

THE OKANAGAN CITIES



VERNON



PENTICTON



KELOWNA

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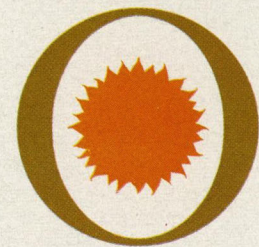
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THE OKANAGAN Canada's Valley of the Sun

THIS SUMMER, for fun in the sun — sun you can be sure of — come to the breath-taking splendour of the Okanagan Valley. Frolic on the beaches, in the sparkling waters of myriad lakes in this Valley of the Sun in Canada's most beautiful province, British Columbia. Enjoy the vacation of a lifetime at truly low, low cost.

Come to the Okanagan in winter too . . . for the thrills and spills of sport on the ice, on snow-laden mountain slopes.

Come in spring or fall . . . for some of the finest fishing and hunting you've enjoyed anywhere.

Come in late spring for mile upon mile of fragrant, dazzling fruit blossoms unrivalled in North America.

Come anytime for scenery of unsurpassed grandeur and majesty and ever-changing variety . . . for a climate of surprising benevolence . . . a high, dry country with a yearly precipitation of only 10-12 inches, over 2,000 hours of sunshine.

Great mountain peaks — some more than a mile high, enclose the valley. Countless lakes of sparkling waters and many colours combine with sandy beaches, fertile bench fruitlands and rolling farmlands to form a many-hued kaleidoscope of beauty in the Valley basin.

Within the Valley, three growing and progressive cities — Penticton, Kelowna, Vernon — together with several smaller communities — vie with one another to assure the visitor of every modern facility, service and accommodation — 175 hotels, motels, resorts to serve you. And hospitality is unbounded.

In the Okanagan, nature has provided a land where you can enjoy every conceivable form of recreation within easy reach of major centres of the Pacific Northwest . . . where you can just plain loaf and soak up the sun . . . where you can lose yourself among the wild and rugged beauties of a bounteous nature . . . a land where fighting fish rise to fly or lure in countless lakes and streams, where upland birds and game abound in many forest slopes . . . a truly unspoiled vacationland. Come this year to the Okanagan for a vacation you'll wish to repeat again and again.

KELOWNA

Regatta City, Home of Ogopogo.

Kelowna, midway along the shores of 85-mile-long

Lake Okanagan, has a climate that's been called the finest in Canada. It's the home of Canada's foremost annual water show, the Kelowna International Regatta, held in early August.

You can't visit Kelowna without hearing about Ogopogo — a monster, it's said, with threshing serpentine body and sheep-like head who lives in the depths of Lake Okanagan. Hundreds swear



they've seen him.

Ogopogo aside, the attractions of Kelowna are many . . . superb beaches and excellent boating facilities . . . one of the most sporty and scenic golf courses in British Columbia . . . a fisherman's paradise comprising 25 lakes within a radius of 60 miles . . . Canada's only floating bridge . . . to name the highlights.

And The Regatta. Held annually since 1906, it's the big event of the year bringing Olympic swimmers, divers and other aquatic stars . . . spectacular and colourful night shows with thrilling and intricate water numbers . . . a different and unforgettable experience.

Why not make your visit coincide with this thrilling show?

KELOWNA: Population 12,500; 4 hotels, 14 motels; 6 banks; 5 parks (3 on lakeshore); 2 theatres; Golf and Country Club; 27 churches; 6 service clubs; sports and civic arenas; department stores and shopping centre.

VERNON

Sunshine, Apples, Powder Snow.

Heart of the McIntosh apple country . . . that's

Vernon, northernmost of the three Okanagan cities. Three thousand square miles of sun-bathed lake-land — that's also the Vernon area.

And, on the threshold of the rugged Monashee range, the 6,200 ft. Silver Star Mountain, offering one of the longest and sunniest ski seasons in Western Canada — that's Vernon too.

Set between three lakes — Kalamalka (lake of



many colours), Okanagan and Swan — the city and surroundings offer several safe and sandy beaches to invite the summer visitor to bathe and bask, or take to the water in boat or on water skis. A city for the special enjoyment of youngsters too — in the heart of Vernon is delightful Polson Park with its fishing pool for children only.

Centre of a sportsman's paradise, the area has countless lakes and streams breeding the fighting Kamloops trout. In the hills rising beyond, partridge, pheasant, elk, deer and bear are there for the taking in season.

And again, Silver Star — home of the Vernon Winter Carnival held early February — midwinter fun for a midwinter lift . . . blue skies and sunshine . . . powder snow measured in feet . . . the best ski conditions in Western Canada.

VERNON: Population 10,000; 4 hotels, 12 motels; 5 banks; 5 parks; 2 theatres; facilities for all sports; modern department stores and supermarkets; 22 churches; 6 service clubs; sports and civic arenas.

PENTICTON

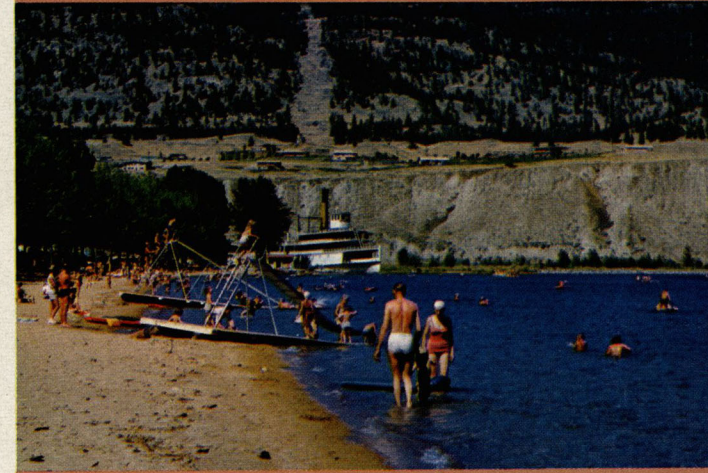
Peaches, Beaches and Blue Waters.

Set between two of the world's most beautiful lakes

— one hundred miles of blue, blue waters — Penticton offers glorious sunshine and miles of the finest safe, sandy beaches . . . the Riviera of British Columbia.

The largest of B.C.'s interior resort centres, the city boasts the widest variety of features for an interesting, exciting vacation.

Go boating on protected reaches . . . swim in 75-deg.



waters . . . bask on the beaches. Enjoy the annual week of fun and celebration in the Penticton Peach Festival held every August . . . swing your partners in the largest outdoor square dance in Canada . . . relax in the sun — and save money — picking your own fruit from orchard trees.

Golf? Visitors are welcome to the 18-hole course and new clubhouse facilities. Or go trail riding, water skiing, skin diving. Try your hand as a rock hound — free location maps are available. Fishing? Many lakes and streams offer fighting trout a-plenty.

And — wonder of the space age — be sure to visit the government astrophysical observatory with its famed radio telescope.

PENTICTON: Population 14,000; 6 hotels, 42 motels; 5 trailer camps; 24 parks; Yacht Club; 6 banks; 4 theatres; 16 churches; 5 service clubs; department stores and shopping centres; sports arena.

OKANAGAN VALLEY



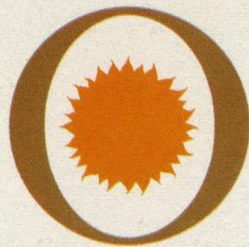
So much to see



So much to do



Canada's Valley of the Sun



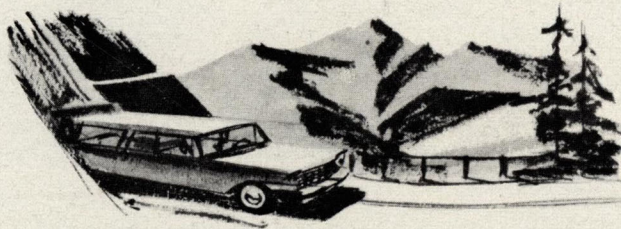
THE OKANAGAN

So easy to get there . . . so much to fill your days with pleasure

So easily reached and so much to do for so little cost. That's Okanagan vacationing in a quick capsule.

Nowhere else — if it's variety in vacationing you're after . . . the new, the different, the ever-changing scene and pace . . . or just plain relaxing in one spot — does the cost of vacationing pleasure come so modestly.

You need never leave the Okanagan with an empty pocket or without a feeling of wanting to come back again and again.



EASILY REACHED: From Pacific coastal areas, drive via Highway 1 — the Trans-Canada — Vancouver to Hope; thence via scenic Highway 3 over the majestic Hoza-meen range to Princeton and Keremeos where the Okanagan area begins. Or, there are daily plane, train and bus services.

From inland, in the Pacific Northwest, it's U.S. highway 97 to the border at Oroville. Once across to Osoyoos (stay on 97) you've started your Okanagan vacation. From eastern Canada, completion of the Trans-Canada over Rogers Pass (in 1962) puts Calgary just an easy day's drive away.

SO MUCH TO SEE: Though you can whistle through the Okanagan Valley's 150 miles in hours — and glimpse much — you can spend weeks here and there and still not really see it all.

Off the main highways — and right alongside — are scores of points of interest, many hidden pleasures. In the clearly-designated tourist offices in the cities, they'll gladly plot interesting, scenic side trips for you, point the way to places to visit, things to do. Or enquire at your hotel, motel or campsite — Okanagan people are proud of their homeland and happy to help you enjoy your vacation.

Here are just some of the things you'll want to know about to make your Okanagan visit more interesting, more meaningful.

IT'S INDIAN LAND: This is former Indian territory from the moment you glide inside its borders. Few are the place names that do not commemorate an Indian past, descriptively vivid: *Keremeos*: the crossing or swimming place for horses. *Penticton*: where the people stay all year 'round — or, forever. *Naramata*: from the denizens of the spirit world. *Kelowna*: grizzly bear. *Vernon*: originally 'Hun-cul-deep-moose-chin' — and try that on a resident: the jumping-over place.



Kalamalka: lake of many colours. But not all is Indian: Oyama, halfway between Kelowna and Vernon was named after a Japanese first war general.

CORNUCOPIA: The Okanagan Valley has many thousands of acres of rich, fertile land which, blessed by climate and nurtured by modern irrigation systems, makes it the prime tree-fruit growing area in Canada. Apples, peaches, pears, plums, apricots, cherries, prunes — the Okanagan has them all, and much besides.

As you travel through the Valley you'll see orchard after orchard resting on the benchlands or drifting lazily down to lakeshore. Visit several. In most, when the fruit is ripe you'll be invited to pick your own fruit at low orchard prices. And if you come in May you'll see a display of blossom such as you've never seen before.

MUCH HISTORY HERE: A little over 100 years ago this was still wild, virgin land. Only the Indians came and went. Then came priest and entrepreneur. The marks they all left endure.

On many a mountain slope you can see pictographs carved and ochred on rock faces to record the lives and times of the Indians. Not far out of Kelowna, along the west shore of Lake Okanagan rests the first foothold of white civilization in the Okanagan. It's Okanagan Mission where the first priests settled, and in 1861, the first marriage was performed. In Vernon lies the history of the first Okanagan



stage coach service: Barnards — perpetuated in the name of the city's main street.

All through the Valley look — and enquire — for relics of the fascinating past.

MUCH THAT'S UNIQUE: Where else in North America — or beyond — can you find a lake that changes its many colours before your eyes? Only along the shores of Kalamalka, near Vernon.

Where else so much that's different, unique? Cathedral Lakes — a region of fish-filled glacier lakes — the most striking mountain formations in many miles of mountain country . . . in the same area, the lovestone or standing rock of peculiar shape with Indian legend attached to it . . . a mountain that's gashed to spell out the letter 'K' . . . a whim of nature has fashioned a cliff into a lifelike picture of horse and rider. Osoyoos zucca, monstrous melons weighing 150 pounds at maturity whose

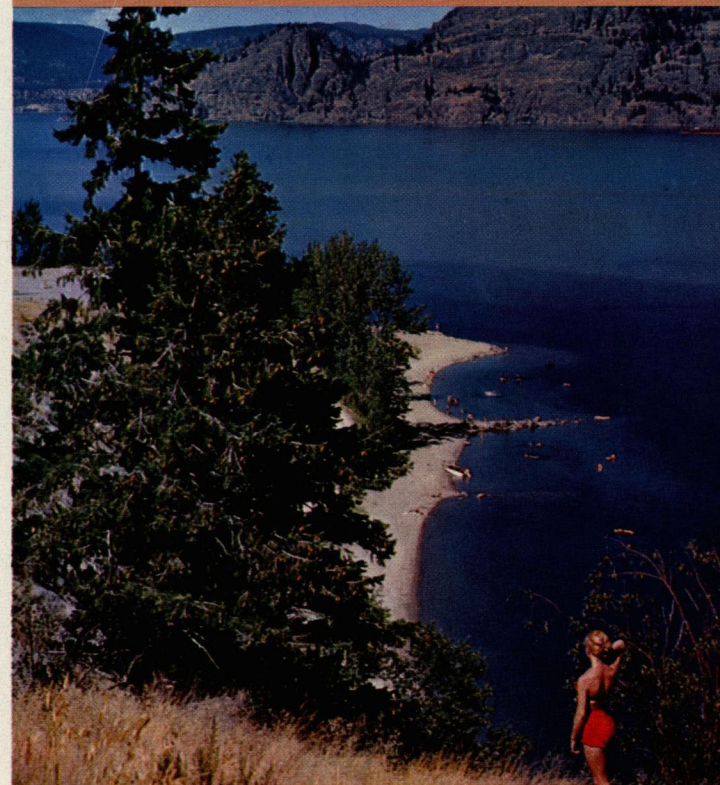
vines spread so quickly you can almost see them grow.

These are but a few of the oddities with which the Okanagan abounds.

LAKE OF MYSTERY: Does Lake Okanagan's 'denizen of the deep', Ogopogo, really exist? Maybe — for many reputable citizens claim they've seen him. He's not, however, the only mystery of the lake. They tell of another big snakelike creature rolling off a rocky point; long, dark objects in the lake; two horses being pulled behind a boat and gobbled up.

And what about 'the Little People'? These, they say, are mermaid-like creatures who've been seen by Squally Point, just south of Kelowna.

Look for yourself, and . . . luck!



OKANAGAN VALLEY TOURIST ASSOCIATION

Your enquiries welcomed at these offices:

VERNON: Chamber of Commerce, Polson Park.

KELOWNA: Chamber of Commerce, 1470 Mill St.

PENTICTON: Chamber of Commerce, 214 Main St.