

# CARAVAN 97

## TRAVEL HIGHWAY 97 OKANOGAN CARIBOO

### TRAIL

Mile "0"  
Alaska Hi-Way  
1,523 Miles  
To  
Fairbanks, Alaska



## Okanogan Cariboo Trail Association

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### OCTA NEWSLETTER

February 1, 1960

By: Chester C. Kimm, Manager  
for OCTA

### Hi-Lites of Activity

The OCTA Executive Board met in November

Wilfred R. Woods is the new President

Senator Warren G. Magnuson predicts that we can  
travel to Paris by automobile

Maryhill Bridge across the Columbia River near  
Biggs Rapids is making progress

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Tourist travel reminds me of the statement attributed to Benjamin Franklin. Good old Ben said, "People talk about the weather, but don't do much about it."

Sometimes I feel that we do a lot of talking about the tourist business without getting down to cases, and it has taken a lot of talking to put together the framework for CARAVAN 97 - but in the year, 1960, OCTA should see more action than in the last ten. Now let's get down to cases.

I am sure you remember, but just in case you have forgotten - there are three reasons why people travel to specific places to spend their vacations:



- (1) Because they've been there before.
- (2) Someone has spoken favorably or suggested the particular spot.
- (3) Because of advertising and publicity.

Let's analyze these three points briefly. Obviously if tourist customers are to return year after year they must be treated right which means good service and good accommodations and prices in keeping with quality.

Analyzing the second point: Every chamber of commerce and board of trade should have a program this spring, to make their own people conscious of the fact that the tourist business makes many jobs in the town; in fact, IF YOU WANT GOOD TOURIST PUBLIC RELATIONS IN YOUR OWN COMMUNITY THEN START NOW TO PLAN A TOURIST COURTESY PROGRAM FOR 1960.

The third point means a direct promotion program such as CARAVAN 97. This is advertising, publicity, and public relations all tied up in one package.

CARAVAN 97 can be the greatest tourist promotion that has ever taken place in the Pacific Northwest. With the new State of Alaska, which is "Trails End" on the North American Continent, coupled with hospitable British Columbia and a sprinkle of the "Spell of the Yukon" thrown in - communities in the states of Washington, Oregon and others to the south will do well to capitalize on this travel promotion by their "all-out" cooperation in the first year of the "sizzling sixties."



There will be lots of bulletins, telephone calls, many requests for local cooperation. In 1960 chambers of commerce, boards of trade, leading motels, hotels and business in general will be asked to participate directly in financing the promotional activities of the OCTA. When we send out bulletins, please read them. When we request information, please send it in promptly. And above all, when we send out statements, please answer with a check. (The more time we have to spend collecting money the less time we have to promote Highway 97.) Fortunately all chambers of commerce and boards of trade (with the exception of one or two free-riders) buckled up their belts and sent in their checks promptly in 1959, realizing full-well that the Association can't work without money. Several checks are already in for 1960.

Attached to this bulletin is a reprint with an arrow, marking the amount of money which has been available to another association. Our total budget last year was slightly over \$5,000. The table that appears on another sheet shows the constant increase in travel over the Oroville-Osoyoos Border.

So this year when we call for help, let's have it forthcoming immediately. If we who live on Highway 97 do not promote tourist travel on 97 - Who is going to?

P. S. 1: Remember, in 1960 - You can't do a JET promotion job with a JALOPY budget. Nineteen-sixty is the year to get our financial house in order and get underway to double the number of tourists crossing the Oroville-Osoyoos Border by the end of 1965.



P. S. 2: Please read the bulletin carefully - check the CARAVAN 97 schedule. Additional CARAVAN 97 material is available at the Wenatchee office upon request. Spread the word that the Wenatchee office of the OCTA - Box 33, must have the names and addresses of all those who would like to receive reservation blanks before May 1.

SPECIAL NOTE OF INTEREST

Williams Lake, British Columbia announces their 34th Annual Stampede, June 30, July 1 & 2, 1960. For additional information write to: Mrs. Dave Powell, Secretary, Williams Lake Stampede Association, Box 576, Williams Lake, B. C.

If your community has some special event, please let the office know the details and we will put it in the OCTA newsletter.

President Wilfred R. Woods has available a movie taken on his trip in 1958 showing the Okanogan Cariboo Trail from Oroville, Washington to Fairbanks, Alaska, plus some additional Alaska shots.

He would be glad to discuss participation in CARAVAN 97 with chambers of commerce, boards of trade and other civic groups. He may be contacted by writing to the OCTA office or by writing to: Mr. Wilfred R. Woods, Publisher, Wenatchee Daily World, 14 N. Mission Street, Wenatchee or telephone NOrmandy 3-5161.

Enclosed with this newsletter you will find the following:

1. Highway 93 Association reprint
2. Figures on border crossing
3. Highway 97 folder
4. CARAVAN 97 brochures and cards
5. CARAVAN schedule
6. "What the Newspapers Say about OCTA and CARAVAN 97"



# East-West Roads Said Overworked

By JOHN SCHMIDT  
[Herald Staff Reporter]

**KIMBERLEY** — North and south travel in Western Canada and the United States has been overlooked for many years and now tourist establishment operators have found it works something like the organization of highway associations on Route 93 from Mexico City to Fairbanks, Alaska.

"But many forget that a highway is a commodity which has to be sold to everyone," said Richard Ransom, field director of the North American Highway Association, addressing a convention in Kimberley Thursday.

♦ "It must be sold to the tourists and when the tourists start coming the legislators must be sold on improving the road," he added.

Too much emphasis has been put on building highways from east to west. He finds Albertans wanting good roads to go north in the winter and Americans are wanting good roads to visit Alberta. Mr. Ransom said one mistake Alberta is making is that it advertises its holiday season as only two months of the year—July and August—when spring and fall months will bring in nearly as many tourist dollars.

"I hate to travel myself when the roads are crowded," he said. Another criticism was that he finds too little initiative in the tourist business, especially in the Chamber of Commerce.

Alberta paid \$3,100 in support of the Route 93 group and organizations and individual tourist operators paid membership fees for an all-encompassing brochure of the route.

Mr. Ransom said that he isn't getting local co-operation in approaching individuals for membership. His agreement is that a local official accompany him. He was particularly critical of the situation in Calgary, although he has received help from K. I. Lyle, president of the Calgary Tourist and Convention Association. Mr. Ransom said he was desirous of quitting the job. Several other highways, including the Trans-Canada are seeking his services.

He agreed to stay if he can get 65 per cent of the gross for expanding the road from Guatemala City to Fairbanks to cover 7,000 miles. The association operated on a \$28,000 budget last year. He advises all cities to mark their attractions by using large highway signs. He cited the example of the host city with its beautiful flower gardens, but tourists are not aware of them. Reporting as an Alberta delegate Jack Kerr of Frank said that although the No. 93 route through the Crownsnest Pass is 100 miles shorter than any other route north, 40 more miles would be cut off when a paved road is completed between Lundbreck and Calgary. A good road is being constructed between Carway and Fort Macleod to bring in U.S. tourists.



OKANOGAN CARIBOO TRAIL ASSOCIATION  
P. O. Box 33                      Wenatchee, Washington

BORDER CROSSING FIGURES  
Oroville-Osoyoos Line

These figures were received from the Bureau of Customs at Oroville and from the Canadian Immigration Service at Osoyoos. These figures are the total north and southbound - number of persons during the tourist season of May through September.

1948	176,635
1949	226,068
1950	228,135
1951	242,942
1952	289,090
1953	346,543
1954	352,498
1955	421,655
1956	434,953
1957	462,488
1958	464,969
1959	470,498