

Reprint
OKANOGAN CARIBOO TRAIL ASSOC.
P. O. Box 33
Wenatchee, Washington

Daily News - Mirror
America's Farthest North Daily Newspaper

Page 4 — Fairbanks News-Mirror, Thurs., August 1, 1937

• Roads, Key to Progress

The new Alaska highway commissioner and his staff are planning to build a road which will be the key to progress and development in Alaska. Wonderful strides have been made in linking the territory's major communities by highway in the past dozen years, with results which are plain for all to see. We look forward confidently to similar highway progress in the years ahead.

Admission of Alaska to the benefits of the federal aid highway act has placed at last on a sound basis the road planning which has been on a hazy basis. The commissioner, director of the highway department, has received guidance from residents of this area as to what roads should be included in the construction programs of future years.

Our road needs are many. Every homesteader, trader, mining man and resort owner wants a highway—or a better highway—to his front door.

Every road that is desirable cannot be built with the available funds. Therefore, the state should support components of an integrated system for road building. Road building has been a haphazard affair in the past. Roads have been made at each end of the route in recent years. We feel this effort should be systematized and greatly stepped up.

Fairbanks and Nome are the two largest communities north of the Alaska Range, serving the great untapped interior of Alaska. Linking them will round out the integrated system which now links this city to Anchorage, Valdez, Seward, Homer, Sleetna, Dawson and the coast, which will connect us with Nome. The road which has been named Highway 97 needs to be effected in the shortest practicable time.

While there are many other road needs which will be met at a later date, the road which has been named Highway 97 needs to be effected in the shortest practicable time.

What the Newspapers

say about

O.C.T.A.

and

CARAVAN 97

"Independent in All Things . . . Neutral in None"

FAIRBANKS
Daily News - Miner
America's Farthest North Daily Newspaper

Page 4 — Fairbanks News-Miner, Thurs., August 1, 1957

● Roads, Key to Progress

The new Alaska highway commissioner and his principal assistant will meet here tomorrow with the board of directors of the Fairbanks Chamber of Commerce and other interested citizens to consider future road programs for interior Alaska.

It is not necessary to labor the point that roads are the key to progress and development in Alaska. Wonderful strides have been made in linking the territory's major communities by highway in the past dozen years, with results which are plain for all to see. We look forward confidently to similar highway progress in the years ahead.

Admission of Alaska to the benefits of the federal aid highway act has placed us at last on a sound basis where road planning is possible on a long-range basis.

Commissioner Frank Metcalf and Lee Hubbard, his director of highways, are here looking for advice and guidance from residents of this area on what roads should be included in the construction programs of future years.

Our road needs are many. Every homesteader, trader, mining man and resort owner wants a highway—or a better highway—to his front door.

Every road that is desirable cannot be built within the limits of available appropriations. Therefore, we feel Alaskans should set their sights on the important components of an arterial system for a major part of the road-building effort.

Long neglected has been a highway from Fairbanks to Nome. Minor dents in the 540 miles which separate the two communities have been made at each end of the route in recent years. We feel this effort should be systematized and greatly stepped up.

Fairbanks and Nome are the two largest communities north of the Alaska Range, serving the great untapped interior of Alaska. Linking them will round out the integrated system which now ties this city to Anchorage, Valdez, Seward, Homer, Haines, Dawson and the States and which will soon connect us with Nenana.

The 2nd Division has been handicapped from the advent of Alaska's settlement by transportation difficulties. This great area deserves to be tied in with the rest of the territory, to which it is linked historically and governmentally. To be truly linked economically, completion of the route which has been given the name of Highway 97 needs to be effected in the shortest practicable time.

While there are many other road needs which will be expressed at tomorrow's conference, this one combining the hopes of the 2nd and 4th Divisions deserves, and undoubtedly will receive, the main emphasis.

All of interior and northwestern Alaska will bloom with completion of Highway 97. It should be No. 1 on the road agenda.

Reprint
OKANOGAN CARIBOO TRAIL ASSOC.
P. O. Box 33
Wenatchee, Washington

Page 4 — Fairbanks News-Miner, Saturday, Sept. 28, 1957

"Independent in All Things . . . Neutral in None"

FAIRBANKS
Daily News - Miner
America's Farthest North Daily Newspaper



● Fairbanks and Nome

Today we are happy to welcome visitors from Nome, a whole planeload of them who arrived this morning on a special charter flight of Wien Alaska Airlines.

They are repaying a goodwill visit which Fairbanks Chamber of Commerce members made to their city two months ago.

No matter how hard we try, it will be difficult to match the hospitality which Nome showed for Fairbanksans on that earlier occasion. But we are going to try.

Fairbanks and Nome have a long and friendly history of living together as the only two cities of any size north of the Alaska Range.

In the early days there was considerable travel between the two, by riverboat in summer and dog-team in winter.

Then the coming of the airplane drew Nome and Fairbanks very close together culturally and commercially. Our economies and interests have always been parallel.

Now the two cities of interior and northwestern Alaska have a new common interest, that of completing Highway 97 which will at last give them a modern, overland, year-round connection.

This part of Alaska is bound to grow in the coming years. It will grow through cooperation such as that which is being displayed today by good friends from Nome and Fairbanks.

We won't say to the visitors from Nome that we hope they will be able to drive the next time they come to Fairbanks, because the completion of Highway 97 will take several years at best, and we want to see our friends again sooner than that. But we do hope we will be able to join in a grand jamboree sometime early in the 1960's when that important highway across Alaska is a reality.

Welcome to Fairbanks, visitors from Nome.

* * *

HERALD-TRIBUNE

Incorporating The Grande Prairie Herald and The Northern Tribune

GRANDE PRAIRIE, ALBERTA

THURSDAY, JULY 3, 1952

Dream Comes True, Hart Gives Peace Coast Outlet

PARSNIP RIVER, British Columbia - (Special) - Dreams of a generation of Peace River Country residents came true Tuesday, Dominion Day, when the Hart Highway, first direct road link between "The Peace" and the Pacific Coast, was officially opened in colorful ceremonies here.

Upwards of 1500, including an official party from points as far south as California, big contingents from Dawson Creek and Prince George, and many from the Alberta district of "The Peace", attended the ceremonies.

• In a colorful setting, the road was declared officially open when Hon. E. T. Kenney, British Columbia Minister of Public Works, wielding a pair of wooden shears made from native timber, snipped a ribbon stretched across the temporary bridge spanning the 700-foot Parsnip.

The temporary bridge across the river will be replaced by a permanent steel span expected to be opened in September.

The symbolic ceremony took place on the temporary bridge a few feet from the piles and single steel tower which mark the course the big permanent bridge will follow.

An air of spontaneous gaiety hung over the opening as the fulfillment of a long-awaited dream took place in front of the eyes of the hundreds of spectators.

In declaring the new road open, Mr. Kenney said the Hart Highway would usher in a new era of development for the north country. It would be a meeting-place for travellers from all points on the compass.

Giving an extra symbolic trim to the opening ceremonies, the shears which were used to cut the ribbon were handed to the B.C. cabinet minister by Chester C. Kimm, secretary of the Wenatchee, Washington, Chamber of Commerce.

Mr. Kimm was a member of an official party from the Okanagan Cariboo Trail Association which travelled up the highways from points in California, Oregon, Washington and Southern B.C.

As the ends of the ribbon dropped to the bridge planking, a party led by Hon. Harry Bowman, Minister of Agriculture, and Mayor Garvin Gazell, of Prince George, moved across the bridge from the Prince George side. They were met at the opposite end by a Dawson Creek welcoming committee, including Wes Harper, Stan Carnell, J. J. Hodginson, Lou Roskin, and Glen E. Braden, M.L.A.

As the party arrived at the end of the bridge, the kilted Dawson Creek pipe band burst into a sprightly tune.

From the Dawson Creek side of the bridge, a cavalcade of vehicles, headed by a truck carrying a group of Indians in full dress, moved across the span.

An estimated 400 cars lined the approaches on either side of the bridge. There were license plates from many provinces of Canada and a score of American states.

As the curtain came down on the opening ceremonies, an official party of 40, representing the Okanagan Cariboo Trail Association and Chambers of Commerce, travelled to Dawson Creek.

Wednesday, they inspected the schools and other buildings in Dawson Creek, and travelled to the Fort St. John area to see the gas and oil wells.

Reprint
OKANOGAN CARIBOO TRAIL ASSOC.
P. O. Box 33
Wenatchee, Washington

Prince George Citizen

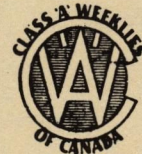
(Established 1916)

Published every Monday and Thursday at Prince George, B.C., by
The Citizen Publishers & Printers Ltd. Editor: C. A. Warner
DIRECTORS : N. J. Izowsky, H. G. Kennedy, C. A. Warner



**Largest circulation of any weekly
newspaper in Central and Northern
British Columbia.**

Subscription: per year - - \$4.00
Outside Canada - - - - \$5.00



An Independent Class "A" Semi-Weekly Newspaper devoted to the upbuilding
of Prince George and all communities comprising Northern and Central B.C.
Authorized as second class mail by Post Office Department, Ottawa

Welcome To Prince George

All roads will lead to Prince George during the long Labor Day weekend and the city will be thronged with delegates to the annual convention of the Okanogan-Cariboo Trail Association

A warm welcome is extended to the OCTA delegates, together with the wish that their deliberations will be both pleasant and profitable. Profitable in the sense that their decisions and future plans will combine to encourage the popularity of Route 97 as the main artery for tourist traffic through the heart of scenic British Columbia. The volume of traffic at the Osoyoos-Oroville customs port in June increased by 12 per cent over the figures for the same period last year, which is an indication that the association's activities have not been in vain and that tourists from the western United States are gradually becoming acquainted with "the shortest route to Alaska."


In this part of the province, every person who operates a type of business catering to the tourist trade will undoubtedly appreciate the voluntary work being done by OCTA officers and directors on both sides of the border. They can demonstrate this gratitude by making certain that the delegates return to their homes with pleasant memories of their stay in Prince George.

President Alex Bowie and director George Kellett are the only OCTA officials living in Prince George. Both are busy with the thousand and one details connected with a meeting of this size and importance, and they would be grateful for the assistance of those businessmen who are benefitting directly or indirectly, from the activities of the association.

Reprint
OKANOGAN CARIBOO TRAIL ASSOC.
P. O. Box 33
Wenatchee, Washington

KAMLOOPS SENTINEL

Published Monday, Wednesday and Friday to serve the Thompson Valleys from the Capital of British Columbia's vast Inland Empire

KAMLOOPS, BRITISH COLUMBIA  FRIDAY, JULY 25, 1952

TODAY'S EDITORIAL

Road With Future

International 97—With the unofficial opening of the Hart Highway from Prince George to Dawson Creek, the "Inland Trench" road-route to Alaska is beginning to come into its own. The "Inland Trench" route follows the north-south valleys from Weed in California to Bend, Ore., then through the Okanogan Valley in Washington and the Okanogan Valley in B.C., to Kamloops through the Cariboo to Prince George; then over the Pine Pass to Dawson Creek, where it joins the Alaska Highway.

At Yakima last week there gathered 50 representatives of 30 communities in Oregon, Washington, and British Columbia. Their purpose was to further the developing and promoting of the "shortest and fastest road route to Alaska" from the Pacific Coast. Under the aegis of the long-established Okanogan-Cariboo Trail Association they initiated several programs designed to hasten the standardization of the whole of the highway from Weed to Dawson Creek which, by the way, they would designate as "International Highway 97."

One of the actions taken at last week's Yakima meeting was the elevating of R. P. MacLean of Kelowna to the organization's presidency. Mr. MacLean is the energetic and able publisher of *The Kelowna Courier*. He will bring to the Canadian section of the organization which, unhappily, has been somewhat comatose, a long-absent spark of enthusiasm. Already he has begun stirring his fellow British Columbians into action.

A bumper crop of tourists and motor-travellers lies ripe at British Columbia's hand but it will wither unsavored if British Columbia doesn't pitch in. The thing that British Columbia must do, and quickly, is bring all parts of its section of International Highway 97 up to the accepted standard for modern tourist roads on this continent. It is, fortunately, not a big or an expensive job; nor is it work that would benefit only the tourist.

The bulk of the road from the International Boundary at Osoyoos to Lac la Hache, near Williams Lake, has been modernized. The major unimproved stretch lies between Lac la Hache and the environs of Prince George. This is part of the busy and famed Cariboo Highway, and is the chief road artery to Prince George and the fast-developing North Central part of this province. The expansion in the Prince George-Prince Rupert area demands that the Lac la Hache-Prince George stretch be modernized for the convenience of the affected British Columbians. The tourist-traffic that would develop and expand in consequence of this sector being part of International 97 would be an extra-dividend, and a juicy one.

Mr. MacLean should have the co-operation of every community and organization along the route of International Highway 97. His appeal is that they help to help themselves.

We of Kamloops should take our place in the forefront. Our tourist-trade will benefit considerably because the travel-spotlight is being focussed on International Highway 97. And because there will be more motorists in this part of British Columbia, the stronger will be the demand for the construction of the roadway, that's closest to our heart, the Yellowhead Highway up the North Thompson to Edmonton. The Yellowhead has a natural affinity with International 97. It would give the Pacific Coast a year-round direct link with Edmonton—where the Alaska Highway really starts. It also would provide additional "circle tours"—via the Cariboo, Prince George, McBride and the North Thompson, or up the North Thompson and over the Columbia Icefields Highway and back on the Trans-Canada—that would bring this continent's motorists to British Columbia every Summer. By helping International 97 we of Kamloops will be indirectly, but substantially, aiding our own favorite road-building project.

Reprint
OKANOGAN CARIBOO TRAIL ASSOC.
P. O. Box 33
Wenatchee, Washington
from
KELOWNA COURIER

Big OCTA Caravan In 1960 Could Mean Much For Us

The tentative plans of the Okanogan-Cariboo Trail to run a thousand car caravan from Klamath Falls, Oregon to Dawson Creek, B.C. in 1960, have been removed from the tentative to the definite stage. Such a caravan just about staggers the imagination. Allowing fifty feet to a car (is that enough?) a thousand cars would stretch nearly ten miles. Obviously it would have to be broken into sections if for no other reason than sleeping and eating accommodations. Obviously, too, a tremendous amount of organizational work will be necessary not only at Dawson Creek but in every city along the 1,500 mile route.

The reaction to the proposal has been slightly short of sensational. The OCTA office in Wenatchee sent out a tentative enquiry to some two hundred organizations in California to ascertain whether or not they would desire to participate. Eighty replies in the affirmative came back in the first available mail and this number was subsequently increased to 150. This fall a similar feeler will be sent out to cities along the proposed extension of Highway 97 in Nevada, Arizona and New Mexico. The caravan it would now appear is assured of a large and very representative participation.

The OCTA will hold its annual meeting at Dawson Creek where it will be joined by people from Alaska and probably the Yukon territory. The date for this Dawson Creek meeting was set several years ago when the B.C. department of highways assured the officials the highway would be completely paved by 1960.

A little difference of opinion has arisen between OCTA members and the department. Most members of the association declare that on more than one occasion highway department officials, including the minister, have definitely stated that the 1960 date was a safe one, that the highway would then be paved right to Dawson Creek. On Friday

night, however, Mr. Gaglardi, the departmental minister, took a somewhat different view. He argued that neither he nor his department officials have ever made a positive statement that the paving would be done by that date. OCTA members subsequently claimed that both the minister and the deputy minister had made much more definite statements than Mr. Gaglardi suggested on Friday night. Mr. Gaglardi, however, did say that his department's objective was 1960 and he hoped it could be met. Incidentally, the completion of the paving of 97 to Dawson Creek is the number one priority in the OCTA scheme of things. It considers this is more important than any other highway project along the entire length of 97.

Such a caravan as that proposed can have a tremendous impact on the tourist business of this and other communities. If four or five thousand Americans visit the area and go home happy they will provide invaluable free publicity among their friends. The mere size of the caravan in itself is newsworthy and such a mass movement is bound to be reported in all travel magazines and most newspapers. It is not necessary to say that all these angles will be worked for all they are worth by the OCTA.

Two years from now, Kelowna will play host to at least a considerable portion of these travellers. A wide awake tourist organization would commence now to make plans of ways and means to house and feed as many of the travellers as possible. A thousand or fifteen hundred people for even a one-night stand can mean quite a few "foreign" dollars for any community. Planning and a little promotion work could capture them for us.

11-11-57

WENATCHEE WASHINGTON

THE WENATCHEE DAILY WORLD

Established July 3, 1905
Rufus Woods, Publisher, 1907-1950
Wilfred Woods, Publisher
PUBLISHED EVERY AFTERNOON
(Except Saturday) by the
WORLD PUBLISHING COMPANY

Entered as Second Class Matter at the
Post Office. (Circulation and Classified
Advertising Rates on Classified Page.)
MEMBER OF THE ASSOCIATED PRESS

Page 4

MONDAY, SEPT. 9, 1957

Next Step: The Paving Of The Alaska Highway

A stimulating thing was the get-together of men and women promoting improvement and tourist travel of Highway 97 here last weekend. We always leave such an annual gathering with the conviction that this highway will one day be the most famous north-south highway in the West.

Discussions with the highway directors of Washington, Oregon and British Columbia solidified that thought. There were such statements as this one by W. C. Williams of Oregon: "It's the scenic road, always changing. Why from one point in Sherman County, on a clear day you can see every mountain peak in Oregon's Cascade range.

A hint of the potential was given by W. A. Bugge of Washington. Bugge had just returned from speaking at the Pan-American Highway meeting in Panama City. He discussed the progress being made in completing a road all the way from the United States to Panama. He didn't say "if" the highway is completed. He said "when." By 1959, he said, you will be able to drive comfortably from the United States right into Panama City.

That completion date ties in to the 1960 completion deadline of the paving in British Columbia to Dawson Creek. On that date you will be able to drive from Panama City all the way through the United States, into British Columbia, and to Mile 0 of the Alaska Highway.

"Highway 97 will be an important link between Pan-America and Alaska," said Bugge. It means trade, tourist travel, and interchange of ideas among the peoples of four countries —

certainly a promotion of understanding that will add peace and prosperity.

Senator Jackson hinted that statehood for Alaska now is not far away. When Alaska becomes the 49th state, it must be linked with the rest of the states by a good road. That road is bound to be Highway 97. Think of the potential when the products of Alaska and northern B.C. roll into the United States, down the Okanogan Valley through Washington.

The news that the Canadian government is surfacing 50 miles of the Alaska highway above Dawson Creek was a wonderful surprise. But it is actually only a minor part of the big job of surfacing the Alaska highway. From Dawson Creek the border of Alaska is 1221 miles away. Who will complete that road? It was built by America as a military road during World War II. But the United States is not anxious to pave it.

It's too big a job to expect the British Columbia government to do it. Evan Jones, deputy highway minister of B.C., said that the Canadian defense department has indicated it will not maintain it as a military road.

Yet, we submit, the Alaska highway must be paved. Within the next 10 years, we should see an oiled road running from Alaska all the way down to Panama City. The states and provinces are doing their share. It looks as though the last 1,000 miles of the Alaska highway should be completed by the United States.

When that is done, what an historic road Highway 97 will be.

WENATCHEE, WASHINGTON

THE WENATCHEE DAILY WORLD

Established July 3, 1905
Rufus Woods, Publisher, 1907-1950
Wilfred Woods, Publisher
PUBLISHED EVERY AFTERNOON
(Except Saturday) by the
WORLD PUBLISHING COMPANY

Entered as Second Class Matter at the
Post Office. (Circulation and Classified
Advertising Rates on Classified Page.)
MEMBER OF THE ASSOCIATED PRESS.
This Page Conducted by Bob Woods

4

THURSDAY, JUNE 11, 1959

Caravan 97—A Mighty Task In A Mighty Country

Dramatic. . . intriguing. . . ambitious —no matter how you describe it, the plan to have 1,000 cars travel in convoy up Highway 97 to publicize the newest road north is a daring one.

Already they're calling it "the greatest highway promotion stunt ever staged." There's no doubt it will be that. Give your imagination full rein, and you'll realize the publicity impact of a caravan of 1,000 cars stretching out 25 miles along the road. . .

Beside the publicity there will be problems. . . feeding, communication with the cars, keeping the convoy organized, quartering all the travelers.

But OCTA (Okanogan Cariboo Trail Assn.) is preparing to whip the problems. Have no doubt that it can. An organization that has been able to promote almost the complete rebuilding of a highway in two states and a Canadian province in 10 years, is not going to shirk the tasks connected with one of the greatest highway promotions in history.

If it seems like a big order, you should realize that "big" is just a description of the country this Highway 97 goes through. Take the province of British Columbia itself.

Wenatchee members of OCTA who drove to Kamloops, B.C. for the board meeting last weekend found it took them almost 7½ hours to make the drive. It's a day beyond that to Prince George, and a third day's drive to Dawson Creek, where Highway 97 joins the Alaska Highway. At this point, three days drive north of Wenatchee, **YOU ARE NOT YET HALF WAY THROUGH THE PROVINCE OF BRITISH COLUMBIA.**

It is a mighty country. From the time you cross the border, you are hardly out of sight of a lake or river all the way north to the high plateau of Prince George. You thread great, timbered valleys in anyone of which the whole of the Wenatchee Valley could be lost without a trace.

There are lumber and water resources there that the children of this generation will probably hardly begin to tap.

British Columbia is the country for the future, and it is the lure of this mighty land that will help fill up Caravan

97 a year from this coming September. Purpose of the caravan is to call attention to the virtual completion of a first class, surfaced road all the way to the junction with the Alaska Highway.

It won't quite all be completed. The big bottleneck — the bridge over Okanagan Lake at Kelowna — has been bridged. But as of now only 76 of the 255 miles between Prince George and Dawson Creek have been oiled. Another 90 miles is being oiled now. But by the fall of 1960 there will probably be about 90 miles of the 609 miles between Kamloops and Dawson Creek unpaved. It is hoped these stretches will be given an anti-dust treatment for the caravan, however.

Work on surfacing the Alaska Highway itself beyond Dawson Creek is proceeding slowly. The first 50 miles is being paved now. Another contract for 32 miles of paving is to be started this summer. But that is only a drop in the bucket of the total 1,500 miles between Dawson Creek and Fairbanks.

A bill has been introduced in the U.S. Congress offering to share equally with Canada in the expense of surfacing the Alaska Highway within Canada. So far no reaction from Ottawa has been made public.

Now that Alaska has attained statehood, the pressure to provide a good transportation link between the new state and the 48 states to her south will be increased. This is, in fact, the business of the Alaska Rail and Highway Commission, which is even now making a study to discover which is the best route to Alaska.

In the competition for this development we hold the best cards. The highway is established — 97 in Alaska, down the Alaska Highway to Dawson Creek, and on down B.C. 97 to the states.

If a railroad is to be built north and south, there is the path it could follow to a logical junction with the Great Northern at Oroville.

Great things are going to be done in the country to our north in the next few years. Caravan 97 in 1960 is going to call attention to the part the area bordered by the road 97 will play in its development.

Reprint
OKANOGAN CARIBOO TRAIL ASSOC.
P. O. Box 33
Wenatchee, Washington

Yakima Morning Herald

Dedicated to a Greater Yakima Valley

TUESDAY, SEPTEMBER 13, 1955

TED ROBERTSON, *Publisher*

1960 Deadline

Completion and full standardization of U. S. Highway 97 throughout its 1,648 miles from Weed, Cal., to Dawson Creek, B. C., has been given a 1960 deadline by the Okanogan-Cariboo Trail Association, which has just elected O. H. Erickson, of Yakima, its president.

This is an ambitious program. It is of prime importance to this great inland country east of the Cascades and we in Yakima County had better get with it in a big way.

The association is basing its deadline on representations made to it by British Columbia and Washington public officials. Evan Jones, British Columbia deputy minister of highways, promised completion of the Canadian part of the route, between Osoyoos and Dawson Creek, in four years. State Sen. George Zahn, of Okanogan and Douglas counties, said that by 1960 "it will be California to Dawson Creek on an excellent highway, blacktopped all the way." This presupposes completion of the Co-

lumbia River bridge at Maryhill, improvements in the Okanogan area, a new water level route north of Wenatchee, building of the 14-mile Blewett shortcut on Tronson Creek, and bringing the road up to standard in the Yakima area. This last need was asked of the State Highway Department by resolution.

When the Washington legislative interim committee on highways meets in Bellingham the latter part of this month, the Route 97 problem is expected to be discussed. Yakima is represented on this committee by Rep. Lincoln Shropshire.

Route 97 never has been the "darling" of the highway officials in any of the states and the province. It has been brought this far by meetings, by plugging, propagandizing and by proving to the motoring public that it is the fastest north-south highway. It needs further pushing, but the job can be done. We hope it will be by 1960.

TALKING IT OVER

With WILFRED R. WOODS

Last weekend at Oroville we attended a remarkable meeting of a remarkable organization. I refer to the Highway 97 group — the Okanogan Cariboo Trail Association.

This promotional organization has come a long ways since its early days of not-so-many years ago.

Begun as a means of improving roads and travel between Kelowna, B.C. and Wenatchee, it began to expand 10 years ago.

The group set eyes on the north country, where the completion of the Hart Highway from Prince George to Dawson Creek, B.C. gave the Northwest its first direct connection with the Alaska Highway.

It was in 1951 that the association sent its first caravan up that way. The Parsnip River was still a barrier at that time. But a delegation of Dawson Creek folks came down to meet us at the river that year. The following year, 1952, marked the completion of the bridge and the opening of the Hart Highway. Another caravan made the trip north for that occasion.

Again in 1955 more than 100 cars traveled north to Prince George for an association meeting.

And now the group is preparing for 10 times that number to meet at Dawson Creek in 1960 — the biggest caravan ever assembled!

The admission of Alaska to the Union makes this promotion even more timely as the eyes of the world are focused on this new state, its potential, and its future.

And now the association is looking southward, too. It is only logical that the extension of 97 to Mexico be made at once.

The route — just east of the Cascades and the Sierras the full length of Arizona, Nevada, Oregon, Washington, and British Columbia — is the quickest way from any one center of population to another.

As the longest single highway in the western hemisphere, it makes a truly dramatic package for promotional purposes.

The highway itself is rapidly being completed to first-class condition throughout its length (with the single exception of the Alaska Highway).

The dividends are already being received by those communities along this route in tourist dollars.

To continue this program to full fruition is the challenge to every community along its length.

TALKING IT OVER

With WILFRED R. WOODS

The Okanogan-Cariboo Trail Association Board of Directors met here last weekend to keep the affairs of the group rolling.

This organization has had an unusually successful history, especially in the past few years. The members have been enthusiastic, enough so to come 1,000 miles and more on occasion.

We learned not long ago that there is a U. S. Highway 97 up in Alaska (as reported in our last issue) from Fairbanks to Nome.

A new dimension to the organization has now appeared.

Instead of a highway from California to British Columbia, we suddenly have a highway from California all the way through Alaska to the Bering Sea!

Doing a little doodling, here is how the mileage works out from one end of the road to another. From Weed, Calif. to Dawson Creek is 1,460 miles. This is all U. S. and B. C. 97.

From Dawson Creek to Fairbanks is 1,523 miles, this road being the Alaska Highway. Highway 97 at the present time does not stop at Dawson Creek, but continues on up the Alaska Highway to the northern border of British Columbia, about 620 miles beyond Dawson Creek.

Then at Fairbanks 97 picks up again and carries on, over a highway largely unbuilt, to Nome, a distance of 600 miles.

Total distance from Weed to Nome is therefore 3,583 miles. All of this distance is Highway 97 except the stretch from the northern edge of B. C. to Fairbanks, 900 miles.

All that remains to make the whole route carry the same number is to add this designation to the part of the road in the Yukon Territory and the eastern portion of the Territory of Alaska.

The association asked that this be done in a resolution passed Saturday. It also asked for completion of the Nome-Fairbanks construction.

THE WENATCHEE DAILY WORLD

Reprint

OKANOGAN CARIBOO TRAIL ASSOC.

P. O. Box 33

Wenatchee, Washington

Page 4

FRIDAY, SEPT. 6, 1957

Neighbors Get Together At Annual OCTA Convention Here

Neighbors are getting together here this week-end for a convention. They are citizens of neighboring countries — the United States and Canada. They were brought together originally by a common interest — the improvement of the Okanogan Cariboo Trail. The rallying cry is "OCTA".

Their organization, the Okanogan Cariboo Trail Association, is not new. It dates back to the 30's. Purpose of the organization was then and is now to promote travel on and improve Highway 97.

We believe OCTA is one of the most successful highway promotion groups in North America.

When the organization was first formed, Highway 97 was just another road from California to the B.C. border. Now every community along it is proud of being on a highway that runs from Weed, California, to Dawson Creek in British Columbia.

It is now Highway 97 all the way. British Columbia changed designation of its section to B.C. 97 to make it easier for the motorist to follow. It is known as the "New Road North," the "River Route North," the "Route of the Fur Traders," and by other colorful names.

Figures tell the story of the road's popularity. In 1948, when OCTA was re-born, only 172,000 cars crossed the border at British Columbia. Last year 434,953 cars made the crossing. All the figures aren't yet in, but this year's total may pass half a million cars.

You can thank OCTA activity for much of that increase.

You wouldn't recognize the road today. It's a beauty through Oregon (a bridge at Maryhill and new approaches are coming). It's a beauty through Washington (Blewett Pass improvements are progressing, and hope is high that the Wenatchee-north section, worst on the highway, will be next).

It's a double beauty through British

Columbia (almost a complete new road has been built from Osoyoos north in five years; the Kelowna bridge will be done next year; the entire stretch to Dawson Creek will have been rebuilt and surfaced by 1960).

You can thank OCTA activity for pushing much of that work through to completion.

A special camaraderie has grown up in the organization. Many Americans made their first trip to Canada's Okanogan on a convention similar to the one being held here. They found their northern neighbors to be wonderful people.

You don't understand hospitality until you've been welcomed to Canada by an OCTA group. For that reason, the Wenatchee hosts are going all out to make the B.C. guests feel at home here.

The high regard in which OCTA is held by official highway builders is evident from a glance at the program. Washington's junior U.S. Senator will be main speaker Friday night. Directors of highways of Washington, Oregon and British Columbia are on the Saturday panel.

You're going to hear more from the Highway 97 boosters in the years to come. Their highway is destined to be the road that opens Alaska to United States tourist travel. Californians can follow a river grade road right up the interior of the Northwest states and province. When they get their oil completed to Dawson Creek in 1960, that makes a number one road right up to the Alaska Highway.

We have no fear that the program of road development will stop there. At Dawson Creek, you will still be 1,221 miles from Alaska — right through the northern heart of British Columbia. The caravan that is planned to run from California to Dawson Creek in 1960 will be a signal light. It will herald the beginning of a new international road — Mexico to Alaska.

It will be a New Road North.