

# OKANOGAN-CARIBOO TRAIL "Shortest Route to Alaska"

## Okanogan-Cariboo Trail Association

### NEWS LETTER

Kelowna, B.C.

April 27th, 1953.

## DIRECTORS' MEETING

MAY 23rd — 2:00 p.m. — Royal Anne Hotel, KELOWNA, B.C.

The President, R. P. MacLean, is calling a Directors' meeting for 2 p.m., May 23rd, at the Royal Anne Hotel, Kelowna. Dinner will follow at 6:15 p.m.

It is important that as many directors as possible attend this meeting.

Advise J. D. Bews, Secretary, 803 Bernard Avenue, Kelowna, if accommodation is required, how many will be in your party, and whether or not any ladies will accompany you. **DEADLINE—MAY 18.**

Boards of Trade and Chambers of Commerce who have no appointees to the O.C.T.A. Directorate, are asked to please send representation.

**HIGHWAY CONDITIONS:—** Reports derogatory to the condition of the Hart Highway have appeared in coast papers on both sides of the border. On April 27th, Alex Bowey, our Director in Prince George, advised as follows: "the information released from Pacific sources, particularly Vancouver, have tended to be derogatory to travel on Cariboo and Hart Highways. This we believe has been due to the lack of adequate reports by the department. The Hart Highway is in excellent condition. The temporary bridge over the Parsnip River which was taken out by ice will be ready again for use by six p.m. on April 28th. The Cariboo Highway was never in better shape, except for the 20 mile stretch north of Quesnel, but this is quite passable."

### PUBLICITY

Marion Cady, manager of the Bend, Oregon, Chamber of Commerce did an excellent job for Highway 97 when he arranged the distribution of some 5,000 of the Association's strip maps at the Los Angeles Sportsmen's Vacation and Trailer Show earlier this month. This is one of the really big vacation shows in the west, and as it is right in the heart of the area O.C.T.A. wants to tap, our thanks are due Mr. Cady and Deschutes County and Central Oregon Recreational Area, which had a booth at the show. The show ran from April 9-19.

Wenatchee and Yakima Chambers of Commerce have each received 1,000 strip maps, Wenatchee getting another 1,000 or so.

Okanogan, Wash., has requested 100, which will be dispatched shortly.

Kamloops Board of Trade has received 500, and the Kelowna Regatta-Board of Trade committee arranging an entry in the Washington State Apple Blossom Festival at Wenatchee May 7, 8 and 9 has requested 1,000.

Boards and Chambers elsewhere are requested to notify the Canadian secretary immediately of their strip map requirements.

One change has been made to the map, and that is the inclusion of Osoyoos, which is the first Canadian city one enters on crossing the border from the United States into B.C.

J. D. BEWS,  
Executive Secretary, O.C.T.A.,  
803 Bernard Ave.,  
KELOWNA, B.C.

