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LIGHT...

HEAT..

ORTHERI BRITISH

POWER

Prince Rupert Makes Good

(Continued from Page 2)

Prince Rupert has weathered Prince Rupert." paid ahead of requirements.

and disposal works. It has fully modern and highly efficthirteen men. Four municipally owned parks dot the City as well as a beautiful park owned and maintained by the Canadian Naeum has been re-opened to the public this year with municipal aid and offers a very fine collection of Indian exhibits as well s other interesting material. Public restrooms are owned and maintained by the municipality Electric light and power are supplied by Northern British Columbia Power Co. Ltd.

ment. Thousands of war workers and members of the armed forces were crowded into Prince Rupert. Streets. sidewalks, and all public utilities were subjected to unprecedented strains at a for maintenance and repair (not obtainable. The result was one large "headache" for the City fathers. However, these conditions are gradually being overcome and the present era of prosperity, based, as it is, upon permanent development, will see the rehabilitation of our public utilities commensurate with the thriving town Prince Rupert has now become.

THE SKEENA HIGHWAY

So many wartime and post-war developments have contributed to Prince Rupert's present enviable position of stability and permanence that it is impossible to put any one factor at the top of. the list. But certainly very near he top must be placed the opening of the Skeena Highway. This Prince Rupert's early residents, still a significantly potential pared. However, energy and space prohibits going on with the hardly dared to hope would ever come true; the dream of highway connection with the outside world. Completed in 1944, and opened to unrestricted civilian traffic in 1946. Prince Rupert's highway is still unknown to many. Residents of Prince Rupert wax very wrathy (and justifiably so) as continued true stories reach us of motorists being warned in the South that they "can't" get to Prince Rupert be-

cause the road is "impassable" or because "there is no road to

some very difficult storms. In In 1946 the local Public Relathe era now past and done with, tions Council advertised a medal Prince Rupert suffered several for the first motorist to travel disappointments, due first to the from Halifax, N.S., to Prince Ruwar of 1914-18 and then to the pert, B.C., by an all-Canadian depression of 1929. For several route. In a matter of weeks the years the City was administered medal was claimed by Chief by a Commissioner. But Prince Petty Officer and Mrs. Paige of BUSINESS SUMMARY Rupert is now back firmly on its Halifax who made the trip durfeet. The City has a gross as- ing C.P.O. Paige's naval furlough. Prince Rupert to gaze into a dis- employed. Once the plant is in sessed value of \$12,306,182. Its In 1947 a similar medal was of- tant future. The possibilities operation, it is expected about gross revenue in 1946 was \$598,- fered for the first motorist to and potentialities must not—on 1000 men will be employed be-833.58. As at July 1, 1947, there drive from Florida, U.S.A., to any account—be lost sight of; tween mill and woods. were 470 trade licenses issued by Prince Rupert. In less than two but for the moment let us conthe City for the current year. | months Capt. Henry Slayton and fine ourselves to the present and original output of some 250 tons Prince Resert has its sinking son, Dick, of Tampa, Florida, had the actual. Prince Rupert is the of celanese pulp per day, wil funds not only up to date but taken the medal away with them. most important fishing town on cover an area of about 15 acres. Capt. Slayton's motoring time Canada's Pacific Coast, halibut To produce 250 tons of pulp per Prince Rupert owns its own from Tampa, Florida, to Prince capital of the world, and high day, about 250,000 board feet of telephone service, waterworks, Rupert was 12 days. These and in the production of salmon, cod, logs will be required. Hemlock, sewage system, garbage collection many other motorists who have herring, flatfish, fish liver oils spruce and balsam are the spec- several weeks now surveys for While the Celanese of visited Prince Rupert from vari- and other sea foods. ous parts of Canada or the U.S.A. A GREAT NEW INDUSTRY ient fire department employing have referred to their trip A second permanent major surrounding Prince Rupert and ment is about 20,000,000 gallons. ulose Company, a British tional. The Northern B. C. Mus- ic highway will attract an ever of Celanese Corporation of Amer- where it will be used in Celanese power by steam at Port Edward. is president of Celanese

and Alaska. The slogan "Via Prince Rupert. World War II brought great In fact this is the only motor ships operate five ships calling activity to Prince Rupert—but it route available to travellers here, Canadian Pacific three, and make a living. What sort of also brought, and left, its pecul- whose time is limited. Prince Canadian National one. Both place is it to live in? iar problems for city manage- Rupert is 40 miles from the Alas- later companies will have aug- Prince Rupert is a city of tinue their journey by road.

who are coming.

THE PORT

There are greater ports in the Skeena Highway. and the Salvation Army Divis-Canada than the Prince Rupert It is significant and a clear in- ional Commander makes his of today, but there are none bet- dication of the importance as- headquarters here. There are ter fashioned by nature. World cribed to this area by the trans- three elemntary schools, a high experts concede Prince Rupert as portation companies that Can-school, a Roman Catholic school of international commerce. Had Canadian Pacific are now build- Government Liquor Store revened and disrupted all C. M. place wartime losses. fulfilled a dream of many of tory would have been very dif- an industry has most likely those usually found in much can stop the eventual develop- the volume offering. ant place in which to live, or for ment of Prince Rupert into one So far this article has consid- a summer vacation, visit,—the

make the eventual fulfilment of the early pioneers' plans a PULP MILL certainty. Exports, imports and transhipments will flow through the Port of Prince Rupert in

more than justified.

through British Columbia to the basic industry is here with the in the lower Skeena and Naas The company hopes to obtain bia incorporation is the "Sunset Port" as the best motor establishment of the much-ad- River valleys. trip they have ever made. As it vertised fifteen million dollar The product will be shipped by ern B. C. Power Co., but is also Port Edward project becomes better known, this scen- cellulose plant by a subsidiary rail and ship to the United States | making plans for production of | Harold Blancke of w growing stream of travellers. ca. Organized on a sustained Corporation's various textile Coal for the power plant as well tion of America. Genral Prince Rupert's problem now is yield basis to operate in perpet- manufacturing plants. The site as for producing the steam re- der is vice-president and not how to attract tourists. but uity, the importance of this in- is contiguous to the Canadian quired in cooking and drying the Richards is treasurer how adequately to care for those dustry to Prince Rupert and cen- National Railway and is abutted pulp will be obtained from the The new highway is also prov- phasized. Increasing numbers ed States Army during the war. ing to be an important factor in of smaller industries, primary the nature of which is ideal for travel between the United States and secondary, are locating in deepsea shipping.

Prince Rupert is the Shortest As to transportation, a quick derived from Prudhomme Lake Motor Route to Alaska" is true. clance shows that Union Steam- bout eight miles away. For rights into Prince Rupert over olic Church Bishops reside here

the third best natural harbor in adian Pacific Air Lines and and businss college. Prince Rupthe world. The builders of the Briggs Steamship Co. inaugur- ert's Civic Centre is the envy of Grand Trunk Pacific (forerun- ated their services this year, the west; built as a YMCA for the ner of the Canadian National) Union Steamships put three new forces during the war, this fine and the founders and pioneers vessels into service on the North- plant must be seen to be appreciof Prince Rupert, pictured this ern run in the past twelve ated. A fully modern theatre port as a stage on the highway months. Canadian National and provides entertainment, and a the first Great War not inter- ing vessels for this route to re- freshment. There are several

Hays' plans, Prince Rupert's his- The tourist industry—for it is ping facilities comparable to ferent. But Prince Rupert is caught Prince Rupert poorly pre- larger centres. There are-but port—that was demonstrated by enterprise should make up for list. the American Army during the lost time, and facilities should For opportunities to prosper in Second World War. Nothing soon be available to take care of business or industry, for a pleas-

of the important harbors of the ered Prince Rupert as a place to answer is PRINCE RUPERT.

world—its location and the rich- \$15,000,000 ness of the territory tributary to

(Continued from Page 6)

mighty volume. If one could ert will get all the business. stroll into the future and see Indeed, the company is aready Prince Rupert 50 years from now interesting itself in the retention the most optimistic of our pres- of housing accomposation in the ent day "visionaries" would be city.

During the construction of the plant, which starts with the rock But it is not necessary now for removal, some 400 men will be

The plant, which will have an

tral B. C. cannot be over em- by a great dock built by the Uni- central interior.

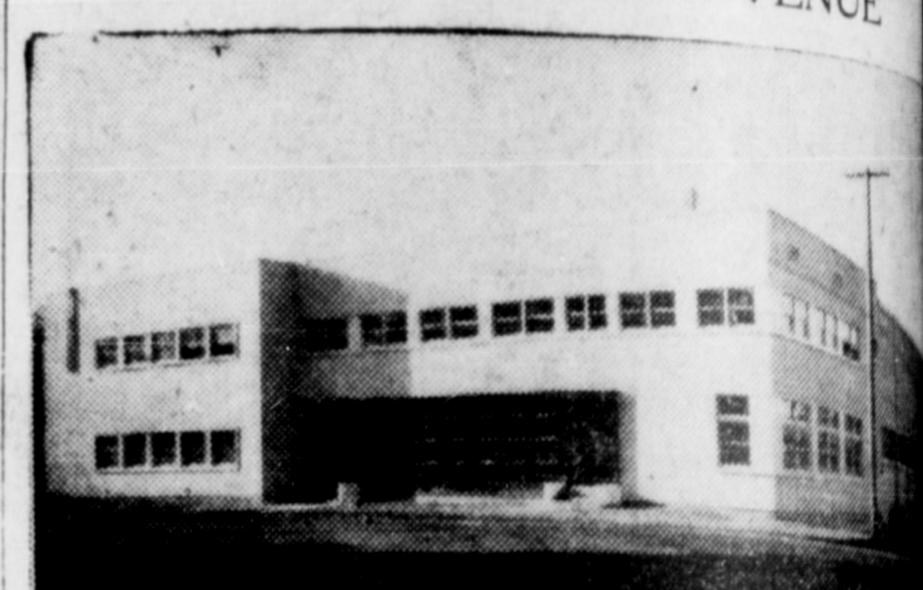
Water for the plant will be

kan border, it is 90 miles from mented fleets next year. Briggs homes and a homey city. It of-Prince Rupert to Ketchikan. Steamships operate a regular fers prospective residents many Cars can be shipped to Alaska or service north from here. Other advantages and few disadvantstored at Prince Rupert. Incid- freight services operate into ages. An equable climate, an exentally. American cars when ac- Prince Rupert non-chedule. Can- cellent health record, a minimal companied by the owners may adian National Railways provide crime record, a friendly and cotime when men and materials be shipped into Alaska on Can- east-west transportation, passen- eperative atmosphere and an unadian vessels. This traffic is not ger, freight and express. Cana- urpassable beauty of location. to mention expansion) were un- all one way. Alaskans, going to dian Pacific Air Lines operate a There are eight recognized churthe States for a visit, ship their daily air services to and from ches in the City. Besides the cars to Prince Rupert and con- Vancouver. Applications are local ministers both the Church pending for licensed trucking of England and the Roman Cath-

hotels and restaurants and shop-

Prince Rupert Daily News SECTION ONE

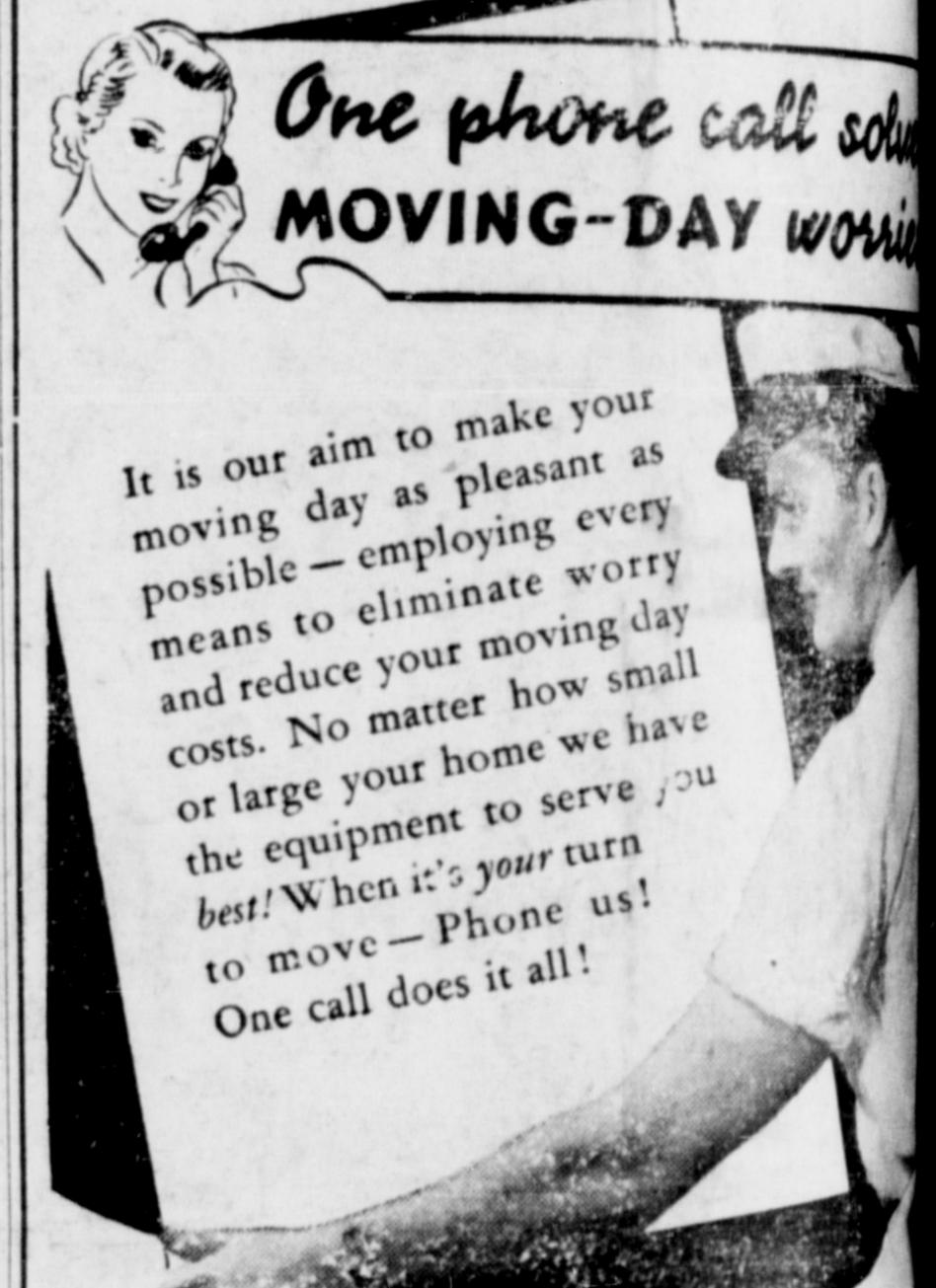
CONVENTION VENUE



Prince Rupert's \$200,000 civic centre where the st all activities of the annual convention of the Associated of Trade will be centred. This civic centre is the pride at Rupert and the admiration of all visitors. Few cities country, large or small, have anything to equal it.

ies used. The company holds the long water line have been tion of America is the large timber stands on the coast under way. Daily water require- company, the Port Education electrical power from the North- holding company of the

Investigate the Ruperts



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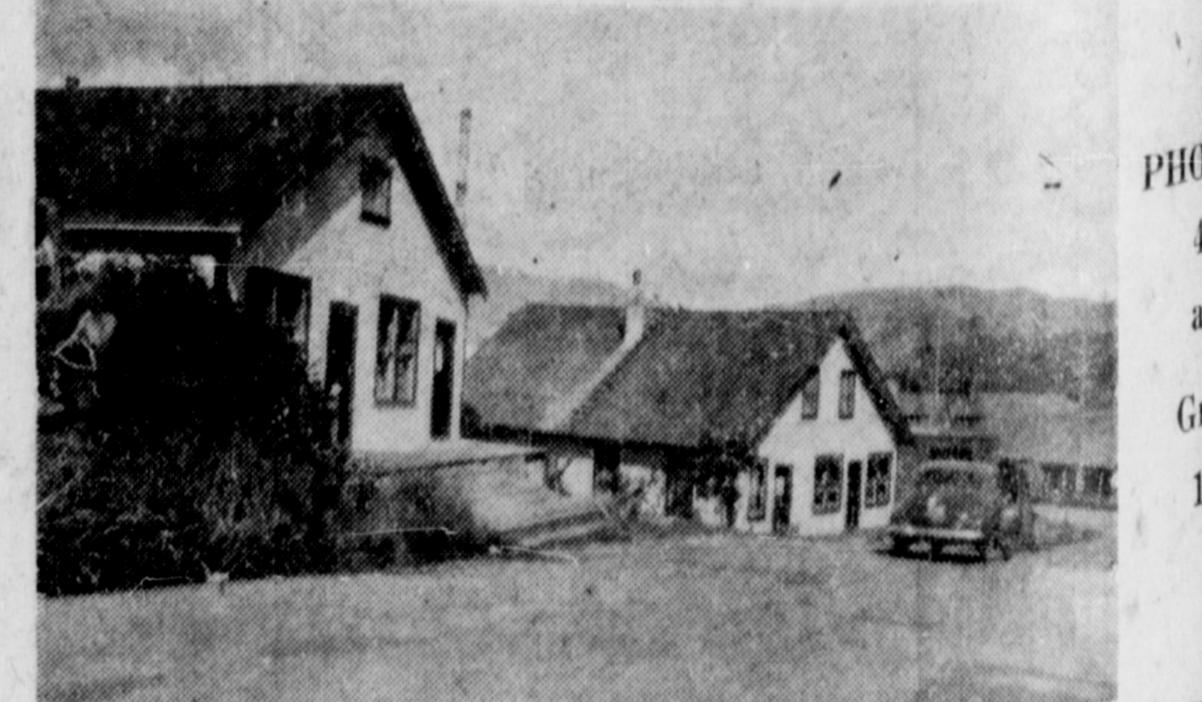


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