUM BLOSSOMS, PRIDHAM'S ORCHARD.

financially to demand the best and the greatest variety of commodities, necessaries and luxuries suppliable by that city, and without a ponderous and ill-advised part-payment system, but with proper credit within due bounds are able and willing to pay promptly for their trade. In the following pages we hope to point out, from facts and data already collected, the desirability of Kelowna and its environments as a place to live in, to invest in, to be interested in and to have your interests in.

POSITION AND TRANSPORTATION.

Kelowna, rightly named the "Orchard City of the Okanagan," lies on the verge of famous Okanagan Lake, about midway of the extreme length of that mighty sheet of water; the climate—tempered by its benign influences—cooling in summer days, and imparting its stored warmth to the cold of winter; thus proving itself an ever present factor to the comfort and welfare of the land around its borders.



CITY OF KELOWNA.

The assessed value of Kelowna, within the city limits, is \$750,000.00. The total indebtedness of the city is \$9,000.00. The rate of taxation is 20 mills on the dollar. A wise policy is being carried out by the authorities in not burdening the city for local improvements, but, by using the "Local Improvement Act, B. C.," the large proportion of the expense of grading and laying out new streets falls on the shoulders of the property holders benefitted, and as the outlay is divided over a term of years, the arrangement proves equitable and acceptable to all parties.

The city is the central point and shipping depôt for a very large stretch of country in its own right, about 180,000 acres of farming land being adjacent, of which some 60,000 acres are now under irrigation or are irrigable and suitable for fruit culture. It has besides this, across the lake, a large tract of land of which it is, by virtue of its *relative position*, the shipping point. The fact that it does a large trade with all lake points of which it is not the shipping point, is due more to the enterprise of the citizens than the position of the City of Kelowna. The city and country around is served by a daily boat service up and down the lake, which is nearly ninety miles in length by an average of two and half miles in width. The steamships "Okanagan" and "Aberdeen" give an expedited service every day in connection with the train service from Sicamous Junction. It is interesting to note that the SS. "Okanagan" is the largest steamboat plying on inland waters in Canada excepting the great lakes.

In connection with the subject of transportation, it is of interest to note that the position of Kelowna on the lake gives ample water frontage facilities for wharfage and dockage to all transportation companies doing business in the locality, apropos of which the Great Northern Railway Company, whose branch is quickly making its way to Penticton at the south end of the lake, will have a fine choice of water frontage for its wharves when its boats are competing for the valuable freight from lake points. The Vernon and Midway Charter compels the line to enter the city on the construction of their line. It may thus be seen that Kelowna offers cheap terminal or depôt facilities to all possible lines of communication, and rival interests can never prevent competing lines entering the city.

PUBLIC INSTITUTIONS.

Now, as to the City "in being" that it is "up-to-date" and sound as to its individual units, goes without saying; its progress and reputation speaks for that. In more detail it may be stated that there is an excellent Cottage Hospital, the cost of building and equipping which, mostly through the energy of the inhabitants of Kelowna and the surrounding country, was defrayed by voluntary subscriptions, totalling \$15,000.

The educational advantages of Kelowna stand second to none in the Province, a fine, large Graded Public School,

supplemented by a High School, sufficing to satisfy the most exacting, whilst the surrounding country is amply supplied with Graded Public Schools within easy distance of all. Sunday Schools and Children's Bible Classes are provided by all denominations for their charges. Religious denominations are well represented and are well endowed with excellent Churches, the Anglican, Presbyterian, Roman Catholic, Methodist and Baptist being all supplied with individual places of worship.



COTTAGE HOSPITAL, KELOWNA.

From a commercial standpoint Kelowna is well off in having all businesses well represented, there being four general stores, two implements, one furniture, two blacksmiths and general carriage repairs, two druggists, three photographers, three livery and feed stables, six contractors, three nurserymen, one bootmaker, one cabinet maker, two barbers, two bakers and confectioners, two booksellers and stationers, two jewellers, two feed stores, two hardware, two boat builders, two electricians, two plumbers and machinists, two gent's furnishing and outfitting stores, one saddler. The professional fraternity is well supplied with three fully qualified medical men, two dental surgeons, two solicitors and five civil engineers now practising. There are also several reputable real estate agents engaged in business.

The fraternal orders are represented by the Masonic Lodge, Knights of Pythias, Foresters, Woodmen, Orangemen and several others.

Matters financial are served by two chartered banks which have branch offices here, the Bank of Montreal and the Royal Bank of Canada, both of whom seem well satisfied with their business. There is also a firm of financial agents who conduct business.



RESIDENCE OF P. DUMOULIN, MANAGER OF BANK OF MONTREAL.

The *Kelowna Courier* is the organ of the press in the district and keeps well posted in affairs of local interest.

Kelowna has telegraphic and telephonic communication by trunk lines with all the towns and cities in the vicinity, and an excellent local service is also rendered. A large and commodious building, with an adequate switchboard to meet the increasing demand, has lately been erected.

The Agricultural and Trades Association holds an exhibition every fall, and there is a strong Farmers' Institute. A Farmers' Exchange, working on co-operative lines, has done invaluable work for the farmers of the district in finding ready markets for their produce and handling their business for them ; thus doing away with the farmers' bug-a-boo : to whom shall I

sell my crops? The Exchange, being a business concern, is able to find customers, ascertain their financial standing, and collect from them when payment is due.

A live Board of Trade looks after the interests of the community.

INDUSTRIES.

Industrial conditions in a city are always interesting to note. Much may be judged on observation of them as to the stability of affairs and as to openings for new ventures.

Kelowna has a Sawmill with an annual output of 2,000,000 feet, which keeps its pay roll full in mill or camp, or oftimes both,



RESIDENCE OF R L, KELOWNA.

all the year round. It turns out a fine supply of rough and dressed lumber at a reasonable price, supplies the neighborhood and ships for export outside. There are also two portable mills working, with an aggregate output of 1,000,000 feet.

There is a Cannery which makes a great success in handling tomatoes and peaches. It may here be stated that the demand for each far exceeded the supply last year, and that there has been no case of complaint against the material or packing of the output. Financially, also, the concern has been a great success to all parties.



YACHTING SCENE, OKANAGAN LAKE.

A Brickyard in the city limits is turning out a first-class article at a fair price, and a Cement Block outfit is kept busily engaged. An Aerated Water Works is now being started, which will supply a long felt want.

Among the industrial enterprises of Kelowna we are bound to rank fruit packing. The average outsider is rather apt to rank the fruit packer as merely "the man with the goods." This, however ultimately true, does not entirely cover the case. Fruit packing is an art not learned in a day, varying as it does with each variety of fruit in its season. Fruit, however fine, is useless and in fact detrimental to a country unless packed well, selected well, handled with care, and true to description and class. Kelowna, happily, has several reliable, honest and progressive firms engaged in this business, both private concerns and co-operative. Considering that a very jealously guarded reputation for the excellence of the fruit grown in the valley may be sustained or marred by them, by improper or careless packing, it is incumbent on them "to guard their honor well," which they have sedulously contrived to do so far. The business is growing vastly year by year, and there will be openings for capital in concerns carrying out the same principles.

BUSINESS OPPORTUNITIES.

In connection with the foregoing industrial interests of Kelowna and neighborhood, it is pertinent to point out a few openings which immediately strike one as being good. There are in the town two well-equipped and served Hotels, which, with their new addition, cater for the ordinary and transient custom of the traveller. There seems, however, a splendid opening for capital in the erection of a good residential hotel of the summer hotel type. This need not be entirely closed in winter, as there are quite a few people who are drawn to Kelowna by the mildness of the winter, and who, like the many summer visitors, desire the accommodation proffered by this type of hotel without the absolute proximity to the business centre demanded by more transient guests. There is also a large demand for boarding houses of different grades.

There is a first-class opening for a firm or firms to handle bottled fruits and stoned fruits preserved in sugar. We think we may say that all of the finest dessert *preserved* fruits are imported from France.

Now this trade demands the best grade of fruit, whether cherries, peaches, plums, apricots, nectarines, or any other. The best fruits lie at the door ; they must be ripe but not over-ripe or bruised; they can be bottled the same day they are picked. The demand and price paid for this article is increasing. A jam factory, also, is a venture, the success of which is guaranteed from the start. People are beginning to demand to have their jam



“OUT FOR THE DAY”—A KELOWNA PICNIC.

made from the fruit which is designated on the label. Pickling is another branch of preserving tastily, which should be financially successful. There are many other enterprises for which there are openings, and, given the capital, a little energy and a little knowledge of the business, the small beginning has every chance to bloom out into the world-wide success.

There is no necessity for any man with any "get up" in him to stagnate in Kelowna. The old may rest if they wish to, the sick may because forsooth they must, the children may play and rest because they are children in happy childhood; but the man or woman who wants to (and this information is not for those who don't), can go ahead as cheerfully and as well, if not better, as in any other place in the world.

RECREATION

"All work and no play makes Jack a dull boy."

That Kelowna is not indifferent to recreation for young and old is evinced by the number of clubs and societies formed to carry out and foster that pleasant spirit of camaradie and



PICNIC ON THE BEACH.

sportsmanlike feeling which is so precious a heritage of the British race. What with the Jockey Club, Football, Baseball, Lacrosse, Cricket, Polo, Golf, Curling, Gun and Rifle Clubs, the Rowing Club, Sailing Squadron and Launch Flotilla, surely the man is hard to please who, among these, cannot pick out some interest which appeals to him. There is the Kelowna Club with a membership of over a hundred, admission to which is by ballot, and also the Ladies' Country Club, open by election to all ladies living outside the City limits. There is also a Debating Club and Women's Aid Societies attached to different denominations.



CHERRY BLOSSOMS, PRIDHAM'S ORCHARD.

FRUIT GROWING AND WHY?

What of the land around Kelowna, the district adjacent to it, from whence she draws in large part her sustenance and support; and what is the country, this much talked of fruit land; this much vaunted district, mysterious district whence go our friends and gold medals and prizes and awards? Friends who went there wondering and stayed satisfied; cups, medals and awards won in open competition against the most celebrated fruit centres in the world. There is a great and honorable record and something to be proud of.

To grow fruit you need suitable land and suitable climate. To sell fruit you need suitable fruit and suitable markets; given these conditions the rest resolves itself. Imprimis, it may be stated that Kelowna and the Okanagan Mission Valley have a record behind them and not one to be achieved in the future; in a word, the district is proven. Commercial orcharding may only have been engaged in for the last decade; that in itself has proved it, but twenty years before that fruit trees were planted around the old homesteads in the Mission Valley by the old time cattle ranchers, and what the cows did not eat off did well and thrive, and to this day, by their soundness, prove the longevity of trees in this district.

Fruit, to be commercially successful, cannot be grown everywhere, but only on the good land suitable for each variety: apples in deep good soil with dry feet, pears in heavier soil which don't mind if their feet do happen to be damp, cherries on very light, even gravelly soil, and so on, each and all to its individual taste and the climate for all. A climate which means no frantic frost and biting blizzards to drive the life blood out of trees, but just enough cold to render the trees dormant and ripen the wood and give trees a well earned rest; no late frost to check and nip the buds and blossoms and stop the rising sap; generous, full-flooding sunshine and lots of it to promote and encourage growth and put color and taste into the fruit; irrigation water flowing round the trees to give back the humidity to the soil that a masterful sun has reached away; no early frosts in the fall to wither and blight the fruits of one's labor just as they are within reach; no raging tempest to dash down in a few hours the rewards of a year's work—the sheltering mountains guard from that. The elevation above sea level, 1,100 feet, and the influence of the lake, guard from frosts and the



VIEW OF KELOWNA LAND AND ORCHARD CO.'S ORCHARD—ONE HUNDRED AND SEVENTY ACRES.

general "being" of the Okanagan which made it, years before any white man's foot trod in the valley, famous among the aboriginal Indians as a garden of Eden.

Given suitable fruit, what can be done with it? The fruit grown in Kelowna and the Okanagan Mission valley has long been well known and favorably received, so favorably, in fact, that the demand far exceeds the supply, and in some cases ludicrously so. It might almost be said that the fruit is sold before the blossom is off the trees. Now, with the large acreage being planted in orchard and the large amount that will be put out in the next 10 years, the average man, unacquainted with affairs, will reason that, as the supply more nearly equals the demand, the price of fruit will go down, but he has not taken into consideration the yearly increase in the market, an increase so large that, were the average planting of the last 10 years to go on for the next 20 years and every acre planted receive proper care and attention and come to full bearing, it is doubtful then whether the coming demand can be supplied. This is Canada's growing epoch; who can foretell the infant's growth?

Our home markets are Manitoba, Alberta and Saskatchewan, that vast area now being opened up in northern British Columbia, and the cities of the Yukon—they are by their position essentially our own. Who could have foretold their growth 10 years ago, and who can tell what they will be in a decade? Smaller they cannot be; an irresistible force is moving the people, and they are a fruit-eating people. Year by year people realize more fully the value of fruit to the system; it is no longer the luxury on our father's table but the necessity on our own. The drugs and dopes of other days are being thrown aside, and fruit supplies their place to young and old. Other markets, and proven markets at that, exist for us in Australia, New Zealand and Great Britain. Fruit can be, and is, packed to such a degree of nicety that it can journey across a continent and an ocean, six thousand miles in all, and in open competition take Gold Medals against all comers.

MARKETS.

Census, 1906 :

Population	{	Alberta	185,000
		Manitoba	360,000
		Saskatchewan . .	260,000
		Total	<u>805,000</u>

These figures do not represent the present population, which has largely increased, and is increasing.

Winnipeg consumes a carload of strawberries a day during the season, and one firm in that city is ready to contract for all the "Wealthy" apples that can be produced in this province. If this is the measure of one city, what of Edmonton, Brandon, Calgary and many other prairie cities?

Our fruit supplies the demand in Australia at the best prices when otherwise they have none. A world-wide market is a great factor to success, even if so large a field is not required. So it is proven that the fruit can be grown, is grown, can travel well and far—a most important point with perishable produce—can attain high prices, and win the highest awards.

HIGH STANDARD OF KELOWNA FRUIT.

Among the more recent triumphs of Kelowna fruit may be mentioned the Royal Horticultural Society's Gold Medal, Banksian and Knightian Medals, all of which have been awarded, and in some cases repeatedly awarded, to Kelowna fruit. If possible, even higher honor was won by the award to Kelowna by the North-West Fruit Growers' Association at their Annual Meeting in 1907, when the big Gold Medal of the Society was awarded for the best display of fruit. All the best districts of the best fruit growing countries were there. Oregon, Washington and Idaho sent their best from Hood River, Wenatchee and other famous orchard lands. British Columbia sent of her best and Kelowna secured premier place, with Hood River second, and Grand Forks third. Surely it was a "battle of the strong;" it merely endorsed Kelowna's claims "grow the best fruit."

Among the many awards won by Kelowna fruit might be mentioned the following:

1. GRAND CHALLENGE SILVER CUP awarded to T. W. Stirling, Esq., of Kelowna, B. C., for the best commercial exhibit of fruit at the Dominion Exhibition, New Westminster, B. C., October 1st, 1905.

2. Knightian silver-gilt medal awarded to T. W. Stirling, of Kelowna, B. C., by the Royal Horticultural Society for the best collection of apples, December 5th, 1905.

3. Banksian silver medal, awarded to J. L. Pridham, of Kelowna, B. C., by the Royal Horticultural Society, for collection of apples, December 5th, 1905.

4. Banksian silver medal, awarded to Stirling & Pitcairn, of Kelowna, B. C., by the Royal Horticultural Society, for collection of apples and pears, December 4th, 1906.

5. Knightian silver medal, awarded to Stirling & Pitcairn, of Kelowna, B. C., by the Royal Horticultural Society, for collection of apples, November 28th, 1907.

6. Silver medal, awarded to an exhibit of Kelowna fruit at the Dominion Exhibition, held at Sherbrooke, Que., 1907.



SOME RECENT TRIUMPHS.

7. GOLD MEDAL, awarded to the Fruit Growers' Association, of Kelowna, B. C., in competition with the fruit growers of Washington, Oregon and British Columbia, for the best collection of fresh fruit exhibited at the North-West Fruit Growers' Association, at Vancouver, B. C., 1907.

IRRIGATION, TEMPERATURE AND RAINFALL.

Irrigation is a subject on which volumes might be written, but we confine ourselves here to how it immediately affects Kelowna and neighborhood. Irrigation is a guarantee fund, and any expenses entailed by it may be written off as insurance against drought and insurance of crops. The average rainfall of Kelowna is 13.27 inches; it is backed by ample supplies of water from the surrounding hills conveyed on to the land by ditches, etc.

An average for six years, 1900-1907, of the rainfall and snow, as recorded by the Government Meteorologist at Okanagan Mission, gives as follows:

Average rainfall, 13.27 inches.

“ snowfall, 38.00 “

As ten inches of snow equals one inch of rain, the total average precipitation is 17.07 inches of moisture. So Kelowna is by no means arid, and should there be any indication of drought, whilst others parch, the fortunate irrigator opens his headgate and secures a flow of life-giving water for his crops and orchard.

The general climate of Kelowna may be called ideal. Even during the strenuous winter of 1906-1907, when zero weather was felt in the valley of an unheard of severity, there was not a case of even delicate peach trees being killed where they were properly dormant at the beginning of winter. Winter starts about Christmas; the cold is not trying and blizzards are unknown. Frequent chinook winds are agreeable visitors, and sunny days are in the majority. Plowing should start about the 1st of March. Cool lake winds in summer refresh the busy workers, and the prostrating heat of the East is unheard of. The dryness of the atmosphere makes even 90° in the shade feel pleasant, and cool nights are always the rule.

The following table of monthly mean temperatures, over an average of six consecutive years, will be of interest:

January	28.09	July	65.35
February	24.03	August	64.04
March	36.06	September	54.05
April	46.07	October	45.03
May	54.02	November	35.03
June	61.02	December	31.02

The year 1907 is not included, as the extreme difference between the average Okanagan winter and that winter, if included, destroys a fair means of general conditions, but, if compared by itself with simultaneous thermometric readings in any other part of Canada, the result will be more than favorable to Kelowna's weather conditions.

COMPARATIVE LATITUDES.

KelownaN. 49° 52"	EdmontonN. 53° 33"
WinnipegN. 49° 53"	ReginaN. 50° 27"
BrandonN. 49° 51"	Portage la Prairie—
CalgaryN. 51° 02"	N. 49° 57"
Lethbridge . . .N. 49° 42"	MontrealN. 45° 30"



T. W. STIRLING'S ORCHARD.

It may be noted by the observant that it is in the irrigated countries such as Egypt, U. S. A., Argentine, Alberta and British Columbia that capital is invested to any large amounts. It is needless to point out what Australia might have been by now had there been irrigation.

ABSENCE OF PESTS.

Another item the thoughtful man ponders on is this: Considering that Kelowna has grown fruit so long and must have also had so much nursery stock and fruit shipped in, how is it that there are none of the pests usually to be met with in

orchards and the dealing with which is quite an item in the expense account of an orchardist? The reasons are as follows as near as it is possible for mere humans to assign causes for any wonderful thing: 1. The dryness of the air and absence of humidity. 2. Careful inspection and fumigating conducted by the government authorities at all ports of entry. 3. Greater care and attention to clean orchards.

Another reason has been brought forward by a distinguished naturalist who has long made a study of the subject in California.

It has long been known that in certain localities as Australia, there is an "Ichneumon Fly," which is a parasite on the Codlin Moth (*Carpocapsa Pomonella*). The Ichneumon lays its eggs in the caterpillars of the moth and thereby destroys in time the caterpillar. Hundreds of thousands of these Ichneumonidæ have been introduced into California in hopes of combating the Codlin Moth pest there, but all the Ichneumonidæ perished without producing results. The particular Ichneumon in question has, it seems, been captured near



BOATING SCENE.

Kelowna, and this apparently solves the riddle of why no Codlin Moth has been found in the Valley. It must be the habitat of the Ichneumon. This little fact in itself, though seemingly unimportant, is worth millions of dollars to the fruit grower. Ask any grower of apples in an infested district what he would give to be free of the Codlin Moth.

COST OF STARTING AN ORCHARD.

The following figures compiled from reliable sources give the cost of a ten-acre orchard from the time it is set out until it begins to bear:

Cost of ten acres	\$1500
Fencing	100
Preparing land.....	50
500 Apple trees	125
Setting out	25
Cultivating, spraying, pruning, etc., for five years.....	700
Total cost....	<hr/> \$2500

The price of land may vary from \$100 to \$200 or \$300 per acre for unplanted land, and labor may be cheaper or dearer, thus making a little difference, but the relative values are about the same.

An idea is rife that British Columbia is all mountains and the valleys very scarce. More properly stated, it is "a sea of valleys." People also think that there can be no land left in the Okanagan; because so many people have gone there, it must be full up. This is not so by any means. There are thousands of acres suitable for fruit and general farming, and not under cultivation at present, in the neighborhood of Kelowna. A family can live on five acres, and ten acres will keep a man and family busy all the year round. There is room for 10,000 more fruit ranches and farms, and each farm means a family.

RETURNS FROM ORCHARDS.

What can be got from this land, what returns besides renewed health and vigor can sunny Okanagan proffer?

There is only room for a few instances out of many available to give an idea. These results are not phenomenal, but

were produced by exercising care and common sense in farming:

4 acres onions, 75 tons @ \$34.....	\$2550
1 acre tomatoes sold for.....	1000
½ acre strawberries sold for.....	626
10 acres potatoes, 200 tons.....	2800
½ acre crabapples yielded.....	500
1 ⅓ acres peas sold for.....	1420
10 acres 4-year-old peaches @ \$300 per acre on trees.....	3000
1 ¾ acres prunes yielded 25 tons, sold for.....	1125
19 acres mixed orchard produced fruit worth.....	9000



FOUR YEAR OLD ORCHARD.

TOBACCO.

A branch of agriculture which is yearly growing in importance in the Okanagan is the raising of tobacco. This industry has been carried on for the last 12 years, increasing all the time. It has been heavily handicapped by repressive legislation in the past, but this year has seen that drawback removed, and Okanagan can compete on an equality with Cuba, Havana and the best American grown tobacco. A leaf suitable for the highest grade cigars is grown and cured in the valley, and the high encomiums it has won from the trade and leading experts in the

tobacco world is more than encouraging to the growers. The crop is a clean, easy one to grow, and the returns per acre are most pleasing financially.

TRADE STATISTICS.

The export trade of Kelowna is yearly growing, notwithstanding the increasing demands of a large resident and comparatively non-producing class. C. P. R. freight records show an increase of over 40 per cent in export shipments in 1907 over 1906, or 10,000,000 lbs. against 7,000,000 lbs. The export trade in 1905 was 5,000,000 lbs. This shows that in three years the export trade has doubled. Express shipments have increased in



PARTIAL VIEW OF A KELOWNA FRUIT AND VEGETABLE EXHIBIT.

like manner. With a large addition to the acreage of bearing orchards, now putting fruit on the market for the first time, the present year, 1908, will show a still more marked increase. The import trade for 1907 showed an increase of 60 per cent over 1906, or 8,000,000 lbs. as against 5,000,000.

In conclusion, after this brief sketch of Kelowna and the Okanagan Mission Valley, a few thoughts present themselves to the careful reader—Why should I not go to Kelowna? Why should I longer live the strenuous life, when I can live a more endurable, pleasanter life and get as good returns as I am now getting?

Life is but a brief span at best, so make the best of it whilst there is time; when you are dead, you are dead for a long, long time. After the years of strenuous living and endurance, however good in training they may be, the time comes when a man has made a fair return for his labor, and seeks, not absolute repose, but a less arduous life. Kelowna and the Okanagan Mission Valley offer this; not a mere summer home for the affluent and very wealthy class, at fever pitch for a few short months and then dead for the rest; but a charming residential home for the moderately well off who wish to retire, or to those who, having a small capital, wish to invest it to the best advantage and live with it and direct its energies. A home for the old folks, who



RESIDENCE OF F. A. TAYLOR.

can no longer stand the wear and tear of winter's freezing breath, or heat and toil of the busy summer months. The profitable wheat farm or stock ranch can still be continued, but a haven may be found for the old folks, the children and weary wives, and those not physically strong enough to endure for many years the rigors of Manitoba cold or Territory winters. It is a good investment apart from other considerations.

How many good Canadians have had to go down to California because they didn't know the resources of their own country? Have gone to California away from their country and their friends to find a home, and did not care for it in the

end—too foggy, too damp, malarial and expensive, no openings for the young, in fact disenchanting. It may here be stated that never has a case been known of anyone who has ever lived in the Okanagan wishing to live elsewhere. Some, by inducement of lucrative positions, have gone away and stayed away, with a secret longing for the chance to get back, others have gone away back east again, where, through the rose-tinted glasses of long ago, everything looked so charming, but of these last, all have come back who could, some of them with ludicrous haste, and freely acknowledged that nothing beats the Okanagan, take it all in all.



MISSION CREEK, KELOWNA.

Kelowna has many attractions besides those already enumerated. Space does not permit here to dwell on the picnics by lake and stream, launches, sail and row boats, driving parties and delightful *al fresco* lunches, in the shade of pleasant trees, by mountain streams teeming with fish. In the vicinity of Kelowna a new drive may be arranged for every day in the week, and except for a few miles you can drive 20 miles a day on good level roads, and not cover the same ground. Hunting parties in winter in the mountains, fishing in summer on the

lake, a launch flotilla on a moonlight night down the lake to some near town or ranch and back again, cutting through the dark waters of Okanagan, or sailing races with a smart breeze over the same roomy expanse. It has much to offer. To be among the orchards when the bloom is on the trees and the air heavy with perfume, one feels that life has its compensations. Among cultured people—because the fruit-grower has time to read, and is not moiling and toiling half the year and stoking furnaces the other half—congenial surroundings, and healthy, bracing influences, life is raised to a higher sphere, and the true Elixir of Life is something more than phantasy or dream.



