

TO ALL DELEGATES FROM CENTRAL BRITISH COLUMBIA AND AFFILIATED ALASKA CHAMBERS OF COMMERCE, BOARDS OF TRADE and ALL VISITORS:

a Hearty Welcome to Prince Rupert!

Visit Prince Rupert!

BY ROAD . . .

From any point on the North American continental highway system you can come to Prince Rupert by the historic Cariboo Road and the scenic Skeena Highway.

BY RAIL . . .

Canadian National Railways operate tri-weekly service.

BY WATER . . .

Canadian National Steamships, one ship per week.

Canadian Pacific Railway B.C. Coastal service, one ship per week.

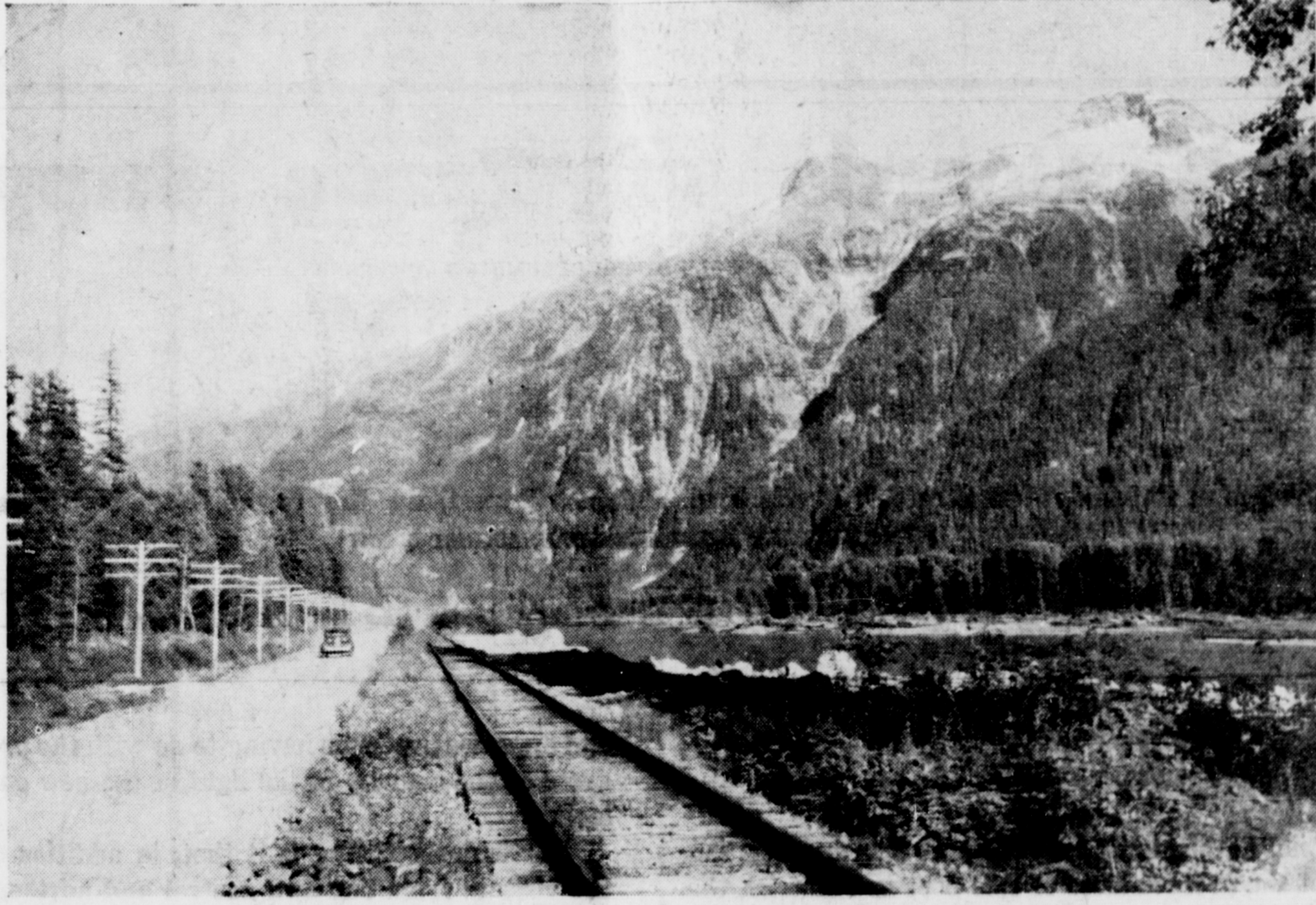
Union Steamships Limited four ships per week.

In addition several ships on the Alaska tourist run stop over at Prince Rupert.

BY AIR . . .

Canadian Pacific Air Lines operate a daily service from Vancouver.

Whichever way you decide to travel, your trip to Prince Rupert will be scenic, interesting and comfortable.



Pictured above is a scene on the Skeena Highway, which has been described by several world travellers as having the best combined river and mountain scenery to be found anywhere.

By this highway motorists from the United States have easy access to Southeastern Alaska, which is reached by coastal steamship from Prince Rupert in a few hours.

THE PRINCE RUPERT PUBLIC RELATIONS COUNCIL

exists to promote more and better publicity for Prince Rupert, to promote the establishment of more industries, to stimulate and increase tourist traffic, and to obtain better recognition for this part of British Columbia.

The Council desires to be of service to travellers, tourists and visitors, and welcomes letters with criticisms or suggestions for improvements which would make your stay in Prince Rupert more enjoyable.

PRINCE RUPERT PUBLIC RELATIONS COUNCIL

P.O. BOX 958, PRINCE RUPERT

BRITISH COLUMBIA, CANADA

VIA PRINCE RUPERT IS THE SHORTEST MOTOR ROUTE TO ALASKA

Prince Rupert Makes Good — New Era of Development

NEW LIFE AND SPIRIT IS BROUGHT BY YEAR 1947

A Survey of a Place to Make a Living and a Place to Live

(By E. T. APPLEWHITE)

Recent developments—not vague hopes or rumors but actual, factual accomplishments—have amply justified the faith of those loyal citizens of Prince Rupert who have consistently believed that our City was destined to become a permanent and thriving community. The year 1947 has brought to Prince Rupert a new life and a new feeling. Now, if ever, Prince Rupert should throw off its inferiority complex—from which it undoubtedly has suffered for several years—and move forward in a manner in keeping with current times and events. And the people of our City might perhaps, be well advised to show some evidence of that spirit of vision and optimism on their own behalf which they (quite rightly) expect to be shown by others in their dealings with us.

Prince Rupert's pioneers—those men whose vision and energy brought Prince Rupert into being. It is now up to the young men and women of the community to carry on and to put their money, their energy, their faith and enthusiasm into what is destined to be one of Canada's most important cities; because growth and prosperity can only be achieved through the efforts of our citizens; it cannot come by itself or in spite of them.

Time has left its mark upon Prince Rupert's situation as a

seaport, terminus of a trans-Canada railway and now, of a highway which connects with the road systems of the continent naturally makes the city a distributing centre for the whole district which for want of a better name we may well call Central B. C.

The Queen Charlotte Islands—a fertile and productive area and a sportsman's paradise—are as yet largely undeveloped. However, the Queen Charlottes do now produce large quantities of logs, most of which go to the major paper mills of the Pacific Coast. The Islands also produce a considerable quantity of Pacific fish. The agricultural possibilities of this area are practically untouched. Prince Rupert is the supply and distributing centre for the Queen Charlottes, which are served from Prince Rupert by Union Steamships and since June of this year, by Canadian Pacific Air Lines.

The rich and famous Portland Canal Mining area is served from Prince Rupert by Union Steamships and, as occasion requires, by Queen Charlotte Air Lines. The Alice Arm mining area, which bids fair to stage a spectacular "come-back," is similarly served.

Small communities, mainland and island, close to Prince Rupert (and some not so close) depend entirely upon Prince Rupert as their supply and distribution centre. These include Dodge Cove on Digby Island (in Prince Rupert's harbor), Port Simpson, Oona River, Surf Point, Surf Inlet, Butedale, Porcher Island, Port Essington and Osland. Various canneries and fish camps,

logging camps and seasonal settlements on the Coast and its islands, all developing the natural resources of the country, timber, fish and minerals, all depend upon Prince Rupert.

Inland from Prince Rupert are the fertile valleys of the Skeena and Bulkley Rivers. In the very



"TED" APPLEWHITE

The author of this article is E. T. (Ted) Applewhite, the dynamic secretary of the Prince Rupert Chamber of Commerce and Public Relations Council—a man who is perhaps, doing more active and unselfish work for the promotion and advancement of Prince Rupert today than any other. Forceful, resourceful and outspoken, he is to be found in the forefront of any campaign or effort of public advancement and improvement. Barrister, insurance man, organizer, speaker and writer, he is a citizen the like of which a city is fortunate to have. He is a walking encyclopedia as far as information about Prince Rupert and district is concerned and he is able to tell the story as our article shows.

early days these inland communities were supplied by river steamer plying up the Skeena from Port Essington. Supplies still follow the same route but now they go inland from Prince Rupert by Canadian National Railway which follows the Skeena River as far as Hazelton. The products of this area come out to tidewater by the same route, to a large extent, although some of the production finds its way to the Pacific by the long rail haul to Vancouver. Now that the Skeena Highway is open to civilian traffic, freight will also move between this inland empire and Prince Rupert by truck. In fact before this appears in print one or more truck lines may be established upon this route. The area now produces timber, metals and coal, farm and dairy produce, and may well, in the near future prove to be capable of unexpected production of processed and manufactured goods. Among the communities for which Prince Rupert is the wholesale and distribution centre are Terrace, the three Hazeltons (Old, New and South), Smithers, Telkwa, Houston, Topley and Burns Lake. The "Sunset Port" also offers a market for the produce of these areas.

GATEWAY TO ALASKA
Prince Rupert, in 1947 found herself becoming a distributing centre for a different area—Southeastern Alaska. "Prince Rupert As Southeastern Alaska's Home Port" could easily be the subject of a long article in itself. It was one of those obvious possibilities which was so obvious that no one gave it a thought until the arrival on the scene of Phillip G. Briggs. United States law makes it impossible for freight of American origin to be transported to Alaska in other than vessels of American registry, and so everyone apparently took it for granted that traffic

between Prince Rupert and Alaska must be limited to tourists. In 1946 Alaska was short of food due to the tie-up of American vessels and it was found possible to export Canadian products to Alaska. If properly developed by Canadian producers and exporters, this can be built up into a fair-sized business in certain lines, through Prince Rupert.

But Mr. Briggs went further than that. He instituted the Briggs Steamship Company, a freight service having as its southern terminus the Port of Prince Rupert, though using vessels of American registry. Progressive Alaskans found that goods from the Eastern and Central States can be laid down in Prince Rupert as economically as at any western American port and transported to Alaska from here more cheaply than from any American port. As a result it is anticipated that a large volume of traffic will be built up to Alaska through Prince Rupert. Briggs Steamships commenced operations in June of this year, affording just another indication of Prince Rupert's growing importance. Many cargoes of Alaskan fish are transhipped at Prince Rupert and sent to Eastern United States markets over Canadian National Railways.

COMMUNICATIONS
Prince Rupert is now adequately supplied with communications. Canadian National Telegraphs provide telegraph and cable service to the rest of the

world, and the Dominion Government Wireless station at Digby Island provides emergency service should a slide or some mishap temporarily disrupt the service. Long distance telephone service connects Prince Rupert with the telephone circuits of the continent through facilities of Northwest Telephone Co., who also have a standby wireless service in cases of emergency. Ship-to-shore telephones are maintained by many local fishing and work boats, and canneries, fish camps, logging camps etc.

are also usually equipped with wireless telephone at Prince Rupert.

Prince Rupert has 1000 mails per week to Seattle, South by steamship, 1000 per week east and west. The Postmaster-General's department is now conducting investigation which is to foreshadow installation of daily air mail service. **THE MUNICIPALITY**
The Corporation of the

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GENUINE

Native Souvenirs

Slate and Wooden Totem Poles
Leather Work and Moccasins

McRae Bros. Ltd.

327-329 THIRD AVENUE PRINCE RUPERT

Welcome

TO PRINCE RUPERT ASSOCIATED BOARDS OF TRADE
Good Luck in your endeavors to develop the North

Gordon's HARDWARE

McBride Street

Noble and Wick

SERVICE SPECIALISTS

RADIOS APPLIANCES RECORDS

Welcome!

MEMBERS of ASSOCIATED BOARDS of TRADE