

PEMBERTON SERVICES

HOTEL

Pemberton Hotel (Licenced)
Pemberton Hotel Cafe

GARAGES

B. & M.
Pemberton Express

STORES

Taillefer's General Store
Pemberton & District Co-Operative Assn.
Plumbing-Heating & Electrical
Sales-Service & Installations
John A. Taillefer

LOCAL AGENCIES & SERVICE

B. & M. Garage, Ford Dealers
Pemberton Express, I.H.C. Dealers
Imperial Oil Ltd. R. H. E. Taylor
McCormick-Deering, R. H. E. Taylor
Insurance, Mrs. J. Decker

TRANSPORTATION

Pemberton Express (30 Years' Service)

CONSTRUCTION-CLEARING & EXCAVATING

Tanner-Eyolfson

CREEKSIDE SERVICES

STORES

Geo. Williams General Store
H. Harwood's Groceteria
A. W. Spetch, General Store

CAFE

Creelside Cafe

LOCAL AGENTS

McCulloch Power Saws (A. W. Spetch)
Purchasing Cedar Poles (Oeser Cedar Co.)

LUMBER MILLS

Lumber-Timbers and Ties (G. R. Walker)
Mouldings and Siding (G. R. Walker)
Lumber-Ties, T. Bikadi

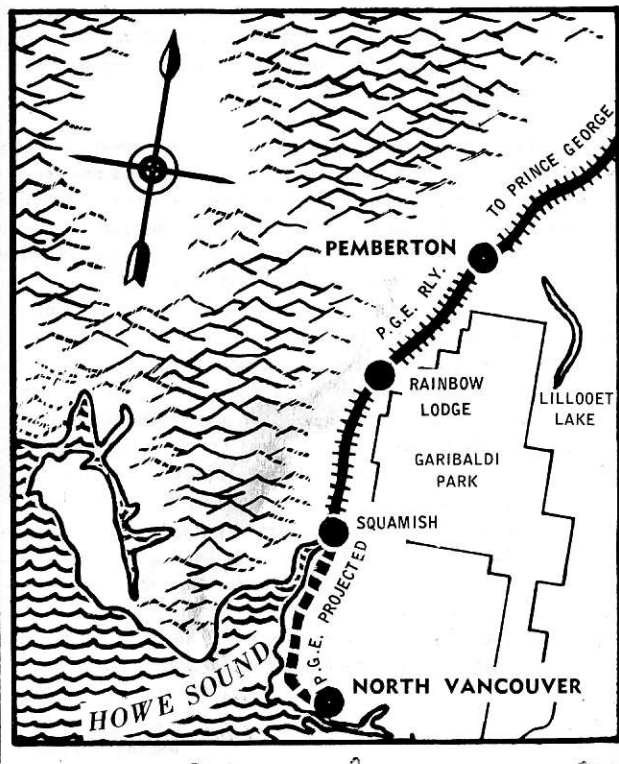
BIRKEN SERVICES STORE

E. R. McConnell General Store



PEMBERTON

The District of Opportunity





PEMBERTON VALLEY PRODUCES EXCELLENT POTATOES

The Pemberton Valley is quite famous for the excellent quality of the potatoes it produces, both for certified seed and for table stock, especially of the Netted Gem and White Rose varieties.

Exhibits of potatoes from Pemberton Valley have won the highest awards obtainable at exhibitions and fairs, not only in British Columbia but also at the Royal Winter Fair in Toronto, where there was very keen competition. On each of several occasions exhibits of certified seed potatoes from Pemberton Valley won the Grand Championship Award at the International Fair in Toronto.

Some factors that contribute naturally to giving excellent qualities in the potatoes produced in Pemberton Valley are the very favourable conditions of the soil and the climate for potato production, the high degree of freedom from diseases and insects that attack the potato crop, and the good isolation from any other potato-growing area where such pests are found.

It is over twenty years since some farmers in the Pemberton Valley began producing certified seed potatoes under the rules and regulations enacted by the Canadian Department of Agriculture. During that period of time the growers have made great improvement in the seed stocks they produce. Several years ago the Valley was organized as a Seed Potato Control Area and is being maintained successfully as such under an Act passed by the Provincial Government and at the request of over 80 per cent of the landowners in that district. This enables the growers there to have very strict control over the quality and class of seed that is planted in the whole area. Only Foundation and Foundation A classes are allowed for planting in the area. All this assists greatly in improving the quality of potatoes produced in the Valley. The certified seed potato growers in the Pemberton Valley have sold from that area large quantities of very high quality seed of the Foundation and Foundation A classes to not only very many parts of British Columbia but also for export to such growers and seed dealers as Balcom and Moe, Grandview, Washington; George Burger, Klamath Falls, Oregon, and Em. H. Mettler, Shafter, California. This seed has all given excellent results wherever it has been planted and grown under conditions that are favourable for potato production.

H. S. MacLEOD,
District Inspector.



OPPORTUNITY

Pemberton has been waiting a long time for recognition and let those that read fully realize that the Dominion Government coffers are not easily pried loose from a million dollars.

The Valley was reclaimed on its merit and those of you who would take advantage of this opportunity must realize that opportunity knocks but once.

Study its location, less than 100 miles from Vancouver. Study its past production on limited acreages. Study the quality of the produce backed by the exhibit you see here plus the past prizes taken by this District in practically every Exhibition held.

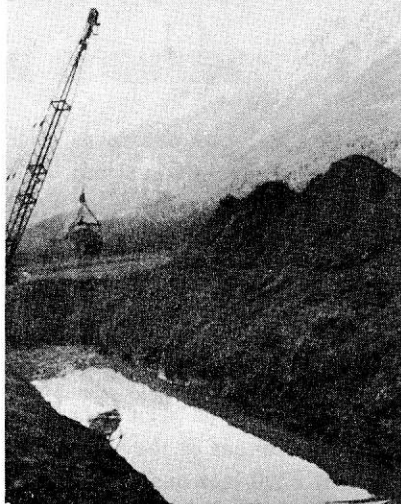
Where else in B.C. can you find alluvial soil less than 700 feet above sea level, sub-irrigated, in a seed potato control area, ideal for dairying directly proper connection is made with Vancouver via the P.G.E. Railway. B. C. Electric Light, Rural Mail, Superior Schools, all white population, active organizations, temperate climatic conditions, low taxes, lakes and streams for recreation, hunting and trapping, logging and mining, now reclaimed and waiting for adequate population to further capitalize its natural resources.

Those of us who sold its merits to the Dominion Government will welcome bona fide farmers. We took steps to freeze out the speculators. Approved government units are, or will shortly be available to the early applicants. Other lands will become economic as drainage stabilizes. Some private acreage is for sale.



RECLAMATION

The Reclamation of Pemberton cost in excess of one million dollars. This was undertaken by the Dominion Government through the medium of a Tri Parte Agreement, whereby the Dominion paid the full cost of reclamation, collecting in return only 50% of the monies realized from the sale of Provincial lands within the area. To this the Province agreed and they agreed further that they would construct suitable roads and



settle this area when construction was completed. The present taxpayers, now incorporated under a Provincial Water Act 1939, did agree to take over and maintain these works at no further expense to the Dominion Government when construction was completed. Construction is now practically complete and the Provincial Government have about 18 units that they are satisfied will make good farms of about 80 acres each. More will follow as drainage stabilizes.

The general nature of Reclamation consisted in the lowering of Lillooet Lake, to provide an increase in grade to the Lillooet River and the shortening of the Lillooet River by the elimination of excessive bends in its natural flow. Where necessary the erection of dykes, and also the main framework of canals and ditches to provide free movement of waters from Mountain or seepage source.

Therefore the District is administered in matters of Drainage by a Board of Trustees, five in number, elected by the taxpayers. The tax to date for administration has been 30c per acre. It is likely this will increase when maintenance responsibility is taken over by the District in accordance with the Tri Parte Agreement, but no tax for construction can ever be imposed.

Lands so reclaimed must be quickly settled for two main reasons. First they will quickly revert to brush, secondly the taxes will be less to many than they will be to few. It is also reasonable to suppose that the taxpayers of Canada who put up the million dollars are entitled to results.

4 H CLUB JUNIOR FARMERS

The stirring of settlement following reclamation demands certain requisites. Organizations such as the Junior Farmer's became active in 1951 as a Youth Organization, who in their first year under very excellent leadership have triumphantly carried out an Agricultural programme and Social planning. In our case they are sponsored by the Board of Trade and the Seed Growers' Association. The Community also takes a very active interest in their welfare. Their main interest to date has been in the 4 H Calf Club and the Potato Growers' activities, and they have made some very good local showings strictly by their own members in display.

Their 1952 Season will be climaxed by the crowning of a Potato Queen at the Seed Growers' Field Day. They have successfully found the finance to develop, by card parties, sales of chicks, a Fall Achievement Night, and so on. The Women's Institute has lent them a helping hand and the future for them looks very bright, with 17 members now active and plenty of youngsters coming along to swell the membership. Great credit is due to all concerned in this work, in particular the leader of the group, Mrs. van Beem, who with all the duties of a farmer's wife coupled with the care of two children, has given of her time unselfishly that this organization might flourish.



BOARD OF TRADE

The Pemberton District Board of Trade is a Dominion Charter Board born here around 1927; lived throughout the tough thirties and all the other natural obstacles common to Country Boards of Trade.

Carried on by a valiant few, with periodic spurts of activity, and recessions, it has for the past few years shewn an uninterrupted growth both in membership and activity, with resultant benefits to the Community. 1952 promises a brighter future and finds the Board of Trade becoming really useful to Pemberton and vicinity.

In sponsoring this exhibit through the Agricultural Committee of the organization, it is felt adequate and proper that the obvious prosperity should be shared with the other people of Canada who, perhaps unwittingly, subscribed to the reclamation of the Pemberton Valley, and the greatest interest can only be aroused by a display of this nature.

Working in conjunction with the other organizations of the Valley, and the facilities that are throughout the world available to local Boards of Trade, it is the ambition of this Board to grow with the District. It will welcome your enquiries about Pemberton, direct you where possible, and assist those who settle here in any project that offers Community Welfare.

At present we are engaged in the endeavour to add a cattle disease free area to our potato counterpart. We are pressing the Provincial Government for early settlement of our vacant acreages. We have under consideration many other matters of vital interest to our District. We have confidence in Pemberton and believe that our District holds happiness and prosperity for many more families and look forward to the day when our membership can be strengthened by addition in the population that will undoubtedly follow the vast reclamation scheme almost concluded by the Dominion Government of Canada.

HISTORY

Space does not permit much, but Pemberton dates back to 1851 and was more or less taken over from the Indians by the transients of the gold rush days who found it favourable and stayed here.

The rumours of a railroad in 1910 and 11, backed by the start of construction in 1912, brought in land speculators from other countries who together with the people already here and the Indians finally registered some 30,000 acres owned one way or another.

Due to the natural formation of its origin, common to all B. C. Valleys, the Lillooet River prevented any large areas from becoming stable, and as early as 1904 solutions to this menace were being sought. Two major attempts were made, one in 1914 and another in 1938. Both were defeated by World Wars that did not permit expenditures of this nature. However, in 1940 a concerted third attempt resulted in success and the Dominion Government Department of Agriculture did, through the medium of its Prairie Farmer Rehabilitation Personnel, see fit to launch a reclamation of this Valley that has cost well over one million dollars.

Today we have a controlled River, and in this control we have fallen heir to some 20,000 acres of land that with the water removed will very rapidly return to forest if not settled. The large acreages previously held under private title, have in great part reverted to the Provincial Government, and there are also large tracts still owned that will be for sale, purely because they will depreciate by brush growth if not brought into production.

The Pacific Great Eastern Railway is very happy to be privileged with the transportation from and to Pemberton Valley, as we recognize the very large amount of traffic in fruits, vegetables and dairy produce that will be developed in this territory, as and when the reclaimed acreage will be put under cultivation. The dyking endeavour of the Dominion Government, which is now complete, is a very decided asset to this territory, and the resulting development cannot be over-estimated, as there will be in Vancouver a ready and continuous market for all produce that can be produced in this territory.

We fully appreciate the spirit of the pioneers who have so long worked against adverse conditions to put the whole of the Pemberton Valley in the front line as a producer of first-class, prize-winning fruits and vegetables in the past. The Snowflake brand of potatoes are well and favourably known throughout the entire Province. The showing made by the exhibitors of seeds and vegetables at the Toronto Fair on various occasions has shown what can be done in this Valley.

We would like to congratulate the pioneers of this work for their valiant efforts on behalf of the Pemberton Valley, and to wish them all success possible in their continued endeavours in the future.

J. A. KENNEDY,
General Manager.

WHERE IS PEMBERTON?

A glance at our cover page will give you the general answer to this question. At present you reach it via the Union Steamship and the P.G.E. Railway. During the Summer you can come here on Monday, Wednesday, Friday and Saturday, returning to Vancouver on Wednesday, Friday, or morning and evening on Sunday. In the Winter, three times, eliminating the Saturday up and the late Sunday train down.

The ride has been likened to most of the famous mountain ranges of the world. You surmount the Coast Range at 2200 feet and drop into Pemberton, lying between the Coast Range and the Cascades.

The completion of the P.G.E. Railway to North Vancouver will eliminate the boat ride with the natural saving of hours in transit and the aggravation of transfers. In the early days it was reached via steamboat up Harrison and Lillooet lakes, by pack horse or foot from Squamish, or by Seton and Anderson lakes from Lillooet.

Lying generally a little west of north from Vancouver, Pemberton is some 20 miles or less south of the rich Bridge River Valley Mines, on the main line of the Pacific Great Eastern; less than 100 miles from Vancouver.

