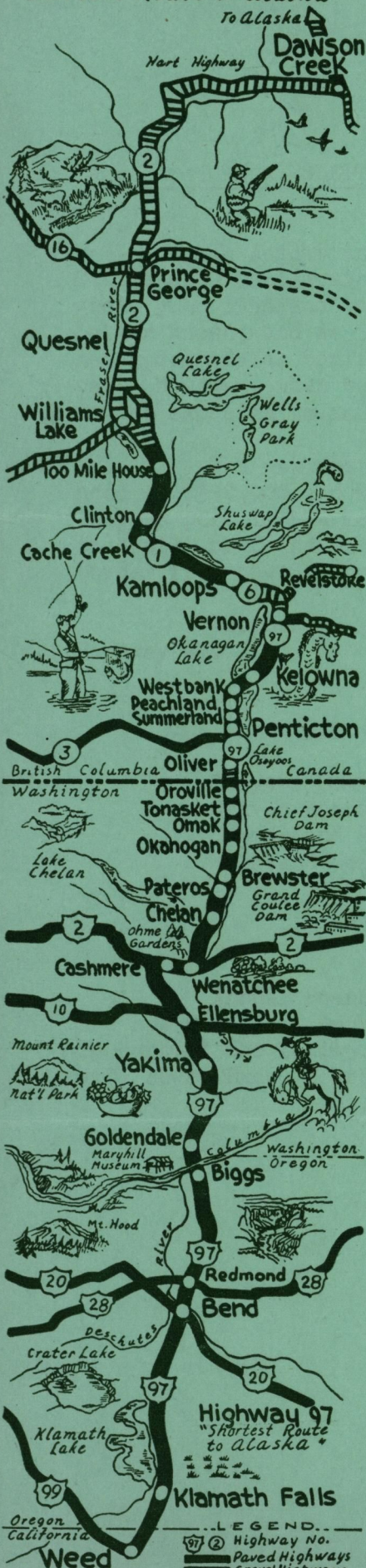


# OKANOGAN-CARIBOO TRAIL "Shortest Route to Alaska"



## Okanogan-Cariboo Trail Association

### NEWS LETTER

Kelowna, B.C.,  
February 20, 1953.

In November, 1952, your president, R.P. MacLean, addressed the Summerland Board of Trade and the Rotary Club in Penticton on the merits and objectives of the Okanogan-Cariboo Trail Association.

Up to the middle of October, 50,000 more persons had crossed the border at Osoyoos into Canada than during the previous year. A great percentage of this increase, it is felt, was due to the opening of the John Hart Highway north of Prince George, with the completion of a temporary bridge over the Parsnip River on July 1st. This route, known as Highway 97 on association maps, now provides a shorter and more direct link with Alaska - joining the Alaska Highway at Dawson Creek.

The opening of this new route had been a major objective of the OCTA for some years. The association now must continue to press for improvement of the highway in many sections to justify the publicity given this new route.

The following are excerpts from an article printed in the Kelowna Courier:

"In the months of May, June, July, August and September, 290,305 persons passed through the Customs Port of Osoyoos. This was an increase of 47,230 over the same period last year (1951). South-bound traffic was up approximately 20,000 while north-bound was up 28,000.

During the 5 months there were 77,549 Canadians who went South through the Port and 76,002 who returned via that port. U.S. citizens south-bound numbered 69,455 while those north-bound totalled 67,299. A total of 33,739 more Canadians used the port in 1951 than did in the same period a year prior, while the increase in American traffic was 13,491.

The difference in the increases of the 2 groups may be accounted for to a large degree by the altered exchange picture. No longer were the U.S. travellers getting a 10 per cent premium on their dollar, whereas the Canadian no longer is forced to pay a 10 per cent discount, getting instead a 3 or 4 per cent premium.

At Osoyoos, the Canadian Customs staff consists of 12 Customs employees and 5 Immigration men.

Since completion of the John Hart Highway, considerable traffic has entered the U.S. at Oroville direct from Alaska, having used the Hart Highway, the Cariboo and the Okanogan Valley, Highway 97.



In August and September, an average of 5 cars a day entered the United States at Oroville after using this route. This traffic is expected to increase greatly in 1953 and the following year as the fact that the route is open, becomes better known, and as the highway is improved. It is not now satisfactory for heavy commercial traffic, although some commercial shipments have been routed that way. However, when better bridges are available, much heavy commercial traffic may be expected to and from Alaska via Osoyoos.

The new Customs and Immigration building at Osoyoos cost in the neighbourhood of \$350,000 and was designed to meet an increasing flow of traffic. The Osoyoos port is the most modern and one of the most attractive of the smaller ports that will be found on the Canadian side anywhere along the entire length of the border from the St. Croix River in New Brunswick to the Pacific Coast."

Osoyoos is the first Canadian city one enters on crossing the border on Highway 97.

NEW MEMBERS IN THE O C T A.

Osoyoos Board of Trade. (Ralph R. Horner, Director.)  
Oliver Board of Trade. (W.B. Pearson, Director.)  
Summerland Board of Trade.  
Falkland-Westwold Board of Trade.

M E M B E R S H I P D U E S

Annual Board of Trade, Chamber of Commerce and individual membership dues are now payable. Americans should remit to Lew Garbutt, U.S. Associate Secretary in care of the Yakima, Washington Chamber of Commerce. Canadians should remit to J.D. Bews, Exec. Secretary-treasurer, 803 Bernard Ave., Kelowna, B.C.



### DIRECTORS' MEETING.

On February 13th, your president met a number of directors of the Association at Wenatchee to discuss tentative plans for this year. It was an informal meeting as these directors happened to be present at the selection of the Washington State Apple Blossom Festival Queen. Fairly representative of the Association's communities, directors from the Canadian side were from Kamloops and Kelowna.

After considerable discussion it was felt that the annual conference might be held earlier than usual and thus eliminate the need of a Spring directors' meeting. As the conference is due to be held on the Canadian side this year, and as this is Kamloops Diamond Jubilee year, it was suggested that that city might be a good place to hold it. Mr. Glen Garvin, secretary of the Kamloops Board of Trade assured the meeting that Kamloops would welcome the conference.

Tentative date suggested was June 6th, Saturday. This follows Coronation and Memorial Day, and would seem to be the first available date.

A number of important matters are already on the agenda, some of which may have to be gone into at an earlier date.

The meeting also suggested that a further supply of the Trail strip maps should be made available to Chambers of Commerce and Tourist Bureaux at once. This matter is now in hand. It would be appreciated if the various Chambers and Boards would advise the secretary the number they would require for distribution.