

## DOWNTOWN MURAL TOUR

Wander through Downtown Vernon's public outdoor art gallery where 28 murals vibrantly showcase the local history.



The Downtown Vernon Association is committed to promoting the downtown core as a unique and dynamic tourist destination.

The goal is to continue to enhance the downtown area for its businesses, citizens, and visitors through the integration of art in public places. At its root, public art increases the overall sense of place, as well as helps promote tourism, which has the multiplier effect of contributing to the economic vitality of downtown Vernon.

The Downtown Vernon Association has invested considerable resources into the creation of the 28 amazing works of art that grace our downtown buildings. These murals depict the history, culture, scenery, and folklore that made Vernon what it is today.

The mural project was a multi-year collaborative effort that included youth employment, revitalization, and heritage conservation strategies.

Many thanks to all of our supporters including: the Government of Canada, City of Vernon, Artists, Community and Downtown Merchants.



### 1/ COWBOYS

The 1860s to the 1890s was an era of cattle ranchers where young men from all over the world came for the cowboy way of life. The best ropers and riders were said to be the Okanagan Aboriginal cowboys. In 1863, Capt Charles F. Houghton received a war military grant of 1,450 acres, which formed the beginning of Coldstream Ranch. When Capt. Houghton was elected to the House of Commons in 1871, he sold the ranch to brothers, Forbes and Charles Vernon. The Vernons expanded the ranch to an astounding 13,641 acres before selling it to Lord and Lady Aberdeen in 1891.



### 2/ OKANAGAN INDIAN BAND

The early 1800s was the first contact between the Okanagan Indian Band and European fur traders. Okanagan is the anglicized version of Suqnaqinx and translates as "takes to the head or mind". Included are the eagle and the wolf, along with the legendary Ogoopogo (n'ha-a-itk in Salish). On the left is a well-known rodeo rider, Tommy Gregoire and the couple in front are the Chief of the Okanagan Indian Band from 1932-59, Pierre Louis, and his wife.



### 3/ WORLD WARS

(33rd St / 32nd Ave)

On the far left side is Camp Vernon and soldiers training for D-Day while the poem "For the Fallen" is below. A soldier looks over the devastation of the Battle of Passchendaele, which claimed 140,000 soldiers for only 8km of territory. On the right is Royal Air Force Captain William McCluskey and the first aboriginal nurse to serve in WWI.

RCAF wireless operator Joyce Nosh represents all women who fought and served. Vernon sailors work behind a newsboy near the center, while women keep the factories in production. Nurse G James stands with Flight Lt. Art Sovereign.



### 4/ THE GEISHA

"The Geisha" was the first production by the Vernon Musical and Dramatic Society. Two packed performances at the Empress Theatre had every seat filled as well as all standing room available.



### 5/ SOVEREIGN LAKE

In 1939, the City of Vernon donated a log cabin to a cross country ski club on Vernon Lake. Skiers would hike in and spend four hours doing short runs on a hill barely 1000 ft long. Vernon Lake was later renamed Sovereign Lake, after Art Sovereign, a well-known local bishop, pediatrician, avid skier and Flight Lt. during the war (see World Wars mural). Featured are founders of the Nordic Club, Carl and Flora Wylie.



### 6/ MULTICULTURALISM

This mural embodies the diverse cultures of the citizens of Vernon. Each individual was specifically selected because they were one of the earliest pioneers for their culture in this region. From left to right, the cultures represented are Chinese, Eastern European, Scandinavian, English, Aboriginal, East Indian, Japanese and Belgian. The man in the top hat in the middle was Vernon's 1st mayor, W.F. Cameron.



### 7/ THE CAPTIVE ARTIST

In 1921, at the age of 4, Sveva Caetani came to Vernon from Italy with her father Leone and mother Ofelia. Her father's death in 1934 severely affected her mother who forced Sveva to be housebound. Sveva was only allowed to read, as painting or other artwork was threatening to Olfeia. Sveva tried to paint in the 1950s but her mother's protests dashed her work until Olfeia's death in 1960. By 1978, Sveva began a catalog of 56 spectacular watercolours that reflected the story of her life.



### 8/ THE ALLURE OF CLAY

Born in Sweden to a family of potters, Axel Ebring, found a promising new deposit of good clay in the mid-1930s in a stretch of land now known as Pottery Road. Ebring worked in the traditional manner and never abandoned his foot-powered potter's wheel. Nor did he ever use a thermometer for his wood fired kiln saying, "The best thermometer is an old man with enough experience."



### 9/ VERNON FIRE BRIGADE

The original brigade had only leather buckets to fight fires. Prompted by insurance companies, the brigade acquired a hand-drawn engine with a hand pump. The fire brigade eventually upgraded to a motorized engine, where at first horse teams would race the fire engine to the fire, and the horses won every time. On the left is James J. Hull, the 1st fire chief of Vernon (1899- 1903). On the right is Thomas Crowell who replaced Hull.



### 10/ FRANK S. REYNOLDS WAREHOUSE

This warehouse was part of a carriage and farm equipment outlet on Vernon's main street from 1905 to 1912 by Frank Reynolds, Vernon's "Man of Machines". Judge Spinks bought the first car in San Francisco and shipped it to Vernon. During this time, automobiles weren't popular as they scared the horses and were considered a nuisance. Featured are staff on the left and the Reynolds' family on the right.



### 11/ C.E. PERRY, CHIEF ENGINEER

In June 1892, the Shuswap and Okanagan Railway, a spur off the CPR, began operating the 54 miles from Sicamous to Okanagan Landing. The train was nicknamed Molasses Limited because people thought they could walk faster than the train traveled. 7000 Chinese labourers who immigrated to the Okanagan for the construction were paid \$1/day but had to pay for their own food and repay the CPR the \$40 transport costs to Canada.







### 12/ INDIAN MOTORCYCLE

W.R. Megaw came to BC in 1878 from Ontario and established a trading business in the Nicola Valley, opening branches as the CPR extended its line towards Sicamous. Mr. Megaw became Vernon's 3rd mayor and opened the 1st McLaughlin-Buick dealership in the area. Featured is a Megaw ad for the Indian Motorcycle.



### 13/ DR. REINHARD'S HOUSE AND OFFICE

Originally from Germany, Dr. Willhelm Reinhard was Vernon's 3rd doctor. He moved here with his 5 children after his wife passed in Vancouver to run an established clinic. His sister-in-law Caroline moved in to look after the children but he found it a very inappropriate situation so he moved to Barkerville. After a year, he returned to Vernon, married Caroline and set up his own practice.



### 14/ ALICE PARKE DIARIES

Life in Vernon before the turn of the century is permanently preserved thanks to the detailed diaries kept by Alice Barrett Parke. Alice came to BC in 1891 to run her brother's household, located on a ranch north of Spallumcheen. Married in 1893, Alice was an independent woman who contradicted the traditional roles of women at the time. She helped her husband in the duties of postmaster, policeman, jailor, city assessor, district road foreman, and BX Rancher. Alice's 32 journals have been compiled into a book by Jo Fraser Jones.



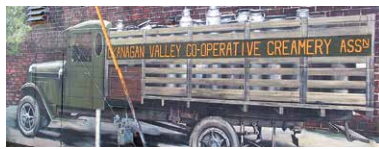
### 15/ IN MEMORY

Dedicated to all those who sacrificed their lives in the name of freedom. The large soldier on the left represents the Korean War (1950-1953). Behind the scenes flies the Union Jack, as Canadian soldiers fought under for the Commonwealth of Nations during WW1 and WW2. The importance of the home front is depicted on the right side. The Red Cross was a common sight in Vernon, trying to recruit volunteers. The posters illustrate the different recruitment efforts.



### 16/ OKANAGAN LAKE

Pictured is a gaff-rigged racing ketch photographed circa 1905. The gaff is a spar that extends the uppermost edge of the four cornered mainsail. It was the only two-masted sailboat on Okanagan Lake until modern times. Okanagan Lake is also the home of the mysterious Ogopogo.



### 17/ CREAMERY TRUCK

In the early 1900s, the Okanagan Valley Cooperative Association trucks were a common sight on rural roads in Vernon as they collected cans of fresh cream from local dairy farms to deliver to local creameries. H.W. Knight opened the Vernon Creamery in 1920 which started producing 37 lb of butter but grew to 150,000 lb annually. One of Knight's main suppliers was a large scale dairy farm in Lumby owned by the very aptly named, Mr. Herbert Butters.



### 18/ VERNON STEAM LAUNDRY

In 1908, Cecil Johnston opened Vernon's very first commercial laundry. Customer service was of utmost concern and Mr. Johnson insisted on having the best dry cleaning system money could buy along with the latest equipment: a telephone and covered delivery wagon.



### 19/ OFFICE OF THE VERNON NEWS

The Vernon News was the 1st newspaper in the Okanagan and the 2nd in the interior in 1891. Reporting on local and world news, it ran for 105 years until 1996. Featured is J.A. McKelvie, the 3rd editor, known as one of the best editorial writers in BC. Mr. McKelvie also acted as a federal MP and jail warden, which sometimes pulled him away from his editor's chair.



### 20/ THE CITY OF VERNON

In 1934, two Vernon boys, Eldon Seymour and Jim Duddle, constructed a small, open cockpit monoplane in 10 months from plans bought out of a magazine. Lowell Dunsmore came from Drumheller, AB to test the plane. He gave the plane only one inspection before jumping into it, finding no need for adjustment. The plane flew effortlessly at 75mph. The boys enjoyed three years of flying without a license until Transport Canada stopped them.



## 21/ MUSEUM WITHOUT WALLS

The inner mural is of women working in the orchards during WWI. In 1933, Mr. Robert MacDonald opened a fruit packing house and employed about 40 women. During the depression, women made 20¢/hr and worked 10 hour days. This is the equivalent to today's minimum wage. However, the jobs didn't last any more than 3 months. The outer mural is of a museum wall with a little boy looking inside.



## 22/ FISHER FAMILY

The image on the left of children fishing on the Shuswap River is based on a photo taken by C.W. Holliday. Fishing was a common hobby for children at the time. On the right stands Wally Fisher, founder of Fisher's Hardware Store, with his son Herb. The Fisher family still runs the hardware store located here.



## 23/ BARNARD AVENUE

At one time, 30th Ave was Barnard Ave and you can still see Barnard on the base of some of the street signs. Barnard Ave used to have unpaved roads and wooden sidewalks. In 1911, after receiving complaints about reckless drivers travelling too fast and furiously down Barnard Ave, Vernon city council had to impose a speed limit of 25km/hr on city streets.



## 24/ CREW OF THE SS PENTICTON

Captain Thomas Dolman Shorts was also known as the "Admiral of the Okanagan Ocean". In 1889 he sold this land to raise money to build a ship called the S.S. Pentiction. The S.S. Pentiction was a steam powered vessel—a typical example of lake transportation at the time. Captain Shorts was an interesting character and was also seen sporting a cap or bowler hat, with a pipe or chewing tobacco in his mouth.



## 25/ CATHERINE SCHUBERT

Catherine O'Hare married Augustus Schubert in 1855. She was the 1st white woman to travel overland to BC from Eastern Canada. When they departed, Catherine was 4 months pregnant with 3 small children. Catherine went into labour while on the Thomson Okanagan River. First nations women took care of her at their village, where she gave birth to her daughter, Rose. In 1881 Augustus gave up searching for gold and they bought a farm in the Okanagan.



## 26/ KALAMALKA LAKE

The hallmark blues and greens of this Kalamalka Lake scene are tinted by hand; just as original photographer would have done at the turn of the century. This mural is an example of a process which uses hand tinting to make a black and white photo coloured, and this process was originally invented to make photos look more realistic.



## 27/ OGOPOGO

Okanagan Lake's mysterious lake monster is world renowned. Reports of OgoPogo sightings and testimonies date back to the 1860s—making the OgoPogo 60 years older than the Lochness Monster! There have been many claimed sightings and photos of the monster, but as of yet, there is no physical evidence of its existence.



## 28/ THE SUNFLOWER PROJECT

This mural was painted in honor of the more than 8000 Eastern European citizens that were interned in Canada during the First World War. Vernon housed an internment camp for Ukrainian citizens and, "enemy aliens," between the years of 1914 and 1920. More than one quarter of the camps established during this time were located in the province of British Columbia.



Wander through Downtown Vernon's public outdoor art gallery where 28 murals vibrantly showcase the local history. Grab and coffee and a snack to enjoy along your way and be sure to stop in at our many specialty shops offering gifts and treasures.

Wandering our town, may make you thirsty and a little hungry! We've got everything from fine dining to family friendly restaurants - just what you need after a full day of sightseeing!



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