

An aerial photograph of a small town nestled in a valley. The town features a mix of residential and commercial buildings, with a prominent church steeple visible in the center. The foreground shows a large, open field, possibly a farm or a park, with some trees and a road. The background is dominated by a large, forested hill. A semi-transparent purple rectangle is overlaid on the center of the image, containing the title text in white.

# A Community Grows

Canadian Pacific Steamers carried many British and other European immigrants to Canada and arrived in Halifax, Nova Scotia. The Canadian Pacific Railway carried them on to their destinations.





# WHY?

**Advertising** by the Canadian Government and the Canadian Pacific Railway got people interested in western Canada.

**FREE FARMS FOR THE MILLION**

**DOMINION OF CANADA**

RED RIVER VALLEY  
TERRITORIES  
BRITISH COLUMBIA  
VAST MINERAL RESOURCES  
IMMENSE COAL FIELDS  
RAILWAYS FROM ST. LOUIS TO MONTREAL

CLIMATE THE HEALTHIEST IN THE WORLD.

CANADA HAS 5 Experimental Farms

**FREE FARMS OF 160 ACRES**

Given to every Male Adult of 21 years and over, in the great Pacific Belt of

✱ MANITOBA, CANADIAN NORTH-WEST AND BRITISH COLUMBIA ✱

VAST COAL FIELDS AT CONVENIENT DISTANCES.  
GRANTS FROM 100 TO 200 ACRES ARE OFFERED IN OTHER PARTS OF CANADA.

Further and full information, in pamphlets and maps, given free on application by letter before the 1st October, 1900, to the

HIGH COMMISSIONER FOR CANADA, DEPARTMENT OF THE INTERIOR, OTTAWA, CANADA.

**The Canadian Pacific RAILWAY**

IS THE ONLY LINE IN CANADA BY WHICH THE  
Great Wheat Fields  
OF MANITOBA, WESTERN CANADA AND BRITISH COLUMBIA can be reached.

The Lines run in all directions, and all who reach Canada through our Pacific coast line Railways  
will find the best transport from coast to coast.

ANCHER BAKER, European Traffic Agent.

**Canada West**

**THE LAST BEST WEST**

**HOMES FOR MILLIONS**

**RANCHING  
DAIRYING  
GRAIN RAISING  
FRUIT RAISING  
MIXED FARMING**

ISSUED BY DIRECTION OF HON. SYDNEY FISHER  
MINISTER OF AGRICULTURE, OTTAWA, CANADA.



# ADVERTISING

This was an advertising booklet published by the Board of Trade in Summerland and printed by the *Summerland Review* in 1909.

*In the  
Sunny Okanagan Valley  
British Columbia*

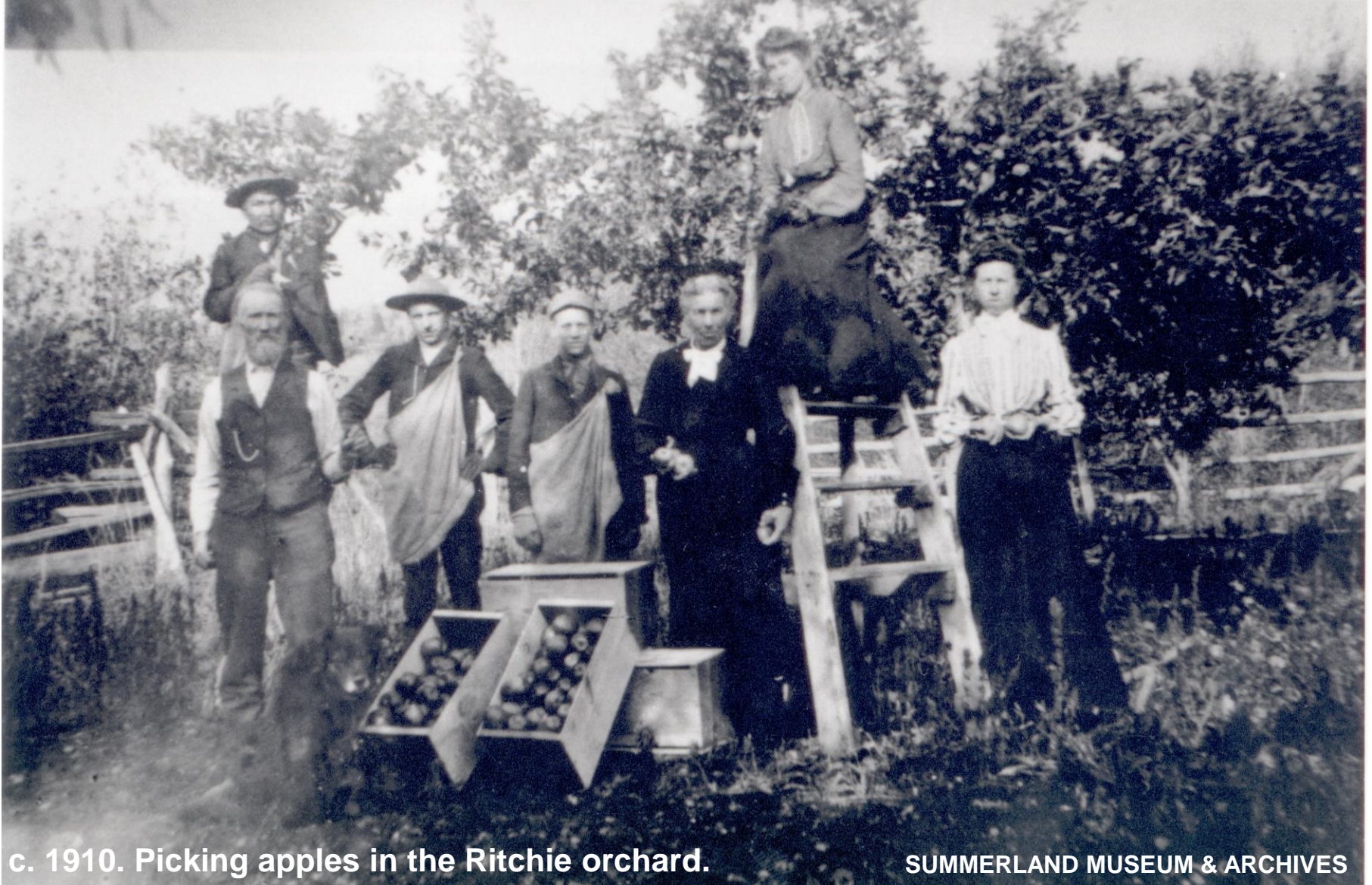
*Summerland*

*Facts Ascertained and Presented  
by direction of the  
Board of Trade, Summerland.*



# WORD OF MOUTH ADVERTISING

Friends and relatives would talk about how nice it was in the Okanagan and others would come to see for themselves.



c. 1910. Picking apples in the Ritchie orchard.



# WHEN?

The Canadian Pacific Railway was finished across Canada by 1885.

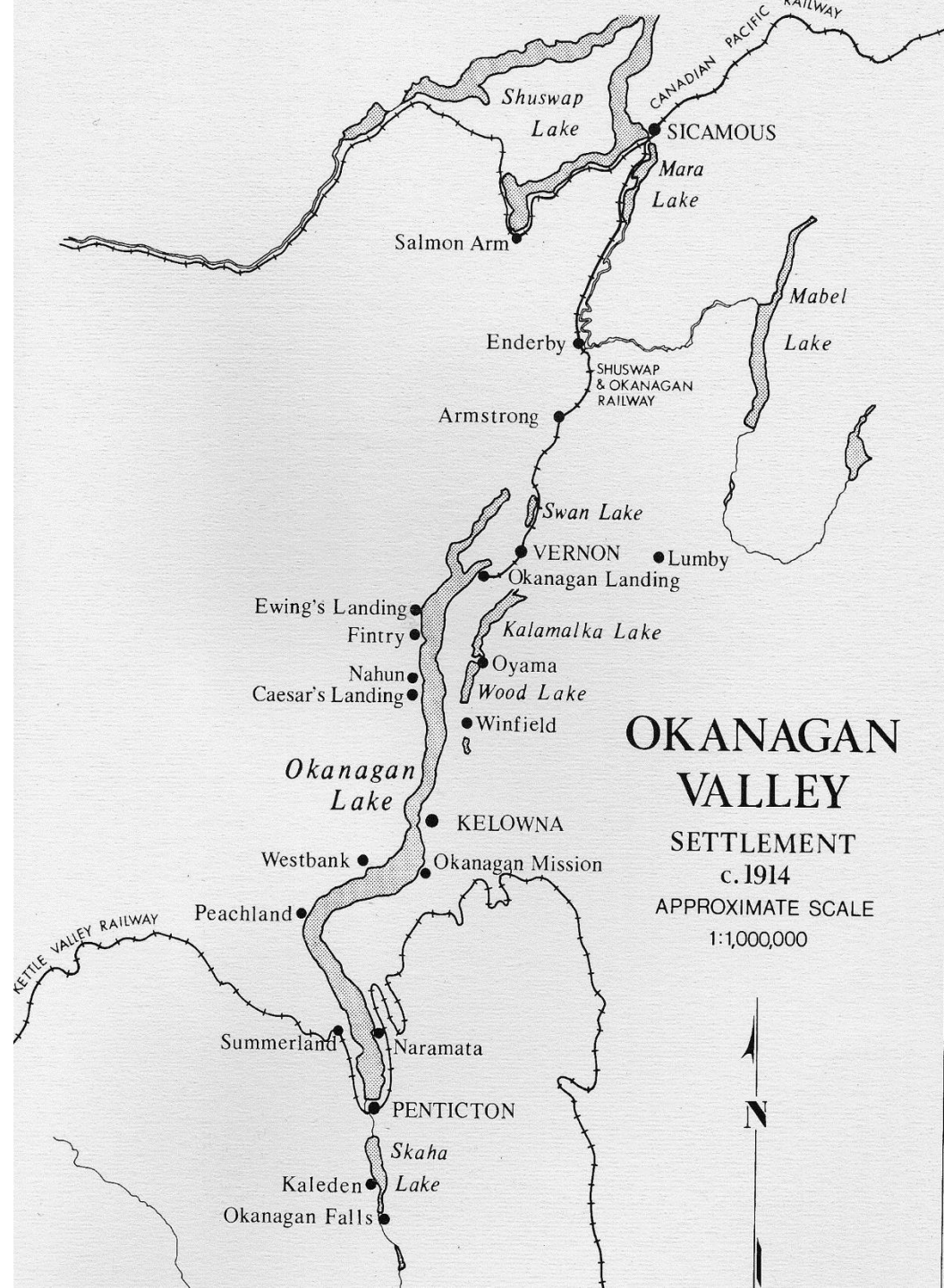




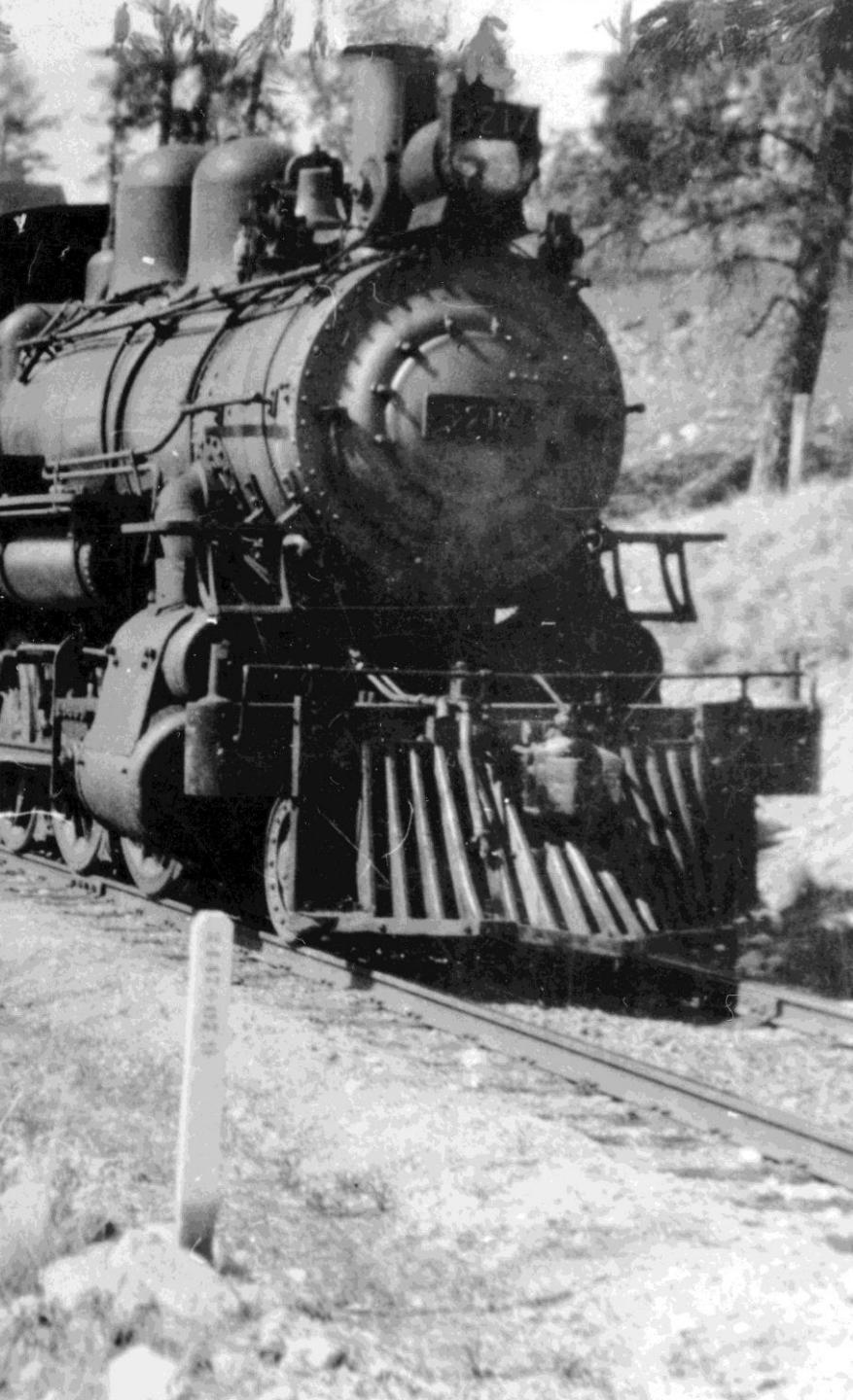
# Trains & Sternwheelers

From the Canadian Pacific Railway, another railway was built from Sicamous to Okanagan Landing.

From here, starting in 1893, sternwheelers travelled Okanagan Lake to many communities including Summerland.







1920s



# LAND

In 1890 there was no town of Summerland, but after 1899, people could pre-empt land. There was no cost for the land that was stolen from Indigenous peoples, but the settlers had to build a home and make improvements to the property.



c. 1905. View of Summerland from Giant's Head looking north over Jones Flat



# WHO?

Many young men came from England looking for adventure in British Columbia! Some were called remittance men because their family would send them money every month to stay in Canada.



c. 1912. Cricket Club Members



# WHO?

Some young married couples came to start their new life together. J.R. and Adeline Campbell moved from Inverness, Quebec and many others in their family followed.

**c. 1903. J.R. and Adeline Campbell.**



**c. 1905. James and Margaret Ritchie.**





# WHO?

Many settlers came from Manitoba and Saskatchewan. Advertising pamphlets said, "Come in out of the cold. Make your fortune in the Okanagan. Grow fruit and grow rich!"

**R U**

Coming  
to Buy  
A Home

**B 4**

It is Too  
Late?

? ?

Send for list of my  
Properties.

Yours truly,

**H. P. LEE,**

REAL ESTATE,

**Vernon, B.C.**





# GEORGE BARCLAY

---

George Barclay came from England and started a big ranch at Summerland.

Many more men came from England to work on his ranch.

c. 1890. George Barclay riding his horse on the Barclay Ranch.





# LORD SHAUGHNESSY

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Lord Thomas Shaughnessy, president of the Canadian Pacific Railway, was looking for land to grow fruit for the railway's dinning cars and hotels.

The Trout Creek area was not big enough but it was still a good place to grow fruit. He asked wealthy men from eastern Canada to invest in the new town and they did!



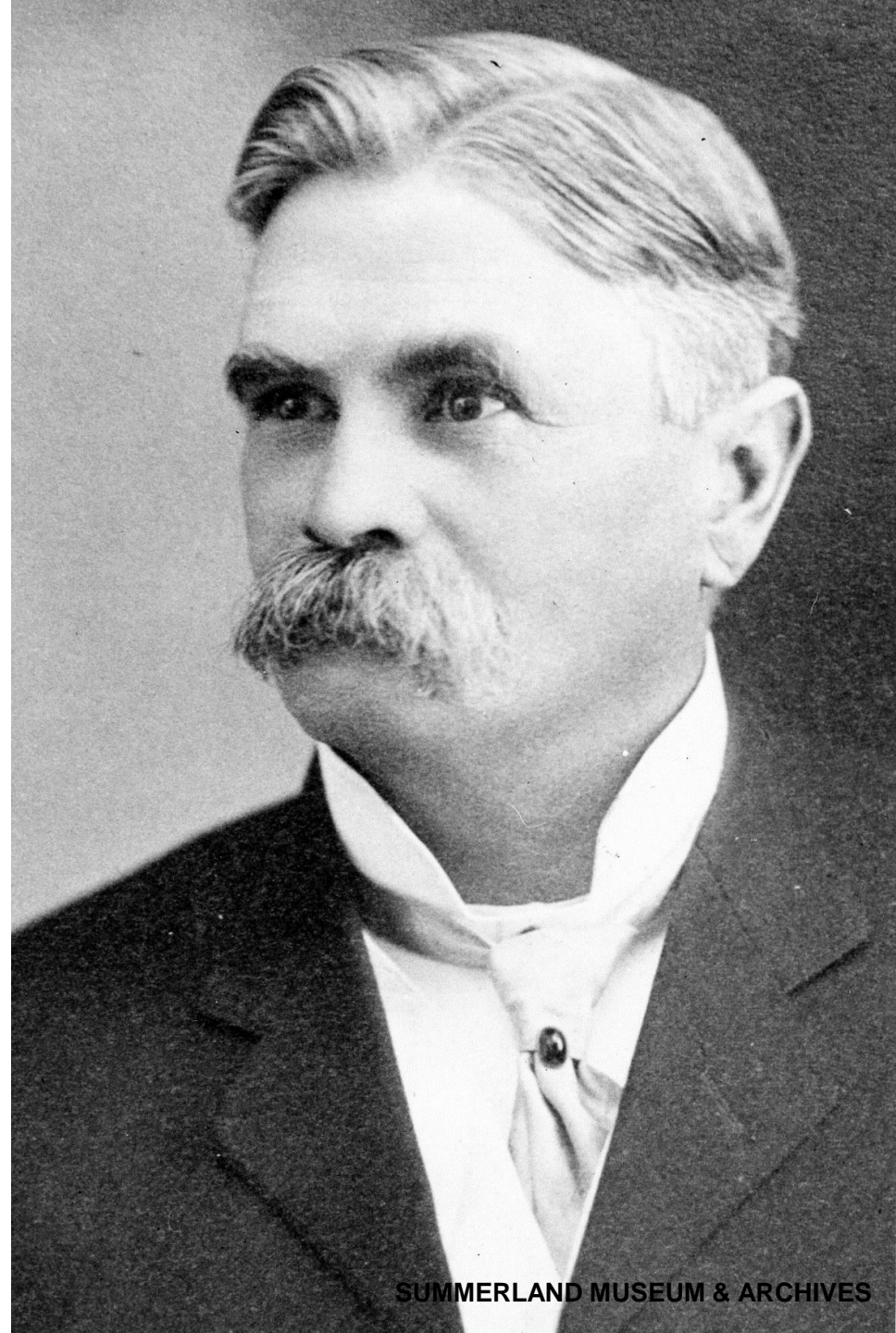
c. 1916. Lord Shaughnessy



# J.M. ROBINSON

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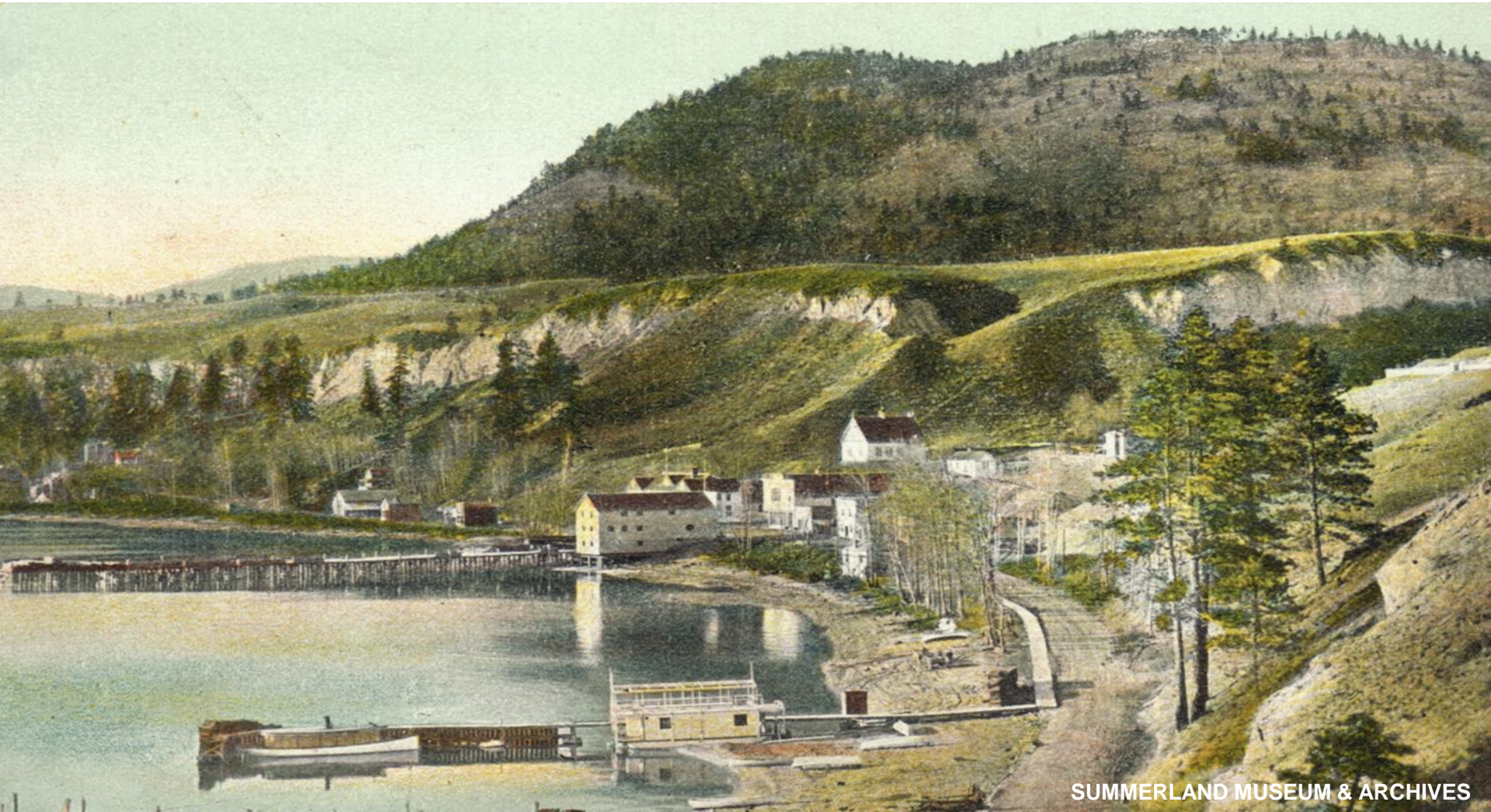
He also asked John Moore Robinson to manage his company, the Summerland Development Company, and to advertise and sell fruit to lots of new settlers.





# LOWER TOWN

The Summerland Development Company started Summerland on the lake. The main street was called Shaughnessy Avenue and wharves, stores, a hotel, a community hall, and homes were built along the shore.





# WEST SUMMERLAND

Not too many years later, James Ritchie traded land with the Pierre family for Nicola Prairie, where he started another town, West Summerland (where Downtown Summerland now is).



c. 1928. The north side of Granville Road (Main Street) in West Summerland.



# WHAT?

The Okanagan was advertised as a sunny valley with a beautiful lake that was great for growing fruit.





# GROWING FRUIT

The soil was fertile, and the climate was excellent with mild temperatures.



1910

Picking Apples  
in Dale's Orchard,  
Summerland B.C.

SUMMERLAND MUSEUM & ARCHIVES



# WAITING FOR FRUIT

It takes several years for a tree to be able to bear fruit, so orchardists had to wait for years to be able to make money! This shows a young orchard in Prairie Valley in 1907.

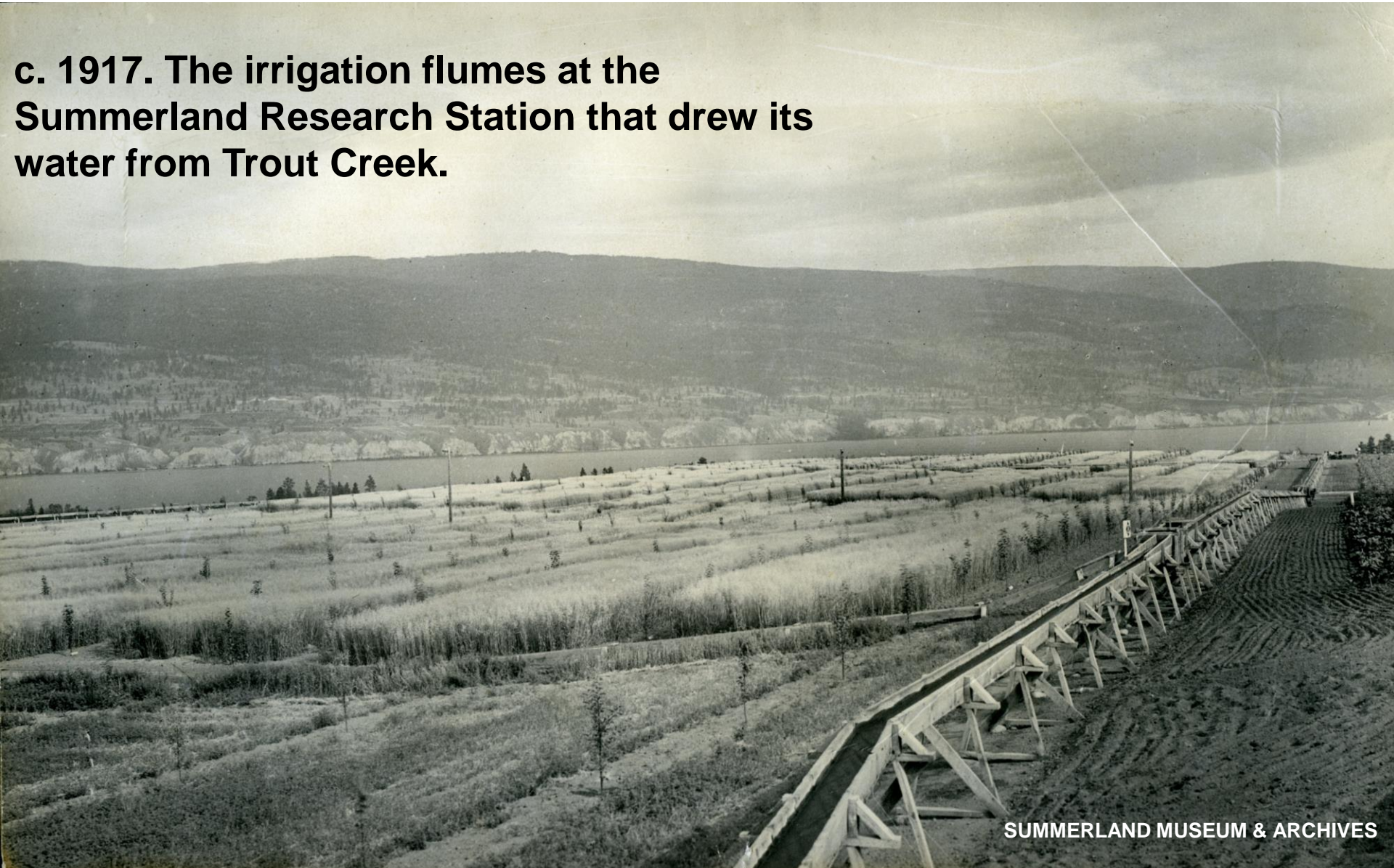




# JUST ADD WATER!

Flumes delivered water to the orchards and to the homes.

**c. 1917. The irrigation flumes at the Summerland Research Station that drew its water from Trout Creek.**





# PACKING & BOXING

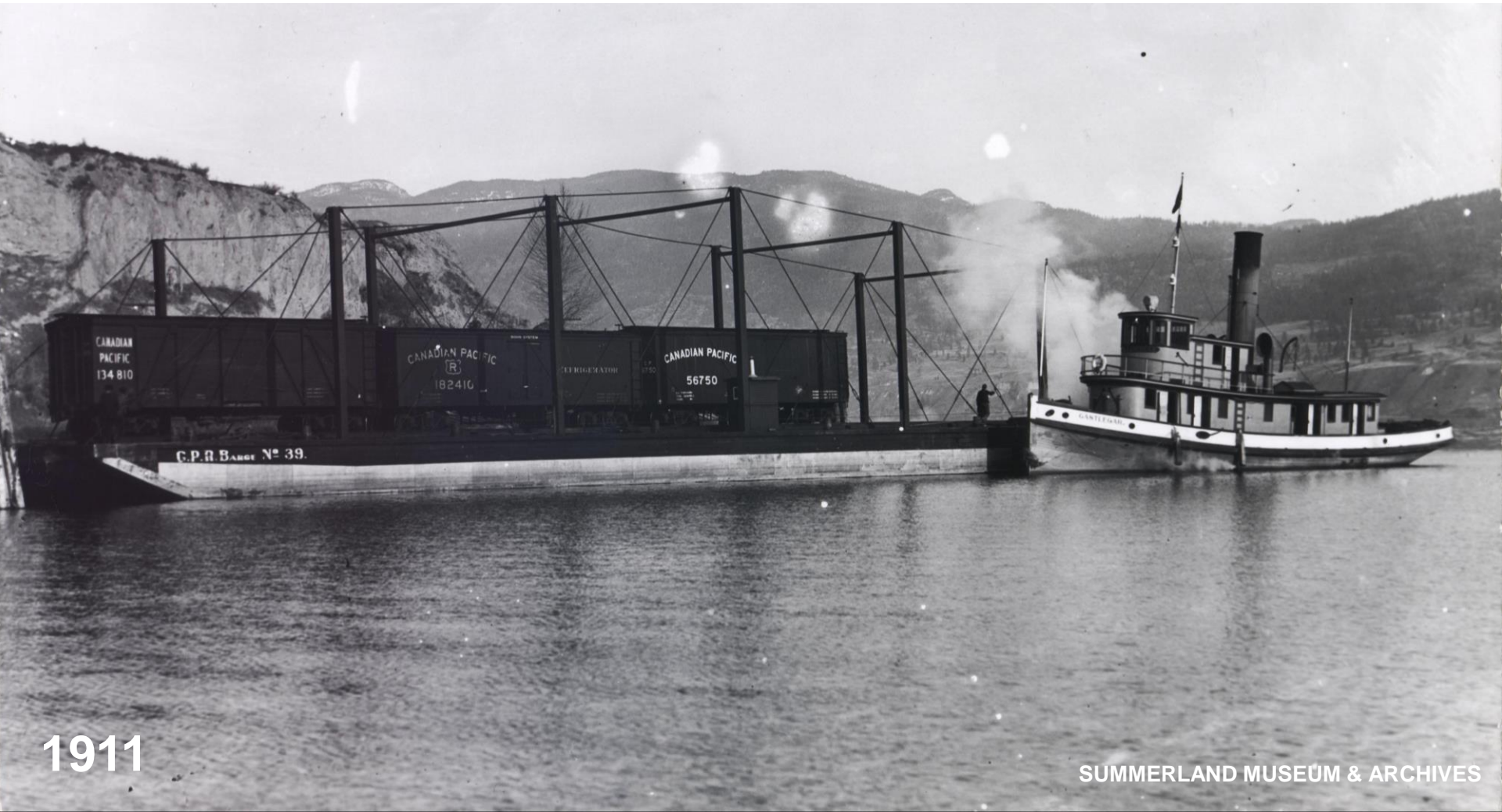
Fruit then had to be packed and boxed before it could be shipped elsewhere to be sold.





# SHIPPING FRUIT

Fruit grown in Summerland was shipped out by boats and barges that took the fruit up the lake to the railway. It went to the coast or east across Canada by the CPR. Later, the Kettle Valley Railway would help with shipping fruit.



1911

SUMMERLAND MUSEUM & ARCHIVES



# DEVELOPMENT

Summerland developed because of the fruit industry and related industries, like packing houses, canneries, and box factories.

c. 1934. The staff of Walter's Packing House.





# JOBS

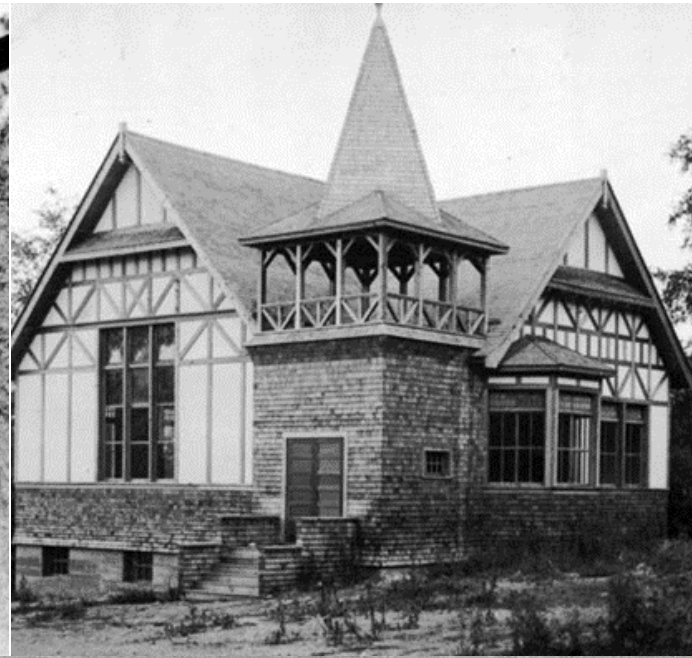
The fruit industry provided many jobs for men and women. Here are women working at the Garnett Valley Cannery in the 1940s.





# BUILDINGS

Lumber, architects and carpenters were needed to build flumes, homes, churches, schools, and hospitals.





# BUSINESSES

Although they grew most of their own food and made clothing and household items, other services were needed for the people.

The Summerland Fruit Company, Limited.

Dealers in Flour, Feed, Hay, Implements & Rigs

Lime, Brick, Plaster, Lath, Shingles  
Sashes and Doors, Finishing Lumber

Manufacturers of Lumber and Boxes of all Kinds

For the handling and shipping of Fruit

*Saw Mill at Garnet Valley - Lumber Yard at  
Parkdale, - Summerland.*

The Summerland Fruit Company, Limited.

FRUIT TREES

John Tait,

Agent for

Layritz Nurseries,  
VICTORIA B.C.

Write for Price List Box 74

Adams & Fyffe,  
SUMMERLAND-B.C.

Stump Pullers and  
Land Clearing  
Contractors

Enquire Estimates Box 44

W. ATKINSON, - Summerland

Phone Gray 3 P.O. Box 26

Painter, Grainer, House Decorator and Paperhanger.

Pattern Books of all kinds. Estimates given,





There was a social side to life too!

