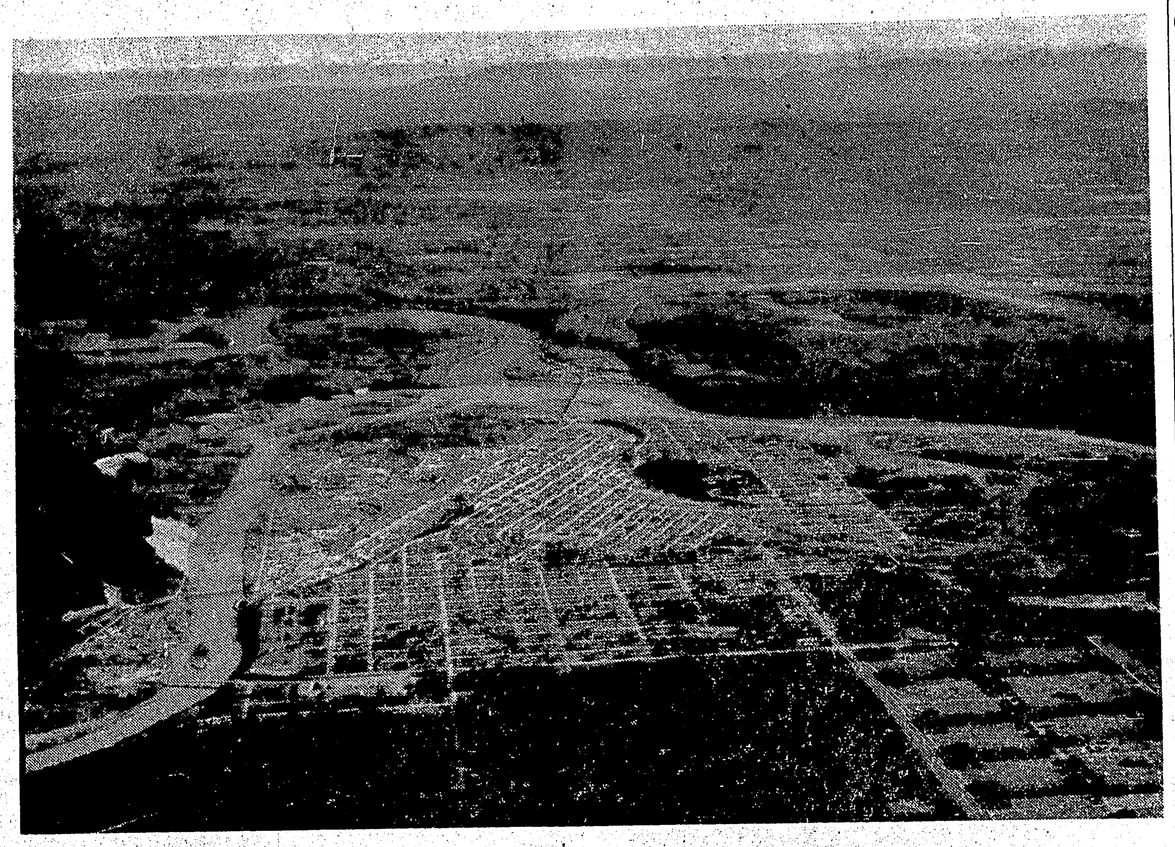
PRINCE GEORGE CITY COULD BE 2ND LARGEST



...GROWING CITY OF PRINCE GEORGE NOW HAS POPULATION OF 15,000

Unlimited opportunities foreseen in destiny of central metropolis

Prince George, now a city of 15,000, could become the second largest city in British Columbia.

Entering an era of unlimited opportunities in development and expansion, the destiny of the centrally located city has a future which could not be brighter.

Indications are that this year will see the start of several major projects in the northern part of the province in which Prince George will undoubtedly play an important part.

Because of this imminent development in 1960, plus the potential of untouched resources, city businessmen are convinced that Prince George will play a leading role in the economy of B.C.

The Peace River Power Development Company has approved plans for a hydro project which will create a storage reservoir approximately 200 miles long, with a surface area of over 900 square miles.

This will be the largest usable storage capacity in North America, being some six times that of Grand Coulee.

Located in the Rocky Mountain trench area around Hudson Hope on the Peace River, this project will create 4,000,000 horsepower of electrical energy, ample to provide the needs of all industries in the foreseeable future.

A sustained production of pulp exceeding 1,000 tons per day could be provided within a 100 mile radius of Prince Rupert indicated in a recent survey.

The lake formed by the development of the Peace River hydro will make available enough timber to support at least four 450 ton pulp mills on a sustained yield basis.

The new rail link with the north is expected with the Wenner-Gren (B.C.) Development Company plans for constructing a 700-mile railway starting just north of Prince George and terminating at the B.C.-Yukon border, south of Whitehorse.

Expected to take three years to construct, the railroad will ultimately connect with Alaska and provide that country's first rail link with the United States.

Previously inaccessible, the country rich in mineral and timber resources should provide tremendous opportunities for new industries.

Highway 16, from Prince Rupert through the rich timber and farming areas of Central British Columbia is being extended to McBride, ultimately to join the Alberta highway system at Jasper.

Some 700,000 acres of potential agricultural land lie in the area from McBride on the east to Terrace on the west, and the increasing population of northern B.C. should, in turn, provide an ever-increasing demand for agricultural products.

While the tourist industry of northern B.C. is still in its infancy, the possible completion this year of paved roads west to Prince Rupert should result in a rapid increase in tourist traffic, anxious to take advantage of some of the world's finest fishing and hunting, or to admire the scenic splendor along the route.

ALTERNATE HIGHWAYS

And again the completion of Highway 16 east to Jasper would provide an attractive alternate route for the large number of tourists who frequent the National Parks.

...SEA PLANE BASE ON FRASER RIVER

Situated at the junction of two important railroads—the Pacific Great Eastern, which connects with Vancouver, Dawson Creek and Fort St. John, and the Canadian National, which joins Prince Rupert and Edmonton, the city is also a crossroad of three highways—No. 2 from Vancouver, No. 97 from Vancouver, No. 97 from the United States border through the Okanagan to Dawson Creek and Alaska, and No. 16 to Prince Rupert.

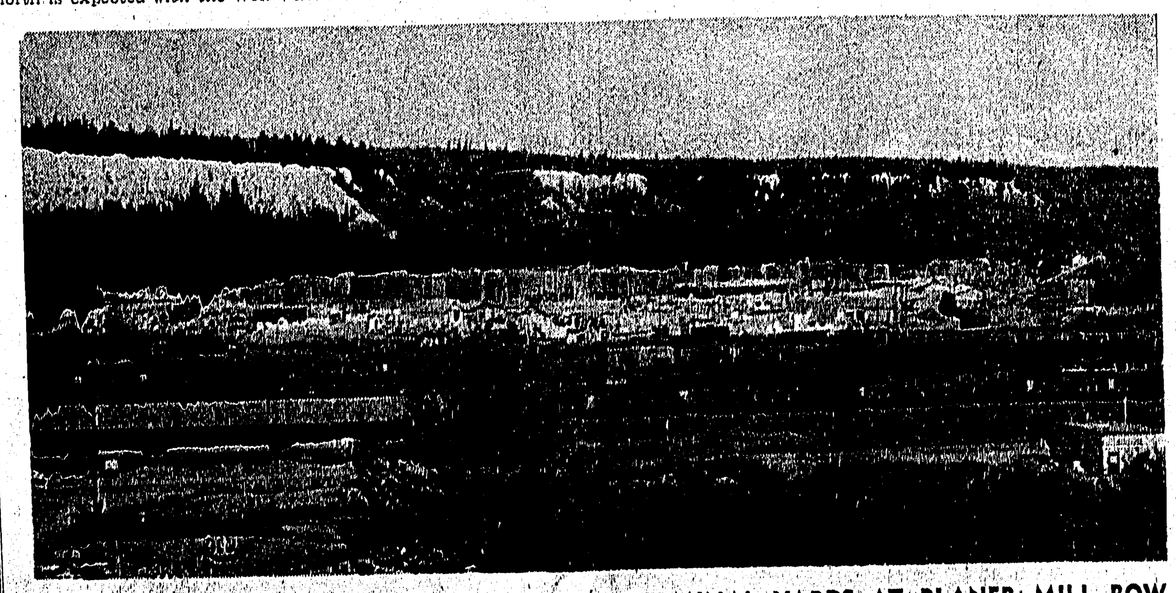
Growing from 6,300 in 1949 the central north metropolis has now six trucking firms, three bus companies, daily air flights operated by the Canadian Pacific Airlines from an "A" airport, as well as charter flights available through Pacific Western Airlines and Northern Mountain Airlines Limited.

Inland Natural Gas Company recently completed the installation of a distribution system in the city and is supplied with gas from the nearby Westcoast Transmission main pipeline to Vancouver.

Electricity for Prince George and surrounding district is supplied by the B.C. Power Commission and is now produced by a newly-constructed gas - diesel generating plant.

A 120-bed hospital opened this year, new and modern stores and super-markets, a new provincial government building and many other up-to-date facilities are serving the rapidly expanding area.

Recreational, housing, educational facilities and churches of all denominations are available to supply the spiritual needs of the growing centre, inspired by a progressive City Council, an active Board of Trade and Industrial Development Commission.



...ACTIVE CANADIAN NATIONAL RAILWAYS TERMINAL YARDS AT PLANER MILL ROW

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