



1848 - 1949

A CENTURY OF PROGRESS

EVER SINCE the first lumber was sawn in British Columbia, in 1848, the record of the forest industries has been one of steady expansion and development. Today, to a greater extent than ever before, these industries form the foundation of our Provincial economy.

The people of British Columbia cannot afford to endanger the future of their resource—so vital to their continued prosperity.

PROTECT YOUR GREATEST ASSET!

PREVENT FOREST FIRES!

BRITISH COLUMBIA FOREST SERVICE

Department of Lands and Forests

Hon. E. T. Kenney
Minister

C. D. Orchard
Deputy Minister

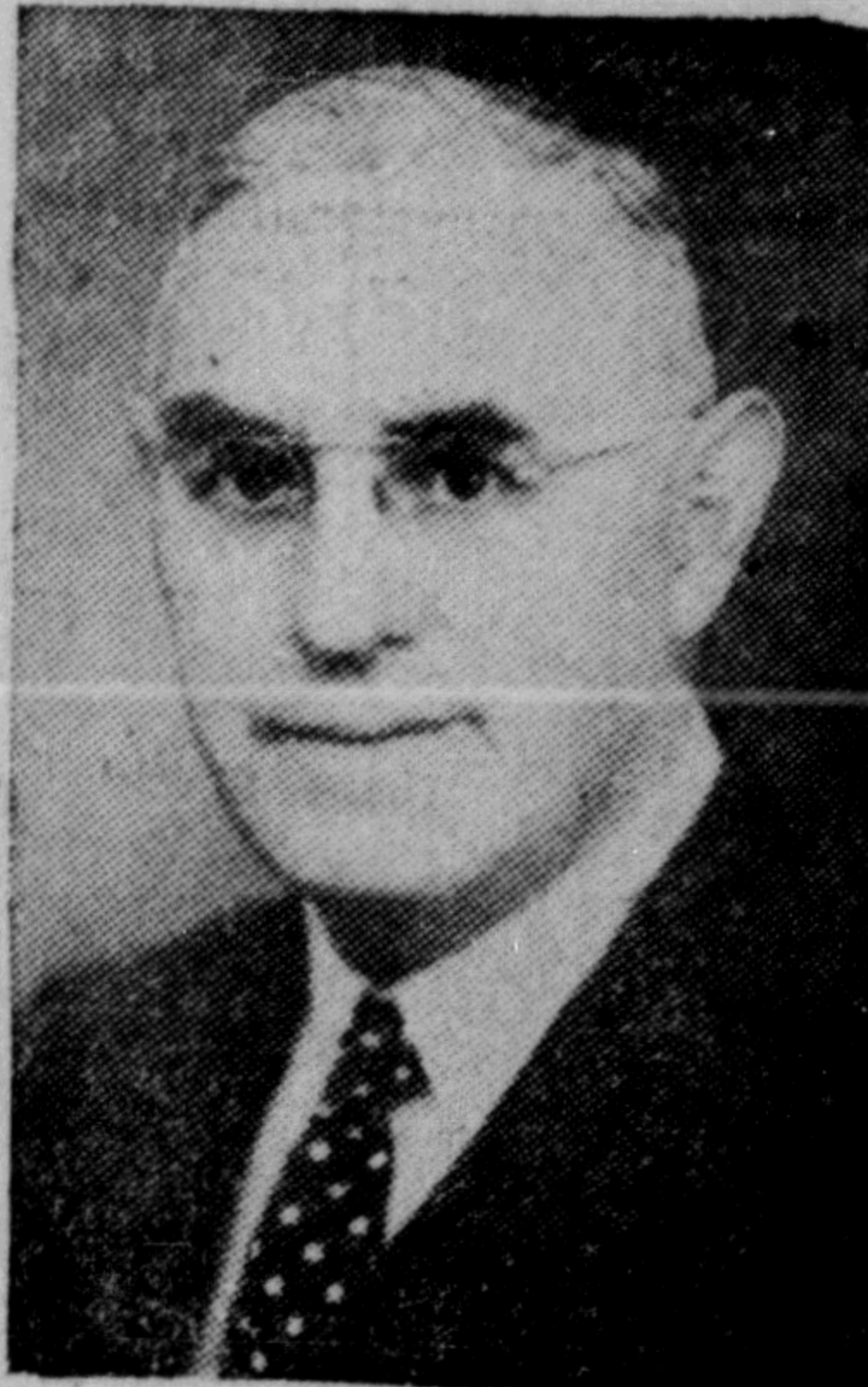
Prince Rupert is Vital Natural Link to Alaska

Even Closer Identity of Interests Seen by Alaskan Official—Major Port Here Predicted

By GEORGE SUNDBORG
Executive Assistant to Governor of Alaska
Consultant, Alaska Development Board

Prince Rupert, and the Central British Columbia communities eastward to Prince George, have clearly demonstrated throughout the years the real meaning of international co-operation.

During World War II, citizens of Prince Rupert worked long hours handling supplies and military equipment used to fortify Alaska. Following V.J. Day, General Dwight D. Eisenhower credited Prince Rupert with playing an important role in winning the battle of supply in the North Pacific.



G. R. S. BLACKABY

Prince Rupert

Chamber of Commerce President Outlines Some Reasons For New Progress

(By G. R. S. Blackaby)
In and out of the deep, sheltered ice-free harbor of Prince Rupert, northernmost B.C. port, more and more ships are moving.

Here are some of the reasons: Columbia Cellulose Co., subsidiary of Celanese Corp. of America, is erecting a 250-ton daily capacity pulp plant, to be in operation within two years. Large schools of tuna in adjacent waters have drawn many fishing boats.

Wartime use of Prince Rupert as the port for Alaska offers hope that this may be continued with the bulk of Alaskan canned salmon passing through the port for transshipment east.

Prince Rupert is also watching with interest Dominion government study of the Canadian shipbuilding situation. Early in the war the Prince Rupert Drydock and Shipyard was recon-verted for construction of 10,000-ton freighters and small naval vessels; this activity has stopped, but it is hoped something may be done soon.

As a war legacy, Prince Rupert acquired a \$200,000 YMCA, now used as a civic centre. Replacement of the civic telephone system at a cost of \$550,000 was approved at the December municipal election.

Of 500 wartime houses built in Prince Rupert, only a dozen remain in the government's hands, with owner-occupants buying more than 450. Two department store buildings have been erected, a theatre is under construction and a large hotel and two or more apartment houses are being considered.

Route Recognized

Mention of Prince Rupert is being made in Washington in connection with the all water route from the United States to Alaska.

Col. John R. Noyes, Alaska Road Commissioner describes it as definitely the American life line to Alaska, and always will be." He so told the House Appropriations sub-committee. He could visualize, Noyes said, the possibility of an all American route to the territory, using car ferries.

"It would," Noyes said, "be very advantageous if they could go to Alaska, stopping at Prince Rupert, Juneau, Haines, Skagway and other ports and connecting with the highway, utilizing the magnificent waterways of Southern Alaska and British Columbia for water travel instead of road, thereby saving, I think, considerable sums of money for road construction."

Col. Noyes has been instructed to make a study of the feasibility of car ferries in Southeastern Alaska by the U.S. Secretary of the Interior, J. A. Krug.

"The successful operation of car ferries," remarked Col. Noyes, "is of great importance. It would be a calamity if this project were allowed to fall through."

Prince Rupert has been the source of many of the necessities of life—meat, eggs, flour and groceries—for Southeastern Alaska communities when maritime difficulties have halted Alaska's shipping. Hay and other animal feed from the Smithers region have kept Southeastern Alaska dairymen from slaughtering their herds.

International sporting events—baseball, basketball, boxing tournaments and track meets—between Prince Rupert and Ketchikan are now annual events.

Another evidence of the close identity of interest between the two neighboring areas is the manner in which their commercial organizations have co-operated, notably through the program of the Associated Boards of Trade of Central British Columbia and Affiliated Chambers of Commerce of Southeastern Alaska.

Depletion of natural resources in the more heavily populated areas of the continent have turned the eyes of industry into the new Northwest consisting of Central British Columbia and Alaska. Celanese and pulp mills are planned or being constructed at Prince Rupert and Ketchikan. Aluminum reduction plants are talked of for Kitimat and Skagway, where tremendous potentials of low-cost power are available.

PRINCE RUPERT IS NATURAL GATEWAY

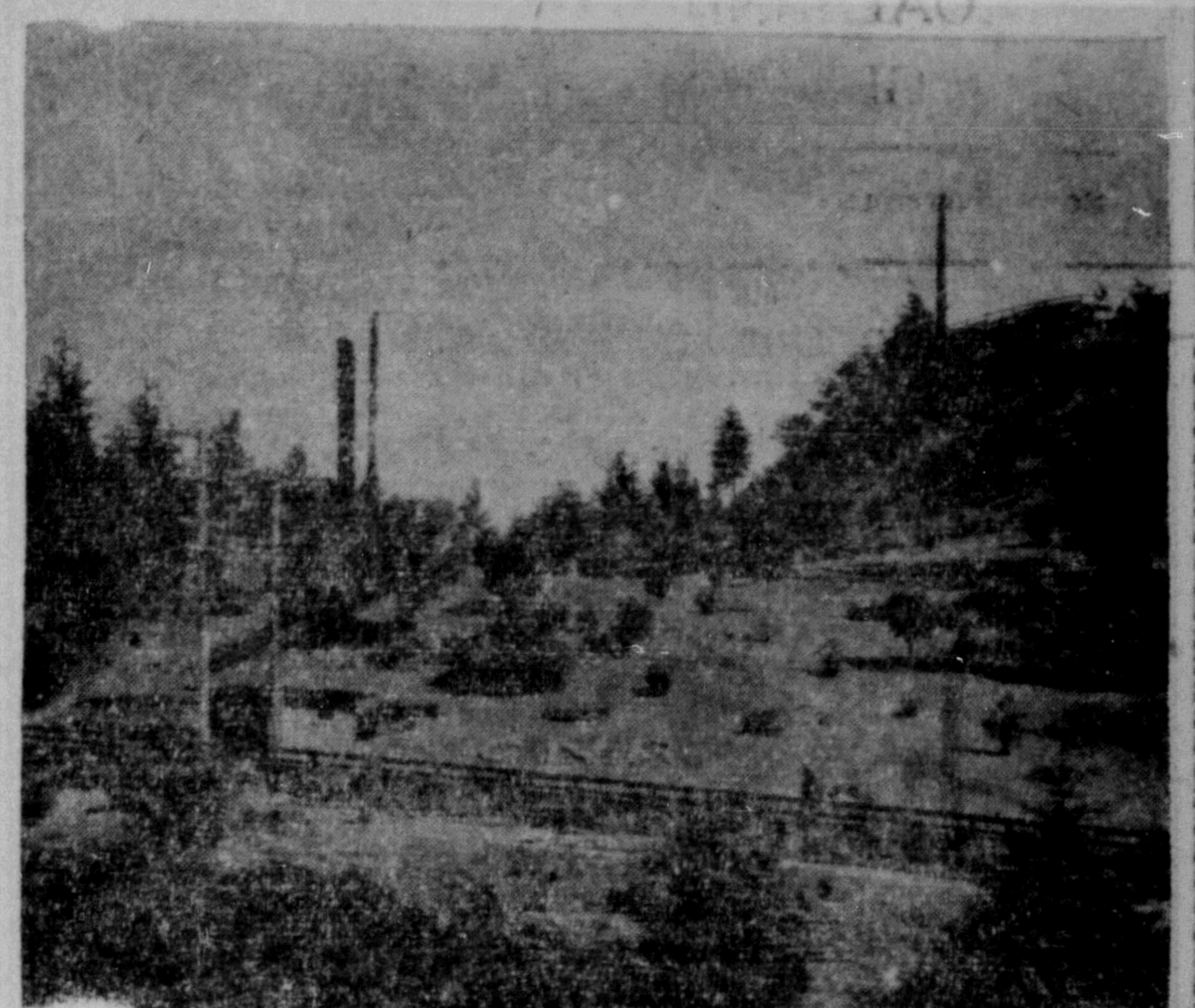
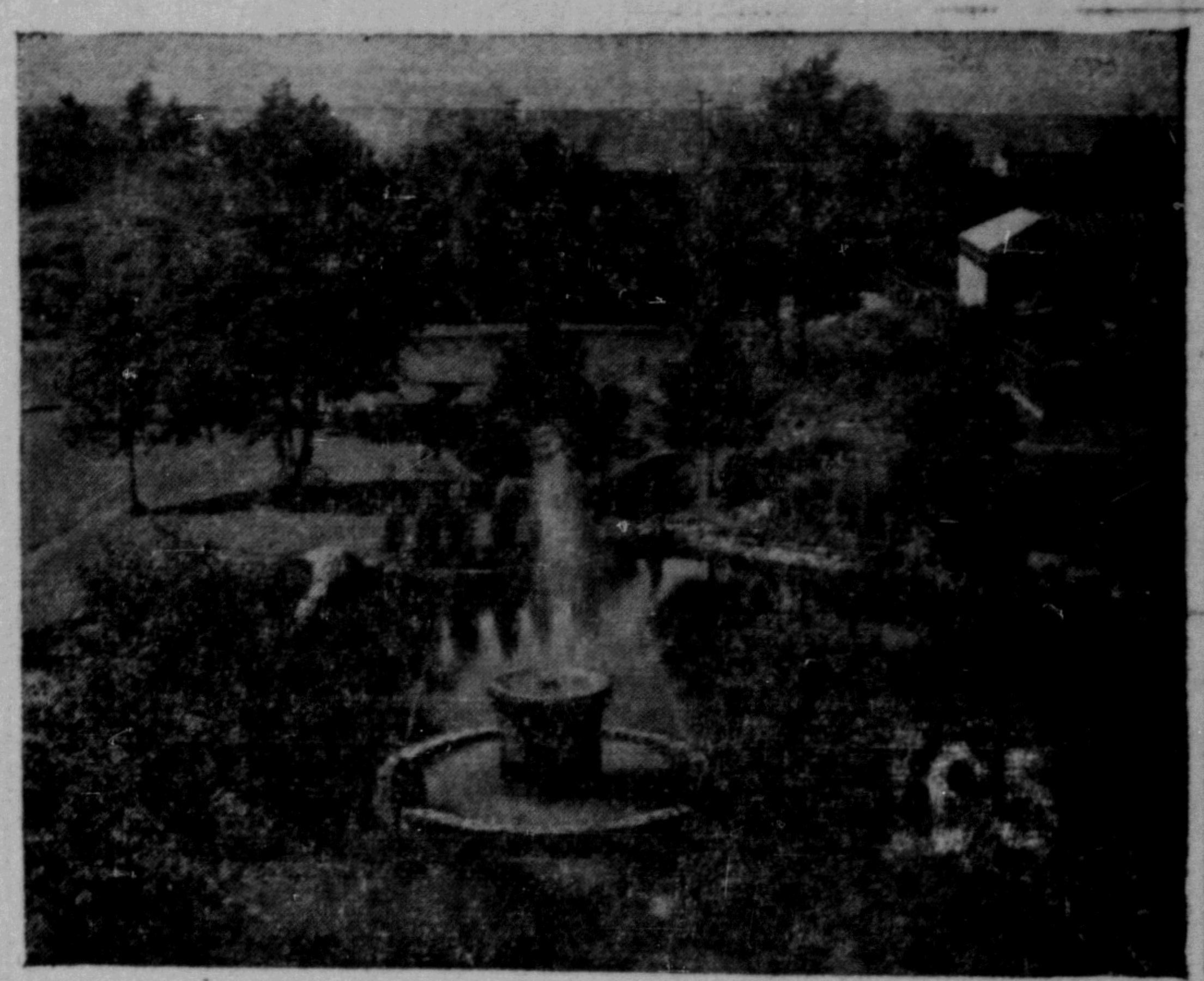
The growth of industry in Southeastern Alaska will emphasize the fact that Prince Rupert is the natural geographic gateway to Alaska. Legislation now restricting development of this trade route will no longer be effective when Alaska becomes a state. Savings in transportation costs will be reflected in lower living costs, one obstacle now confronting widespread development in Alaska.

It appears certain that

Prince Rupert is destined to become a major Pacific Coast port. It will play an important role in the industrialization of Southeastern Alaska. Trade, now periodical, will develop on a permanent basis. Industrialization of the northwest, and stabilization of world affairs will permit ships plying the Great Circle route to the Orient to stop at Prince Rupert and Alaska ports to load cargoes of paper and allied forest products, aluminum and other metallurgical products.

With the pattern already firmly established, international ties—both social and economic—will be strengthened as population growths and industry develops in the two areas.

As the region experiences development, however, it appears



BEAUTIFUL PRINCE RUPERT—Scenes in Canadian National Railways Totem Hill Park. (Photos by Wrathall)

imperative that the United States and Canada co-operate to the utmost not only in exploring but also in encouraging and assisting economic development of the "New Northwest" for full utilization of its natural wealth, defense of its shores and skies and the welfare of the thousands who will settle it.

Fur trading in Prince Rupert district is estimated to have an annual turnover of \$200,000 per year. The city is the meeting place of traders and trappers. Bank clearings in Prince Rupert total over \$1,000,000 per month. With increased industrial development, that figure is growing.

When in ...

Prince Rupert

... Patronize

65 CABS

Thomas McMeekin and Sons Limited

WHOLESALE & BROKERS
TOBACCO—CANDY

Distributors of: :

Five Roses Flour	Wild Rose Pastry Flour
Fruit and Produce	Fresh Eggs

WE EXPORT TO ALASKA

150 Third Ave. East
P. O. Box 838

Prince Rupert, B. C.
Phones 43 and 44

Good Luck, ALASKA

In your bid for Statehood

We look forward to the time when the interchange of ideas and facilities will bring economic development to the area north of 54 degrees.

Albert and McCaffery Ltd.

COAL LUMBER BUILDING SUPPLIES