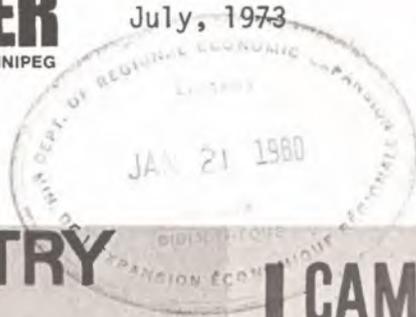




INTERLAKE FLYER

F.R.E.D. ADMINISTRATION, NORQUAY BUILDING, WINNIPEG

July, 1973



Go north to the BIG COUNTRY

- | CAMPSITES
- | RESORTS
- | BOATING
- | FISHING
- | HUNTING



Our "cover girl" this month is Miss Interlake 1973, Sharon Lindsay of Warren. Sharon, who will enter first year university in September, was crowned at the Lundar Fair, June 9th and will be making appearances at all major events in the region this summer.

Organizing Behind Tourism

Contributed by Ian Taylor, Assistant Manager, Interlake Development Corp.

One of the greatest potentials of the Interlake region is tourism. That is the belief of the Interlake Development Corporation and it remains as one of their chief priorities. The corporation was instrumental in 1971 in setting up the Interlake Branch of the Tourist and Convention Association of Manitoba, now called simply the Interlake Tourist Association. The two organizations are coordinating an intensive tourist promotion campaign.

According to Tourist Association President Mickey Beauchemin, the group is concentrating its promotion on the Winnipeg market. The group receives funds from membership of businesses and individuals, plus matching grants from the province on various approved projects. This year the association has billboards throughout Winnipeg, magazine advertising, tourist information booths, pamphlets, brochures and window decals. Throughout all their advertising is the message--"Travel Manitoba's Interlake". The development corporation has issued a large poster listing over forty dates of fairs, festivals, rodeos and sporting events in the region. The poster is called "Big Country Summer '73".

The work of the Tourist Association and the Interlake Development Corporation is coordinated by the corporation's assistant manager, Ian Taylor, who is also secretary of the Tourist Association. Ian spends much of his time on tourism because it is a priority item. Three tourist booths will operate part-time this summer in Winnipeg strictly for the Interlake. These are at Garden City, Grant Park and Crossroads Shopping Centres. Information on the Interlake will also be distributed at Manitoba Government Information Offices.

This year is really the first year that a full campaign has been organized and no doubt there will be a lot to learn, but nevertheless it is felt that, given a good enough package to sell, it is easy to sell it. The real problem, according to Ian Taylor, remains the shortage of facilities. "Our beaches are excellent and the hunting and fishing is second to none, but people need to eat and sleep and they deserve quality and variety. That is what we are also promoting."



"All roads lead to the Interlake."

What The Tourist Wants

Editor's Note:

The following article is an unedited address given by Bob Bridge, supervisor of tourist development for the Department of Tourism, Recreation and Cultural Affairs. Mr. Bridge was the first speaker at the Interlake tourism workshop held on April 24 at Gimli. The workshop was sponsored by the Interlake Tourism Association and was attended by citizens invited from most communities in the region. The intention of the workshop was to exchange ideas on how Interlakers could use their resources to attract and satisfy the tourist and to generate more income from tourism in the region.

In discussing this conference, Ian Taylor asked me to speak on the subject "what the tourist wants"--"what is he being offered elsewhere"? This is a pretty broad kind of subject, so I'm going to approach it in a pretty broad manner. I don't believe my talk here is meant to set any theme except perhaps to start the day by pointing out that the object of the tourist industry is the tourist. In your workshop later today you will undoubtedly be advancing a variety of recommendations for the improvement of the industry, and I'd ask you to remember the guy who pays the bills--the visitor. Don't make a lot of recommendations asking the government to build roads and parks and spend marketing dollars if you're not prepared to serve the visitor in the broadest of terms, what the tourist wants is value for his dollar, whether that value be in the form of a good room, a good meal, prompt courteous attention at the service station or simply a good recreational experience.

To perhaps provide some continuity to my approach, we will follow a visitor from home to home again. We'll borrow some incidents along the way from our letters from tourists to show you what he doesn't want, and ask you to consider what you would want if you were the tourist.

Look at the person on either side of you--is he or she exactly or even remotely the same as you? Are his or her needs, desires, and wants the same as yours? Of course not--no two people are "the same". Since people are tourism, we have to be very careful about interpreting their wants. For research purposes, we can categorize visitors and potential visitors by sex, by age, by origin, by income and by hundreds of other ways--we can determine that more people visit museums than go fishing. We can make all kinds of measurements to determine the differences in people and we can arrive at one conclusion--"There is no such thing as a typical tourist, because there is no such thing as a typical person." So we are not going to wrap this subject in a tidy little bundle. We can work from one and only one definite conclusion--all our research indicates that all tourists are similar in one and only one respect--they are all people--Homo Sapiens--there the similarity begins--and there it ends--and there is the secret. The tourist wants to be treated like a warm breathing human being, a person worthy of personal attention and consideration--not a spending machine to be manipulated, wrung dry and kicked out.

A motel owner I know in Ontario has a good approach--every couple of months, he spends a night in his own motel--he looks at every facility and service from the point of view and with the critical eye of the visitor. Perhaps each of you who is interested in bettering Interlake tourism should treat yourself to a little tour of your area and look at it from a visitor's point of view. Make a list of what's good and what's not good. If you all did that and got together a couple of months from now to compare notes, you'd come up with a pretty good picture of the things which need correction or should be more strongly emphasized.

So where does it all start? And when does it all start? It starts when your potential visitor is thinking about what he's going to do for a vacation or trip. This might be in February--for July or on Friday for Saturday. Regardless of the time involved, the visitor is likely to want information. In the larger sense, the Tourist Branch supplies this. We give general information and in some cases, very specific information. Through our enquiry lists, we let operators know about specific requests--How many of you use them? Do you slap a brochure in the mail or do you try to make a person-to-person contact? Do you give the potential visitor what he wants?--help in making a decision.

At this point, chances are that if you don't give the tourist what he wants, you'll never see him. I might add at this point, the Tourist Branch enquiry information services are second to none on this continent--but we can't do it all.

Through media advertising--travel shows--special promotions--direct mail and other marketing means, we can attract a visitor--but only you can make the final sale. The visitor wants personal attention to enquiry.

Now he's entering your area. He'd like to be greeted, given a welcome. Do you fulfill this want? Who extends the welcome in the Interlake? The first Interlaker the visitor meets, whether they know it or not. It might be a service station attendant, a waitress, a travel receptionist, a policeman, or a citizen. Does the visitor realize a want here, the need to be made to feel welcome and appreciated.

Or maybe the visitor's introduction to, and impression of your region is visual rather than verbal. Does he see what he wants? Does he want to see car wrecking yards--a junked car at every other house, rusting farm machinery--and signs that look like they were painted by a troupe of chimpanzees working in the dark on a cold night. Do your signs say "Welcome" or do they say--in the famous Barnum tradition--"Hello Sucker"? Do you think our U. S. visitors appreciate being patronized by establishments flying their flag? Does the visitor want to think he's in another country or at home? And where out of province visitors are concerned, do you suppose they want to discuss what someone here might think are the shortcomings of their country or their province?

Maybe what Ian had in mind when suggesting the topic of tourists' wants, was what tourists want in the way of facilities. Certainly they want good accommodations, restaurants, service stations, etc.

Market research gives us a pretty good picture of what kind of amenities visitors want in motel units or cabins or campgrounds. And that research shows that these wants break down into two pretty discernible types. In hard accommodation, i.e. motels, hotels, cabins, etc., the visitor wants fully modern facilities. The tourist does not want a shack and an outhouse. People who want to "rough it" by choice--or are willing to rough it for reasons of economy have joined the camping market and with the exception of those campers who want to get away altogether from other people, visitors want good amenities at campgrounds--if not full power, water and sewage hookups, at least clean central washrooms. The day of the shack in the woods is gone. The day of the shack is gone, with the exception of a few very special-purpose visitors such as perhaps hunters, visitors want comfort, cleanliness and good service--not the so-called store I was in last year, with grimy walls, a dog lying in front of the counter, goods so far back that customers couldn't see them, a dozen teenagers lolling around sneering. The proprietor counted off a dozen worms for a customer, then fixed an ice cream cone for a little girl--and then told me what a cheap bunch the tourists were.

Whatever the accommodations or services the visitor fancies, he wants value for his dollar. Don't make the mistake of interpreting that to mean the visitor wants something cheap. He's more than willing to pay a fair price for good facilities and services.

Let me give you an example. Against the advice of consultants a resort was developed with several classes of rooms. Within a couple of years they had to go to great expense to change all rooms to first class--because people just weren't interested in the cheapies.

Where price is concerned, while visitors will pay a good dollar for good facilities and services, there is nothing that is the subject of more complaints than misunderstanding about prices. I use the term misunderstanding in lieu of the term honesty, because to say honesty would imply there has been, or is being contemplated dishonesty.

What the visitor wants here also starts back at the vacation planning stage. The visitor wants a forthright statement of rates, especially if it's a question of package rates, there should be a thorough statement of what is included--and what is not included. There's nothing that annoys a visitor more than the "extras" he didn't know about. New federal and provincial regulations for honesty in advertising will solve some of these problems. However, it's still going to be up to the legitimate businessman to keep those few bad apples out of the barrel--all it takes is one gouger in your community to give the whole community a bad name. It's true that word of mouth is the best advertising, but remember it's a two-edged sword--and bad news travels farther than good.

This summer we can expect our U. S. visitors to be pretty sensitive about the exchange rate, so keep it as close to the daily bank rate as is possible to facilitate easy handling. Since the rate turned in our favour, I've watched one particular operation in Winnipeg play what I call the "Advantage Me and Double" game--when the official rate was 1%--he went to 2%. When it went up to 1 1/2%, he went to 4%. I presume if it goes to 2 1/2% he'll go to 6%.

What does the visitor want? He wants to enjoy himself on holidays just as you do--he wants to feel physically and psychologically comfortable--he wants to enjoy our country without the intrusion of repugnant sights, sounds, smells or tastes--he wants to be dealt with honestly--and if he realizes these wants, he wants to come back and bring his friends with him.

Fulfill these wants and there is a good future for tourism in the Interlake--ignore them at your peril.

Lake Manitoba Narrows Lodge— A Bold Investment

With more people spending their leisure time and extra money in the Interlake, tourist facilities are a necessary and welcome addition. Lake Manitoba Narrows is the site of one of Manitoba's newest and best equipped resorts. When completed, Peter Stasiuk's half million dollar Lake Manitoba Narrows Lodge will include complete year-round recreational and living facilities and employ a dozen full-time men.

The lodge, occupying 12 acres on the east side of the Narrows, currently operates a service station, lunch counter, grocery store, licensed dining room and beverage room, six light housekeeping cabins and four motel units, campground with a capacity for 200 units plus boat and motor rentals.



Lake Manitoba Narrows Lodge as seen from the shore.

Peter took over the condemned cottages of the old, abandoned tourist camp on July 15, 1971 and immediately proceeded to clean up the area and lay plans for his new resort. He explains that for several years he had been looking for the opportunity to start a resort or tourist camp, so when the land and old buildings came up for sale, he made his move. He started building in April of 1972 and has continually employed a crew of six to sixteen men from Vogar in constructing the all-new facilities. Having previously operated a contracting firm in Poplarfield, Peter was able to do all design, engineering and supervision of the work himself and in some cases save as much as 50 percent on costs.

The lodge obtained its liquor license and became fully operational on March 8 this spring and although the business is now running smoothly, plans call for more boats and motors, cabins and campground facilities, docks and further work on the beach. Peter has already added 300 yards of sand to the beach and feels that with the addition of another 1,000 yards this year, the beach will be one of the best on Lake Manitoba.

Lake St. Martin Tourist Camp—A Small Start

Another ambitious resort project is being undertaken by Elmer Traverse on the Lake St. Martin Indian Reserve. This 20-acre camping and fishing facility, in the heart of walleye and northern pike country, is nearing completion and will be fully operational by mid-summer.



Elmer Traverse, proprietor of the Lake St. Martin Tourist Camp, is starting from scratch.

The Lake St. Martin Tourist Camp will feature an excellent swimming beach, tent and trailer camping, gas station and store, bombardier rental, boat and motor rental and guide service. The location, on the shore of Lake St. Martin, provides sportsmen with easy access to good fishing spots on the Dauphin and Fairford Rivers in addition to prime hunting areas in the fall.

Elmer recently brought in a new mobile home to serve as the store and head office for the business and signs directing tourists to the camp are being erected. The boats have been purchased on the reserve from the Manpower Corps yawl building project and guides will be hired from the reserve. The initial funding for the project came from a \$13,000 band loan and a \$7,000 Special ARDA grant. The land, under lease from the band for 20 years, is being developed by Elmer himself. The store and gas station are the only ones on the reserve and will thus provide a needed community service in addition to supplying tourists.

Elmer, an experienced resort guide himself, feels that his type of camp appeals to the growing number of people who come to a resort to hunt, fish, and enjoy nature as economically as possible.

Camping In The Interlake

Almost anyone can be a tourist if we agree that a tourist is "one who travels from place to place for pleasure or culture," "one who stays overnight usually at an established place of accommodation" and "one who visits while touring".

If these are the definitions, Interlakers could play a tourist role without leaving the region. It would just be a matter of leaving the home community for a couple of days or so to see what the rest of the Interlake has to offer.



Interlake parks and campsites offer abundant space for tenters.....

One thing the region does have to offer are plenty of campsites for the family that wishes fresh air and an inexpensive holiday. The facilities at these campsites vary from very few and simple to many conveniences.

In case you want to tour this way, and at the same time be a critical judge of the region, we'll list the campgrounds for you.

The symbols used are taken from the Manitoba Vacation Handbook and are as follows.

B-beach, C-cooking, D-dock, E-electricity, F-fishing, K-kitchen shelter, M-modern sanitary facilities, P-playground equipped for children, R-ramp for boat launching, Sw-sewer

and water connections for trailers, W-water suitable for drinking, X-sewage disposal station, *-government operated.

HIGHWAY 6

MIAMI BEACH--2 miles west of Woodlands. Camping area, showers, snack bar, ice, volleyball, horseshoe pitch, groceries, hiking trails. Large area unserviced sites \$2.00 per day, \$12.00 per week; 50 electrical sites \$2.50 per day, \$15.00 per week. Admission fee \$1.00 per car. Open May long weekend to Labour Day. Mr. S. Kolaski, Miami Beach Ltd., Phone Woodlands 383-5664. 107 Rex Avenue, Winnipeg R2W 2W3. Phone 942-4177 BCDEKMNPSwWX

TWIN LAKES BEACH RESORT--4 miles south of St. Laurent. Groceries, snack bar. Horseback riding adjacent. Unserviced sites \$3.00 per day, \$18.00 per week, \$90.00 per season. 8 electrical sites \$3.50 per day, \$21.00 per week. Admission fee \$2.00 per car. G. Gregory, St. Laurent, ROC 2S0 BCEFKNPW

SUNSHINE RESORT LTD.--Twin Lakes Beach, snack bar, groceries, tenting and trailer area. Rates on request. Al and Val McDermid, 410-234 Ronald St., Winnipeg R3J 3J4. Phone 837-5184 or Twin Lakes Beach 646-9202 BCDEFNPRW



.....more modern hookups for trailers and campers.....

*DON McEWEN MEMORIAL PARK--1/2 mile north of junction Highways 6 and 68, Eriksdale. Picnic site, baseball diamond. CKNW

*WATCHORN BAY CAMPGROUND--Off highway, 7 miles west of Moosehorn. 12 unserviced sites. Open May 21 to September 15. BCFKNPW

*FAIRFORD RIVER WAYSIDE PARK--Dam, picnic site. Open June 1 to Labour Day. FN

RIDGEWAY TRAILER PARK--6 miles south of Gypsumville. Store, snack bar, gas. St. Martin ROC 2T0. Phone 659-5203. (Permanent Mobile Park--limited transient space available) EFSw

*DEVIL'S LAKE WAYSIDE PARK--50 miles north of Gypsumville. Picnic site. CKNRW

HIGHWAY 7

KINSMEN LAKE--Stonewall. Snack bar, groceries, gas, horseshoe pitch, golf course, ball diamond, tennis court, 20 unserviced sites \$1.00 per day, 10 electrical sites \$2.00 per day. Open July 1 to September 6. Kinsmen Club of Stonewall, Box 489, Stonewall ROC 2Z0. Phone 467-4566 or Winnipeg 452-1771 BMNPWX

HIGHWAY 9

SELKIRK MUNICIPAL PARK--North Eveline St., Selkirk. Camping and trailer area, snack bar, pool, showers, recreational area, electrical and water service. Camping fee--\$1.50 per day, \$10.00 per week, \$25.00 per month. Service fee 50¢ per day, \$3.00 per week, \$12.00 per month. Parking fee is \$1.00 day, \$5.00 season. Open May 18 to September 3. Selkirk Parks and Recreation, 200 Eaton Avenue, Selkirk, Manitoba R1A 0W6. Phone 482-4321 Ext. 26 BCDEFKMNPRW

PETERSFIELD PARK--2 1/2 miles east of Petersfield. Camping area, snack bar, store, boats, volleyball, ball diamond, soccer, pony rides. Mailing address: Petersfield Park Ltd., 275 Newton Avenue, Winnipeg R2V 1N6. Phone Petersfield 738-4719 BCDEFNPRW

CAMP. CHESLEY--3 miles east of Petersfield. Camping area, showers, laundromat, snack bar, store, ball diamond, horseshoe pitch, shuffleboard, hiking trails, water ski boat, boat cruises, wading pool, ice, gas, canoes, boats, motors, complete marina facilities, fishing tackle and duck hunting. 15 unserviced sites \$2.50 per day, \$9.00 per week; 10 electrical sites \$3.00 per day, \$12.00 per week; 40 fully serviced sites \$3.50 per day, \$14.00 per week. Monthly and seasonal rates available. Open May 15 to

November 15. Larry Chesley, Box 2, Petersfield ROC 2L0. Phone 738-2250.
BCDEFMNPRSwWX

SPORTMAN'S PARADISE LODGE--East of Petersfield. Camping area, boats, store, ice, restaurant, motors, canoes, gas. W. Warren, Petersfield ROC 2L0. Phone 738-2203. Winter address: 434 Westmount Drive, Winnipeg R2J 1P4 BCDEFKMPRSwW

*WINNIPEG BEACH WAYSIDE PARK--Picnic area BCFMRW

WILDWOOD TOURIST CAMP--Winnipeg Beach. Showers, horseshoe pitch, ball diamond, volleyball, badminton, croquet. Camping area unserviced \$1.50 per day, \$9.00 per week; 40 electrical sites \$2.00 per day, \$12.00 per week. 12 fully serviced sites \$2.50 per day, \$15.00 per week. Summer seasonal rates available. Open June 15 to September 15. Winter area--all year. J. L. Matthews, Winnipeg Beach ROC 3G0. Winter address: 1100 Garfield Street, Winnipeg R3E 2P1. Phone 774-6606 EMNPSwW

ALMOND'S ACRES TENT AND TRAILER PARK--5 miles north of Winnipeg Beach. Showers, laundry facilities, horseshoe pitch, golf course nearby. 20 unserviced sites \$2.00 per day, \$12.00 per week; 40 electrical sites \$2.50 per day, \$15.00 per week. Seasonal rates \$85.00. Sewage disposal station fee 50¢. Open May to freeze-up. Ralph and Meryl Almond, Box 1254, Gimli ROC 1B0. Phone 642-5676 BCEFMPWX

HIGHWAY 67

SHADY OAK TRAILER PARK--Stonewall. Camping area, golf course, ice. Wm. and Ed Chyzy, Box 149, Stonewall ROC 2Z0. (Permanent Mobile Park--limited transient space available). BEMSwW

STONEWALL TRAILER COURT--1 mile east of Stonewall. Laundry facilities, showers. 46 fully serviced sites \$3.00 per day, \$15.00 per week. J. Becker, manager, Box 562, Stonewall ROC 2Z0. Phone 467-5686 or 467-8414. (Permanent Mobile Park--limited transient space available.) EMPSwWX

PROVINCIAL ROAD 222

SPRUCE SANDS BEACH RESORT--Arnes, Manitoba. Camping area, groceries, ice, boats, canoes, laundry facilities, showers, golf course nearby. 40 unserviced sites \$2.50 per day, \$75.00 per season; 76 fully serviced sites \$3.50 per day, \$125.00 per season. Sewage disposal station fee for non-guests 50¢. Open April 15 to October 15. R. H. Hammond, Arnes ROC OCO BEFMRSwWX

PROVINCIAL ROAD 224

*LAKE ST. ANDREW WAYSIDE PARK--46 miles north of Hodgson. Picnic site.
..... BFNRW

*LAKE ST. GEORGE CAMPGROUND--48 miles north of Hodgson. Camping area,
store, boats, motors, restaurant, ice, gas adjacent. 10 unserved
sites. BCFKNRW

PROVINCIAL ROAD 228

*NORRIS LAKE WAYSIDE PARK--4 miles southeast of Inwood. Picnic site.
..... BCFNPRW

PROVINCIAL ROAD 233--HECLA PROVINCIAL PARK

*GULL HARBOUR CAMPGROUND--Northern tip of Hecla Island via Provincial
Roads 234 and 233. 20 unserved sites CFNW

PROVINCIAL ROAD 234

*BEAVER CREEK CAMPGROUND--Lake Winnipeg, north of Riverton. Camping area.
10 unserved sites. BCFKNPRW

*ISLANDVIEW WAYSIDE PARK--North of Riverton. Picnic site DFNR

PROVINCIAL ROAD 235

PINE TREE SERVICE--At junction of Provincial Road 235 and Vogar Road.
Restaurant, snack bar, groceries, ice, gas. Large unserved area.
M. Lamoureux, Eriksdale ROC OWO. Phone 739-5537 CKMW

LAKE MANITOBA NARROWS LODGE--Lake Manitoba Narrows. Licenced restaurant,
beverage room, groceries, ice, boats, gas, service station. 25 unserved
sites \$1.00 per day, \$5.00 per week; 6 electrical sites \$2.00 per day,
\$10.00 per week. Open mid-May to mid-October. P. Stasiuk, Oakview ROC 2K0.
Phone 768-2749. BDEFKNRW

PROVINCIAL ROAD 320

*BREEZY POINT WAYSIDE PARK--8 miles north of Selkirk. Picnic area.
..... CFN

*NETLEY CREEK WAYSIDE PARK--11 miles north of Selkirk. Picnic site.
..... CFNR

PROVINCIAL ROAD 325

PETER'S LODGE--16 miles west of Ashern. Camping area, hiking trails.
50 unserviced sites \$1.50 per day, \$7.00 per week, \$50.00 per season.
Peter Ciukalo, Box 51, Ashern ROC OEO. Phone 768-2758

..... BCFNRW

*MANTAGAO LAKE WAYSIDE PARK--20 miles northwest of Hodgson on Forest
Access Road 12 miles north of Provincial Road 325. Picnic site. Under
re-development, should be operational summer 1973.

..... CFN



.....and daytime facilities for picnicking and swimming.

PROVINCIAL ROAD 419

*LUNDAR BEACH--12 miles west of Lundar. Camping area. 22 unserviced
sites. BCFKNPRW

PROVINCIAL ROAD 430

*ST. AMBROISE RECREATION AREA--North of highway. 70 unserviced sites.
..... BCFNPRW

PROVINCIAL ROAD 513

ANAMA BAY TOURIST CAMP--Located at Dauphin River. Groceries, ice, gas,
oil, central washrooms, fish processing. 35 unserviced sites \$1.00-\$1.50
per day; \$5.00-\$9.00 per week. Open May to December. Alex Letander,
Box 15, Gypsumville ROC 1J0. Radio Phone Dauphin River. Operator, ask
for Anama Bay 595-3011. BCDFNPRW

EINARSSON'S CAMPING AND OUTFITTING--Located at Dauphin River. Groceries, boats, motors, gas, oil, bait, ice, fish and game processing. Package plan to Mantagao River \$45.00 per day. Will take 4 people per trip. 40 sites, some with electricity \$1.00 per day. Henry Einarsson, Gypsumville ROC 1J0. BCDEFNPRW

STURGEON BAY CAMPING AND TRAILER PARK--Located at Dauphin River. Boats, motors, guides, fish packing and freezing. Unserviced trailer and camping area. Daily rates \$1.00-\$1.50. Open May to December. Daniel Stagg, Gypsumville ROC 1J0. CDFNRW

Interlake In Tour Circuits

Circle tours are hardly a new thing in the international tourist business, but they have never been important in Manitoba, or in Canada for that matter. This season, however, Manitoba is way out in the forefront with a brand new and quite exceptional tour promotion program never before tried in Canada. The Interlake is involved and on display.

The provincial tourist branch has capped off months of negotiations with hotels and motels, transportation companies, restaurant owners, and tour operators with a widely advertised program of five circle tours plus 17 special package vacations. A colorful and detailed booklet describing the program is being distributed to over 7,000 travel agencies in Canada and the United States, to automobile clubs and airlines and to interested individuals. About 150,000 of these books have been printed. The Interlake is getting plenty of exposure, not just because it's part of Manitoba, but additionally because four of the five circle tours offered to both out-of-province visitors and Manitobans include travel in the region.

Gimli and Selkirk in the Interlake, will benefit most from the program if local citizens are prepared to serve as hosts, but other communities along Highways No. 9, 68, and 6 will be looked over by the vacationing bus riders.

Visitors signing up for Tour no. 1 will travel eastern Manitoba by bus, and take the M. S. Lord Selkirk to Berens River. They will embark and disembark at Selkirk. This tour is scheduled for three occasions in each of July, August, and September.

Tour no. 2 is a nine-day affair strictly by bus. Three of these trips are planned for the summer. The Interlake leg includes a trip up PTH 9 to Gimli, an overnight stop at Gimli, a cross-regional trip on PTH 68, and PR 235 to the Lake Manitoba Narrows and into western Manitoba.

One of the main routes of Tour no. 3 is PTH 6 which serves as the return leg of the nine-day bus journey into western and northern Manitoba. The groups will stay overnight in Grand Rapids on the way back to Winnipeg

from Thompson. Tour no. 3 will be staged three times this summer from late June to mid-September.

Two other tours will use the PTH 6 route. Both of them are 15 days in duration and both are scheduled at three times during the vacation season. Added to the overland portion of one of the trips are five nights aboard the M. S. Lord Selkirk with stops at Gimli and Selkirk.

Minimum circle tour costs range from \$129 per person to \$349 per person excluding meals except those meals served on board the M. S. Lord Selkirk.

Another tour of interest to Interlakers is one described as a Manitoba Festivals' sight-seeing tour. There are seven of these to seven different festivals, one of which is the Icelandic Festival at Gimli. The one-day affair costs only four dollars per person from Winnipeg and nine dollars from Brandon.

Two Interlake businesses are participating in the circle tour and package vacation program. They are Chesley's Lodge and Resort at Petersfield and the Viking Motor Hotel at Gimli.

Walter Wesley, supervisor of administration and reception with the Tourist Branch says that through the circle tours and package vacations, a lot of people are going to become familiar with Manitoba. In fact travel agencies will be pushing Manitoba. He thinks the program will be economically important to those communities especially where over-night and meal stops are planned. How well it succeeds will depend a great deal on local business men and community promotion groups.

Farm Vacations In The Interlake

City people are coming to visit the Interlake this summer and the Manitoba Farm Vacation Association can help steer them onto your farm. Last year almost 2,000 Canadian, American, and European tourists visited Manitoba farms and even paid for the privilege to do so.

Willow Point Farm is located near Fisher Branch and is just one of six Interlake farms that are taking part in this year's Farm Vacation Program. Operated by Joe and Pauline Gulay, the 1,640 acre farm hosted a full schedule of guests last summer from Manitoba and as far away as Germany and Australia. The Gulay farm, unique in several ways, has installed trailer hookups and camping facilities, provides babysitting and has an airstrip, float-equipped Cessna 180 and a commercial pilot. Between crop spraying jobs, Jim Gulay finds time to fly some of the farm vacationers to remote fishing spots and give short rides "around the patch". Glen Gulay says that last summer he took the visitors to auctions, Ukrainian picnics, Hutterite colonies, and, of course, out to the yard when chore time came around. Whether it was milking, feeding or branding, "Everybody's raring to go to help with the work," says Glen.

The neighboring Spruce Haven Farm of Roy and Simone Imlah had an interesting vacationing family last summer. Simone tells about the "young American family that stayed on the farm and just for something to do, they built a little cabin in the grove...sort'a like a Swiss chalet." Fred and Chris Benson of Seattle, Washington evidently were attracted to the area because they moved to Fisher Branch this June and Fred is now working as a butcher for the Co-Op store and hopes to eventually start farming in the area. Among the Imlah's scheduled guests for this summer are Phillip and Elizabeth Fenn of Winnipeg who won their farm vacation in a draw at the Winnipeg Home Show this spring. Roy and Simone have a busy week planned for the lucky Fenns with fishing, farm auctions, and a Sunday picnic in addition to the routine farm work. The Imlahs are expecting more bookings in the fall when the hunting season opens up.

The Johnson Farm at Oakview is easily identified as a farm vacation spot by the brightly colored sign bearing the Manitoba Farm Vacation Association trademark. Gummy and Shirley have shown their enthusiasm for the program by constructing a special cabin for vacationers. One Winnipeg family that stayed at the Johnson Farm last summer has returned four times already! They are already receiving bookings for the hunting season and, like most other participating farms, are also open for winter vacationers.

Byron's Farm at Lundar is typical of the farms that open their gates to vacationers. Elenor Byron says that they have cattle, horses, and other common farmyard animals. They're located close to Lundar Beach and the golf course and it's a good place for a relaxing week on the farm.

The Char-Rae Ranch at Lundar got an early start this year when 27 grade six students from Lincoln School in Winnipeg brought their tents, sleeping bags, weiners, and marshmallows and came for a two-day outing. Few of the kids had ever been on a farm before so observing a calf being born was truly an educational experience. The school tours are a new addition to the Farm Vacation Program and 15 such tours will be held in Manitoba before the end of June with several more tentative tours scheduled for next fall.



Visitors to the Char-Rae Ranch at Lundar will always receive a warm welcome from the Rae family.

Mrs. Manning hopes that the two-day school tour concept can be expanded to allow special Farm Vacation tours for senior citizens, non-English speaking residents, special interest clubs, or any other interested group. Albert and Ruth Rae don't have a full summer schedule of farm vacationers yet, but being close to the East Meadows Sanctuary should guarantee them a busy fall.

John and Doris Nikkels' ranch will likely be full to capacity again this summer. With over 100 horses and ponies, the Pleasant Oak Farm and Ranch is geared primarily to children who have an interest in riding. Upon arrival, each child is assigned a pony for the whole week and is responsible for grooming, feeding and caring for it. The daily schedule includes riding lessons, morning, noon and evening rides, and games in addition to helping with the chores. Being a 4-H family, the camp-type arrangement is understandable. The Nikkel operation isn't exclusively youth oriented, however. Among the several families that camped there last summer, they still carry on correspondence with a family from Michigan and a doctor from England.

The program is intended to improve relations between rural and urban residents and to supplement farm incomes. Manitoba Farm Vacation Hostess Marguerite Manning feels that when city people get the chance to spend a few days or a week on the farm, both the city dweller and the farmer gain a better understanding of each others way of life. Half jokingly she warns that the farm host and the city client should take care of the financial arrangements ahead of time because in many cases the families become close friends before the visit is over and the money aspect of the deal becomes awkward. The six participating Interlake farms have rates that vary from two dollars per day for camping up to \$65 per week for adults living in the home.

Many Manitoba farmers have admitted that having a city visitor vacationing on the farm provides them with a bit of a holiday also. The extra manpower that sometimes makes itself available, and the extra few dollars, are helpful but most of all, the opportunity to show a city family what farming is really all about has proven to be a most rewarding experience for farmer and city folk alike.

Mrs. Manning, who has visited all of the 60 participating Manitoba farms, says that, "The farm doesn't have to be fancy or rich looking; just clean and safe." Although bookings are handled directly between the farm host and the city client, details on the program can be obtained from the Manitoba Farm Vacation Association, 385 St. Mary Avenue, Winnipeg, Manitoba, phone 943-8361.

The Icelandic Festival—A Big Job

Islendingadagurinn, the Icelandic celebration or the Icelandic Festival--it's all the same thing--has been an important event on the Manitoba summer events' calendar for 84 years.



Even back in the beginning--August 2, 1890--the celebration was a tourist attraction. Not only Winnipeg and "New Iceland" Icelanders converged on Victoria Gardens in Winnipeg to join in sports events, toasts and reunions, but fellow Icelanders from North Dakota were there too.

Today, the Islendingadagurinn is an even bigger affair and a significant attraction to true Icelanders from across North America and to both Canadians and Americans whose only connection with Iceland may be a romantic reference to Eric the Red in their elementary school history books.

Dennis Stefanson, chairman of the board of directors of the Icelandic Festival "guesstimates" that at least 20,000 non-Gimli residents crowd into the town during the three-day festival. That's if the sun shines and the winds over

Lake Winnipeg are calm. He says that every available parking spot in town is filled, the motels are booked up, the restaurants packed and the service stations are humming.

The first Islendingadagurinn was an auspicious affair for the period. Many of the 3,000 Icelanders in Winnipeg at the time took part in the parade, the traditional plays, songs and speeches, the sports events and, of course, the toasts to Iceland, Canada, Manitoba,

Eight years before the move to Gimli in 1932, the festival first featured the honored Fjallkona or Maid of the Mountains, who, along with two princesses "reigned" over the more traditional part of the celebrations. At one time the princesses were considered to be "Miss Canada" and "Miss America", another indication of the international appeal of the event.

Now, the festival is three days in length--the entire long weekend in August.

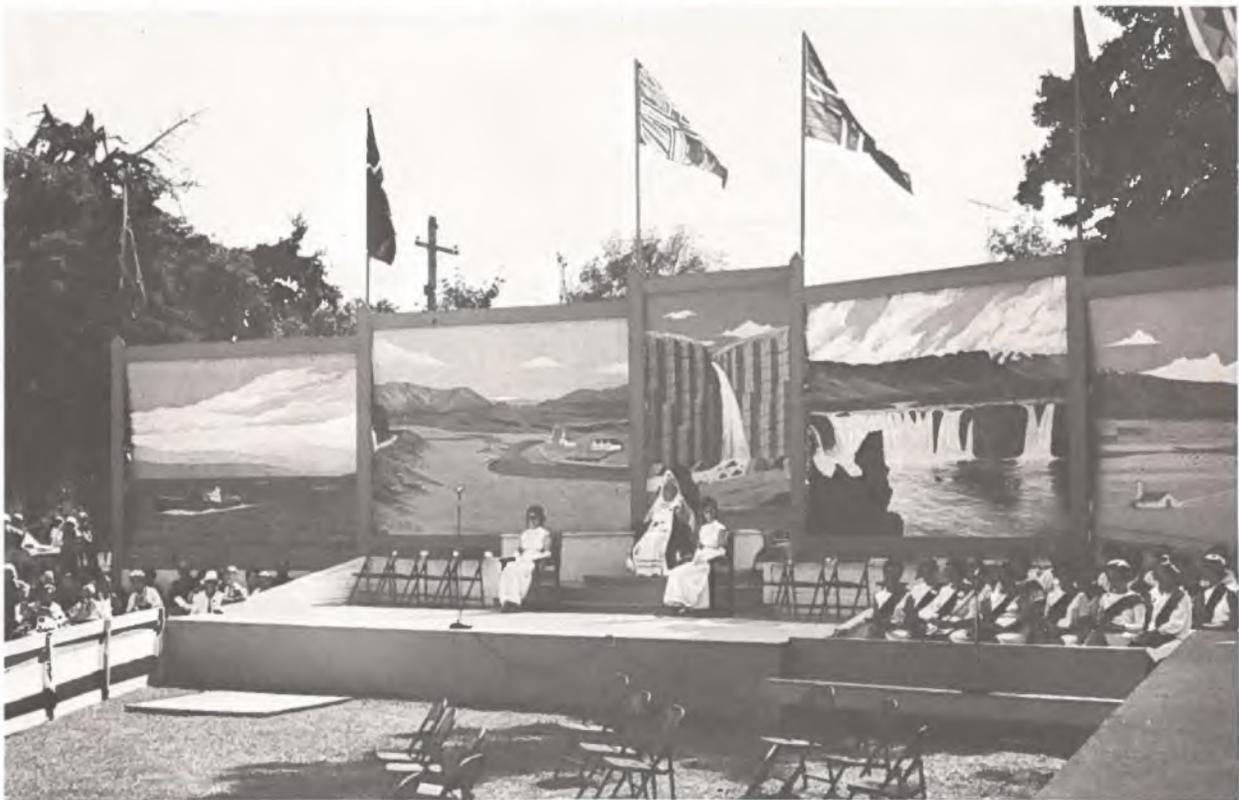
The parade, traditional ceremonies and sports events are now only parts of a varied program. Add to this such diverse attractions as fish derbies, armed forces demonstrations, sports car races, hootenannies, rock dances and fireworks, and the planners are faced with a complex challenge.

Obviously, the organizing process that must be indulged in every year is a time consuming task. All the planning, almost all the arranging and a good deal of the physical work is assumed by the 42-member Icelandic Festival of Manitoba Committee--an incorporated voluntary organization of eight directors, 14 committee chairmen and 20 committee members. Eight of the 42 persons live in Gimli or close by, while the remaining 34 are from Winnipeg. Most of the Winnipeggers were born and grew up in the Interlake.

Typical of these Winnipeg members is Dennis Stefanson who was raised in Gimli and whose parents live in town. He now is principal of Bruce Junior High School in St. James-Assiniboia.

Mr. Stefanson says that involvement in the Festival Committee goes beyond a sense of duty to the community or cultural group. The members must be enthusiastic and imaginative as well as dedicated. In this respect the Festival Committee more than meets the requirements, in Mr. Stefanson's opinion.

This year the committee won the trophy for the best humorous float in the Red River Ex. parade, sponsored concerts in Winnipeg and has organized a bus tour of Icelandic communities in the Interlake.



The Icelandic Festival backdrop is recognized by all as a trademark of the event.

Planning the next festival literally starts two weeks after the most recent one when the committee meets to review the last festival, pay the bills and make general suggestions for improvements in the next festival. In November, the annual meeting is held in Gimli to elect new board members and reorganize the 14 operating committees.

"We try very hard to attract new and enthusiastic members into the committee each year so the organization does not go stale," Mr. Stefanson said.

From November on, it's a meeting once a month alternating between Gimli and Winnipeg. Between meetings, seemingly endless arrangements are made by telephone, letter and direct contact by the 14 committee chairmen. As festival time nears some committee members wonder if their full-time job is the Islendingadagurinn or their supposedly regular occupation.

One of the frustrations that has persisted over years and is hardly unique to this ethnic festival, is the undercurrent of town-city distrust. Occasionally Gimli residents wonder aloud if their town is being used for someone else's party. To some degree this is overcome by the loyalty of the former Gimli-ites to their home district and by the appointment of aggressive and impartial Gimli residents to the board.

The point is, Mr. Stefanson said, that for an event as large and internationally significant as the Icelandic Festival, both groups need each other if the affair is to be successful. "Gimli needs the board members from the city to maintain contacts, while the city members rely on the Gimli directors to ensure all is in readiness on the civic holiday weekend when thousands of celebrants arrive."

Ashern One-Box Hunt—An International Shoot

How does a town of 500 put itself on the map in a big way? What kind of effort is involved in getting a community working together on a major tourist event?

If you ask the One-Box Executive just what goes into the event they'll tell you that an enormous amount of telephoning, letter writing and planning takes place all year long. While the guides are out scouting potential hunting areas and the ladies are planning their catering, the executive is making arrangements and reservations for the teams, planning brochures, and publicity and making miscellaneous decisions. President Jim Otto, explaining that they can select only ten teams out of this year's many applicants, says, "Everybody wants to come and shoot. There's even a writer from True Magazine that wants to come and compete!" Don Slade of CKRC will again M.C. this year's event to be held September 28 and 29, and Lt. Governor Jack McKaeg will represent the Manitoba Government.

If you ask the 60 or more ladies who do the catering, they'll reply that feeding 500 people for two whole days is, in itself, a major accomplishment--and who can disagree? The Ashern Hockey Association mothers put on the Friday night supper, generally consisting of cold meats and salads. By Friday evening all of the contestants, visiting dignitaries and other observers have arrived and appetites are large after a day of travelling and trap shooting. The Centennial Hall is no sooner cleared out Friday night and the ladies of the Ashern One-Box Hunt start arriving to help their husbands prepare the 5:00 A.M. hunters' breakfast and sack lunches to go out with the teams. Early in the afternoon, the ladies party provides a brief break in the work before final preparation for the

Victory Banquet get underway. When the hunters return, they are greeted with a full smorgasborg table of turkey, chicken, ham, roasts, holupchi and fish. Although the banquet and dance often last far into the night, the ladies are up in the morning to again help the men prepare and serve Sunday morning's Farewell Breakfast. It's been said that some of the teams from other provinces and from the states come to the Ashern One-Box Hunt for the food more than for the hunting!



Waiting for the flush

Entering its sixth year, the Ashern One-Box Hunt is already a community tradition and is recognized throughout North America as a prime attraction for serious sharptail hunters.

If you ask the 40 or more participating hunters that show up from all over the continent, they'll agree that from their point of view the guide is of prime importance. Each four-man team is assigned a box of 25 shells, a vehicle, a hunting dog, an official judge, and a guide. The guide is responsible for choosing the best hunting area and leading the hunters to the grouse. Fred Bezemer, guide for last year's winning British Columbia team, does little hunting himself but he does drive a motor grader for the municipality and is likely

well acquainted with the surrounding area. Last year, his first time at guiding for the One-Box Hunt, he only got two days notice to prepare for the event so he just took his team a few miles west of Ashern. Although Fred tries to explain their victory by saying, "It was luck and that was all", entering teams this year are requesting that he guide for them. Some guides have taken their teams as far as Hodgson and Gypsumville and several guides are already spending weekends checking out good hunting grounds.

The Ashern One-Box Hunt is another good Interlake example of what a community working together can accomplish. Whether you're from Ashern out of the province or even out of the country, you still have to give credit to the most important fella of the whole Ashern One-Box Hunt, the grouse that makes it all possible.

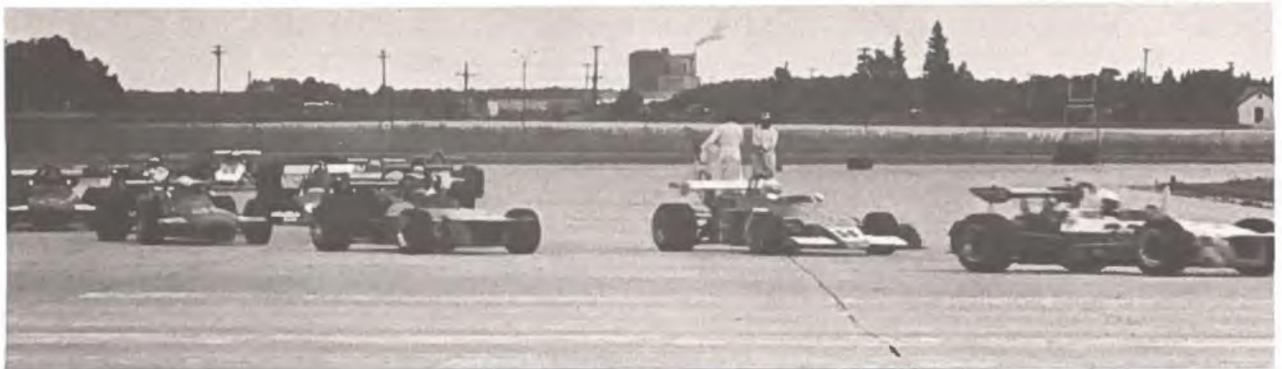
Gimli Motorsport Park—A Manitoba Mossport

Professional auto racing has arrived in Manitoba and the Interlake will be the homesite of a new \$72,000 race track. The grand opening of Gimli Motorsport Park, coinciding with the Icelandic Festival on August 4 and 5, will feature the final and deciding race of the 1973 Canadian Road Racing Championship for formula B race cars.

This six-race championship series, also known as the Players Challenge Series, is carried on national TV and the August 5 Players Manitoba race will be shown on CTV's Wide World of Sports later in the month. Each of these six nationally broadcast race programs also features a ten-minute presentation of the host town. The Players Manitoba race coverage will feature Gimli and the Icelandic Festival.

Fans will be busy, starting noon Saturday, with motorcycle races, practice and qualifying runs for Sunday's Players Manitoba formula B race, amateur sportscar races and sedan races for cars ranging from Mini's and VW's to Mustangs and Camaros. Spectators who buy a two-day ticket will be allowed overnight camping at the racetrack.

Races start again at 11:00 Sunday morning with the novice race, a special race for beginning drivers, followed by three races for the regional championship that attract drivers from as far away as Edmonton and Minneapolis. Bob Sveinson, driving a Lotus, and Gary Wilson, driving a formula V, are two former Gimli residents that will be on hand competing on the new track.



Last summers Formula B race on the airfield saw speeds up to 140 MPH

At 2:30 sharp the green flag drops and three dozen formula B cars take off for corner one, 100 miles of racing and a shot at the championship and the top prize of \$7,900. The Players Challenge series has attracted top drivers from every major city in Canada, and American competitors from as far away as California and New York. Manitoba's only entry, Bob Armstrong of Winnipeg, is presently in his first year of professional racing and has experienced mechanical difficulties in the first few races.

The formula B cars competing in this series are single seater, open wheel machines similar in concept to Indianapolis 500 or European Grand Prix type of race cars. They have attracted crowds of 6,000 to 14,000 spectators this season. The 8,000 Manitobans who watched last summer's Players Manitoba race will likely agree that it is good racing.

Construction of the new, 1.3 mile, 30-foot wide track began in mid-June after nearly three years of negotiations between the Winnipeg Sports Car Club and various government agencies. The basic track, costing \$72,000, is being built by the Gimli Industrial Park and a ten-year lease has been signed with the WSCC and a new corporation, Circuit Management Ltd. Interested members of the WSCC formed CML for the purpose of meeting financial commitments to the government and to operate and maintain the facility. 1966 Canadian Driving Champion, George Chapman of Winnipeg, is one of the directors of CML. He explains that, although Manitobans have long been interested in racing, "A permanent track is the factor that will put racing on the same level as some other professional sports."

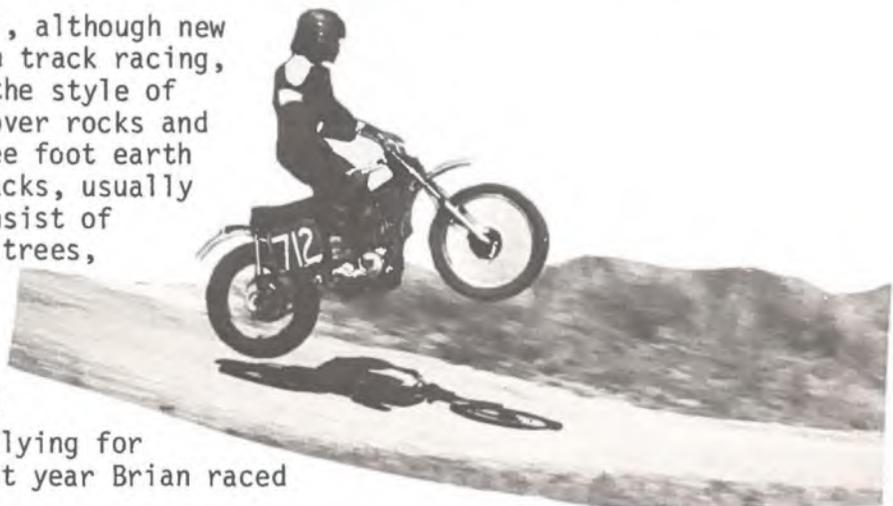
The Gimli Industrial Park will lease the new Gimli Motorsport Park to CML and the WSCC for \$12,000 a year with the first three years rent being paid in advance. CML will be responsible for constructing fences, bleachers, towers and other planned additions. It is expected that six public events, including sportscar and formula car racing, motorcycle and go-cart racing, snowmobile and drag racing will be held each year. In addition, the facility will be made available to the public for driver training sessions and accident avoidance training.

Cycle Racers Jump At Stonewall

While some sportsmen spend their weekend fishing or golfing, an increasing number of Interlakers are getting satisfaction riding their motorcycles--on the highway and bushtrails and even on the race track!

On Sunday afternoon the Stonewall gravel pit is the scene of action as the Interlake's best riders pit themselves against racers from all over Manitoba, Saskatchewan, Ontario, North Dakota, and Minnesota in sanctioned motorcycle races.

Brian Proulx of Gimli, although new to this type of rough track racing, has quickly adapted the style of "throwing" the bike over rocks and ruts and jumping three foot earth banks. Motocross tracks, usually over a mile long, consist of narrow paths between trees, steep hills, gullies and mud holes (often created on purpose!), sharp turns and jumps that send some bike flying for 30 feet or more! Last year Brian raced





grand-prix type motorcycles on the blacktopped Westwood track at Vancouver and, although he says he enjoys motocross racing, he's looking forward to the day when Gimli Motorsport Park will hold grand-prix bike races on the asphalt track.

Robert and Richard Lowe of Stonewall share an interest in motorcycle racing. Swapping responsibilities for the bike each weekend, one brother races while the other does the mechanical work. Only in their second year of racing, they have

already taken home several first place trophies.

The Manitoba Motorcycle Club will hold races at Stonewall on July 15 and 29, August 26, and October 8. They are also holding short track races at Gimli this summer in conjunction with the Icelandic Festival. These races are run on a 1/16 mile dirt oval and although the speeds aren't as fast as motocross or grand-prix racing, there is always close competition and a good deal of fender jumping.

Cruising The Prairie Sea

Shipping on Lake Winnipeg has always been a strong feature of Interlake history, but mainly in relation to fishing and freighting. Today, recreational navigation of the big lake has become a vital and fascinating aspect of Interlake life. The M. S. Lord Selkirk II is not only the most modern and up-to-date ship to ever sail Manitoba's inland sea, but also the biggest!

Following tradition, the 176 foot, 1,540 ton liner makes her home port in Selkirk and regularly stops at major points on the lake. The Lord Selkirk, owned and operated by Venture Manitoba Tours Ltd., was specifically designed and built to be a luxury cruise ship and has the distinction of being North America's only inland luxury liner. Each week, from June through October, the Lord Selkirk makes two regular voyages, the longest being the "wilderness adventure cruise".

This five-day excursion, costing from \$175 to \$275 per person, boards every Sunday evening at the government dock in Selkirk. A large percentage of the passengers are American tourists. The first half of the week is spent on the north end of the lake with stops at Grand Rapids and Berens River, and passengers are entertained with a variety of guided tours, fishing expeditions, inland hikes, visits with the local people, and meals of beans, bannock and fish, in addition to on-board recreation.



M. S. Lord Selkirk II in Berens River. Photo: Venture Manitoba Tours Ltd.

Providing the lake is calm, the ship docks Thursday noon at Gimli where the passengers disembark for a half-day of sightseeing. Gimli's historic fishing village on the wharf, tourist booth, marina, beach, art gallery, park, monuments, international hockey school, and golf course could, no doubt, provide passengers with enough activity to fill several days.

For many passengers, the Gimli stop will be a once-in-a-lifetime experience to be recalled later to interested friends back home. To others, living in Manitoba or closer to its borders, the half day may be simply an introduction to this historic center described in glowing terms to them aboard ship. On the basis of the first impressions, these people may return.

Some Gimli residents point out that the physical attractions alone are merely a part of the impressions Gimli can make. Displays of anticipated "Icelandic" hospitality would not only make the stop memorable for the moment, but ensure that the lasting impressions are forever favorable.

Dori Holm, a Gimli counsellor and regional corporation director points out that Gimli has excellent potential for tourism. He suggests that the town could more nearly reach its potential if guided bus tours, luncheons, welcoming activities and farewell send-offs were arranged for these special once-a-week guests. In his opinion such moves would be more beneficial in giving Gimli a good tourist image than several thousand dollars of advertising season after season.

Mr. Holm notes that, in one month last summer, a single Gimli bank exchanged over a quarter million dollars in American currency. He scoffs at comments voiced by some citizens that special welcoming efforts are forms of "charity" to strangers.

By noon every Friday, the M. S. Lord Selkirk II is back in her berth at Selkirk being fitted for the next excursion--the weekender fun cruise--starting Friday evening. For \$50 each passengers take a two-day excursion up the lake to Berens River and back. They will dine and dance aboard ship while at Berens River they hike, swim, tour the mission and trading post and visit Ma Kemp's Inn. Guided fishing trips and harbour launch cruises are available along with special northern fare of beans, fish and bannock.

According to officials at Venture Manitoba Tours Ltd. the Lake Winnipeg cruises are now attracting about 4,000 persons per season. For the remainder of the cruise season many berths have already been booked by both Manitobans and international guests.

Museum Ship Keenora

The Keenora, Manitoba's oldest and best-loved steamship, is out of the mud slough, up on the bank and has been anchored to a permanent concrete mooring near the entrance to Selkirk Park where she will serve as the prime attraction to the Marine Museum.

Built in 1897, the Keenora navigated the Red River and Lake Winnipeg from 1923 until 1965 when she was retired. Having rested on the mud bank of the Selkirk slough since 1967, the 150 foot, 700 ton Keenora strongly resisted attempts to be moved. Steel cables snapped, dredges, tugs, and people worked overtime and Ralph Walterson, the Marine Museum engineer was wondering if they'd ever get her in the water again. On May 25 she was finally manipulated into the water and towed by the M. S. Bradbury to the dry dock where she was ceremoniously lifted out of the water. Champagne Movers Ltd. of Winnipeg, a firm with extensive experience in moving elevators and large buildings, was contracted to lift the ship onto the concrete pad.

Basic cleanup and repair, started under a \$15,000 PEP grant, has been underway since last winter and now that she is firmly anchored, the exterior hull, decks and trim are being restored to "showboat" condition. A museum advisor from the Museum of Man and Nature and a design consultant

have been contacted to plan inside modifications that will allow maximum museum display space yet preserve the Keenora's original layout and form. They will also continue to work with future Marine Museum projects once the Keenora is completed. Six students, working under an \$8,000 STEP grant, will be spending the summer working on the interior and doing the necessary research on the exact history of the Keenora and other Lake Winnipeg ships. When completed, the Keenora will be the flagship for a whole fleet of dry docked boats that are being collected as part of a museum to portray Lake Winnipeg history.



M. S. Bradbury brings the Keenora to dry dock. Photo: Ron Scherza

The Marine Museum Corporation, formerly the "Save the Keenora Committee", was chartered in 1972 and with funding from the Selkirk and District Area Development Boards and the provincial government they proceeded to purchase the Keenora for \$10,000. The Town of Selkirk has pledged to match the province's annual operations grant of up to \$2,500 once the museum is open to the public. Fraser Stewart, secretary of the corporation, says that the greatest difficulty so far has been obtaining sufficient financial support for the project. The 20 members of the corporation presently face a \$14,000 debt and an additional \$15,000 is still needed for the immediate work to continue on a full scale. A fund raising campaign has been started, former shipping clients and crew and prominent passengers are being contacted for support and Pierre Trudeau has been personally made aware of the museum's financial problem. To date, no federal funds have been provided for the project, but the museum directors are hoping to obtain a federal grant. By the time the overall museum complex is completed, total expenditures could exceed \$100,000. Long-range plans call for purchase and restoration of the Granite Rock, the M. S. Bradbury, and any other old packer or steamer or historic article that relates to Lake Winnipeg's nautical past.

Progress Of Hecla

Hecla Island, the only marine park on the North American Plains, is shaping up into something big. Hundreds of campers, picnickers, sportsmen and cruise ship passengers overlook the inconveniences as crews of 50 to 80 men work to complete the present projects and start new ones. Although the park is presently used for limited camping, official opening will be early next summer.

Most of this year's work will be concentrated in the Gull Harbor area. The Gull Harbor lodge, presently being used as the first aid station and central office, will soon be the site of a natural and historic display of Hecla Island heritage. Documentation and research for this project is presently underway. Gull Harbor is also the site of the main boat launch and store and it is the centre of weekend activities.

Two bays of the new Gull Harbor campground, accommodating a total of 90 units, will be completed this summer at which time the old campground will be converted to a picnic area. When all seven of the proposed camping bays are finished, there will be accommodations for 315 units. Each campsite will have a picnic table and fire pit and central washroom facilities will be provided for each bay. Long range plans call for "primitive" tenting sites and more camping bays in other areas of the island with an eventual capacity of over 500 units.

In addition to overnight camping, areas are being developed for the one-day visitors who come to the park to swim, hike or fish. These areas will include washrooms, picnic tables, fire pits and parking areas. Two of the day picnic areas will be open this summer and as many as a half a dozen may eventually be created, some only accessible by hiking trail.

Several miles of trails have already been marked through the Hecla Island bush and within two years, the entire system of hiking, riding and nature trails will be complete. Hiking trails, designed simply to get a person from one place to another by following a scenic route, will be the first completed. Nature trails, winding through the bush and along the shoreline, are designed to give the hiker an understanding of the natural surroundings. Nature trails must be carefully laid out to preserve ecological authenticity, yet allow the hiker to observe as much as possible. Informational signs and displays along the route are also important. Riding trails, paths specifically set aside for horseback hikers, will be laid out as soon as definite plans for a riding stable are formed. Some of the trails, such as the existing loop around the old quarry, will be specifically marked for winter snowmobile use also.

Work is progressing on schedule for the 18-hole tournament golf course and the first nine holes will be open next season. Designed to provide the maximum in privacy for each individual golfer yet give a constant view of the water, the Hecla Island course will no doubt rank as one of Canada's best. The underground irrigation system is presently being installed and, on the greens and fairways where the job is done, seeding is already underway. Areas for parking lots and the golf shop are already cleared and walking bridges over the channels are finished.

Work will begin this summer on a 200-seat, open air amphitheatre to be used for slide presentations on natural and historic topics plus other types of nature shows. Two tennis courts and a fully modern beach change house will also be operational this summer. A new protected beach inside the lagoon is being considered in addition to improvements on the mile-long natural beach on Gull Harbor. Both beaches will be close to the new change houses and to the area that has been set aside for a potential resort.



Hecla's golf course, campsites, Gull Harbor and other facilities will be completed by 1974.

Hecla Village will be restored to duplicate, as precisely as possible, the original village as it would have appeared before the turn of the century. Research, based partially on old Interlake Icelandic libraries, newspapers and diaries, is presently taking place while engineers and historians are carefully inspecting the existing buildings to determine authenticity and structural value. Although it may be several years before the village is finished, the end result will be an honest portrayal of Hecla Village as the Islanders in the late 1800's knew it.

While the golf course has its own special maintenance building, equipment and staff, a maintenance yard for the overall park complex is also being constructed this summer. The new buildings, located close to Hecla Village, can house up to 30 people and will serve as headquarters for all maintenance operations. A small trailer park for permanent staff will also be built this summer.

Engineers will soon begin the design and layout for the proposed Gull Harbor Marina and federal plans tentatively call for a new meteorological station to be installed on the island. PR 234 and 233 leading up to Hecla Island are being blacktopped this summer providing easier access to the park and completion of the marina will no doubt attract more marine traffic. Although it may be some time before all plans are carried out, Hecla Island in its present form can provide splendid outdoor recreation.

A Bog With A Future

Approximately 40 Snowy Owls, 60,000 geese and several thousand humans visited the Oak Hammock Marsh this spring! This 8,136 acre marshland wildlife management area, only 15 miles north of Winnipeg and directly on the Interlake flight path for many migrating flocks, is becoming a popular attraction for outdoorsmen, educators, tourists, and of course, waterfowl.

Recently the Department of Mines, Resources, and Environmental Management provided \$73,000 for further development of the Oak Hammock Marsh for public use through the new Land Access Program. These funds will be used primarily to improve access roads to the marsh area, provide parking facilities and footbridges in addition to observation mounds, trash cans, benches, toilets, informational signs and drinking fountains. When these public convenience facilities are completed this summer, automobile traffic in the Oak Hammock will be strictly prohibited and travel will be by foot or bicycle only along the tops of the grassy dikes.

In 1967 land acquisition of the old St. Andrews Bog began under the FRED Agreement to assist farmers in selling low-capability land to the government. The southern, 3,800 acres of natural marsh and the northern 4,200 acres of boggy upland cost a total of \$380,000.

Last summer, under the direction of the Water Resource Division, biologists and wildlife specialists, work began on the project. The 18 miles of dikes, 13 water control gates, 58 artificial nesting islands, seven wells and miscellaneous ditching will be finished this summer. Mines, Resources and Environmental Management is supervising the work and also paying \$187,000 toward the total cost.

Ducks Unlimited Canada is contributing \$160,000 toward the internal development of the marsh. This money will pay for the 58 nesting islands, two of the internal dikes and three water control gates. Ducks Unlimited Explain that their basic objective is simply to take constructive actions to benefit waterfowl. By providing a suitable habitat at Oak Hammock, they hope to establish a permanent flock of ducks and geese.



*A Giant Canada Goose!?
Actually it's a very
neccessary resevoir
pond with a bit of
artistic engineering.*

Excess water from the Wavey Creek watershed system flows into the marsh from the north during spring thaw. Manipulation of the control facilities at the inlet to the marsh can control the water level and help alleviate drainage problems on the Wavey Creek.

The water can be held in the northern cell of the marsh or, by opening control gates, be channeled into the middle cell and from there into the southern, naturally marshy cell. The outlet for the Oak Hammock Marsh, the Parks Creek Drain, can be fed through a control gate at the end of the southern cell.

Water Resources Division drilled seven artesian wells in the northwest corner of the area last summer. A valve on each of these eight-inch diameter wells permits water to flow into the marsh during dry seasons, thus maintaining the necessary stable water level. The free-flowing wells can also be used throughout the summer to compensate for evaporative losses from the marsh.

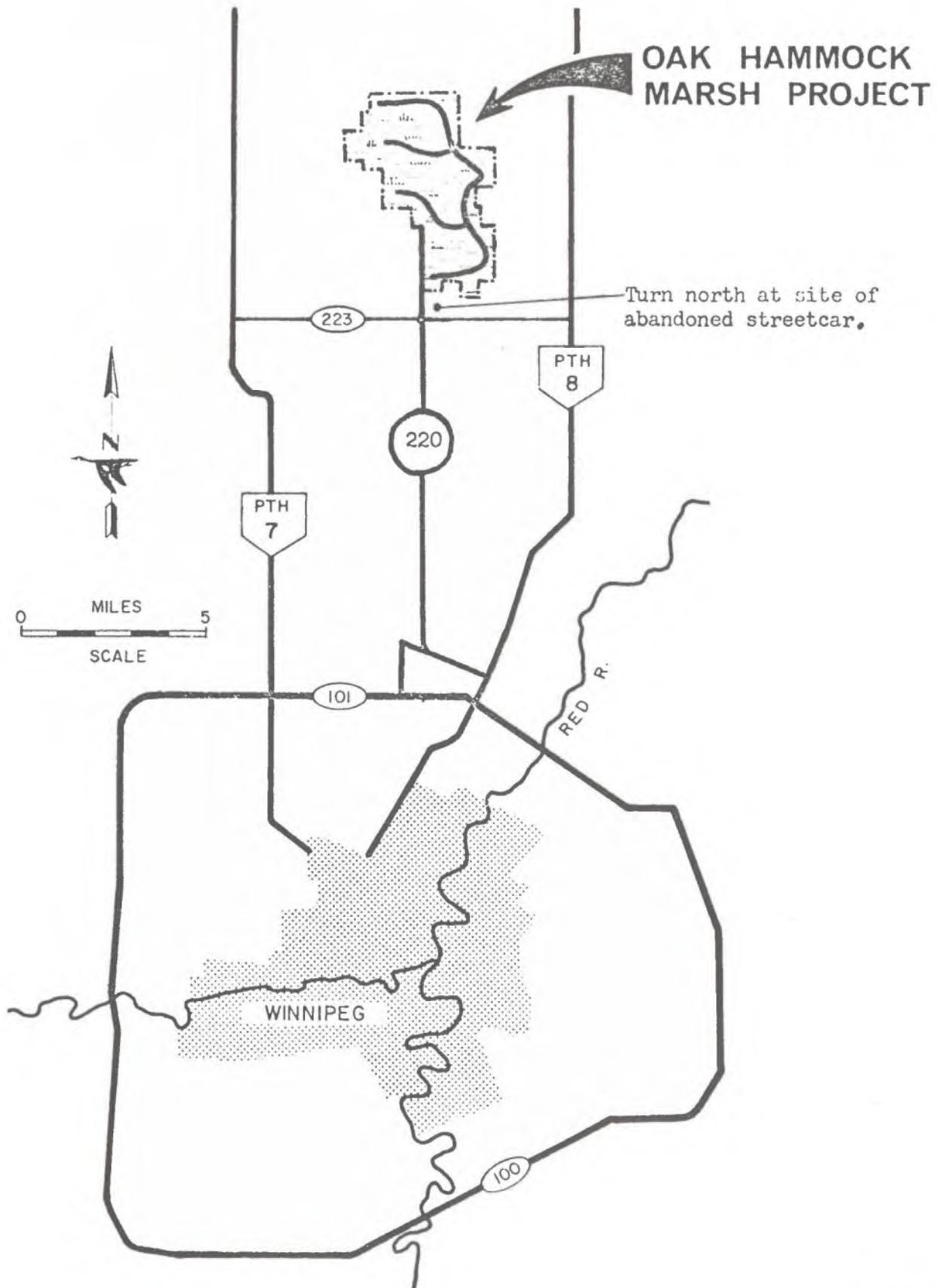
High pressure in the underground water tables has traditionally been a problem for farmers in the immediate area. The seven Oak Hammock wells can be opened to relieve that pressure when it becomes excessive. To date, over 450 acres of lure crops have been planted in the marsh area to provide enough food for the permanent marshland population and to keep migrating waterfowl from feeding on farmers' fields.

Eight Opportunity For Youth students are presently seeding the islands to ensure adequate vegetation, and giving the area a general cleanup. The Transcona Game and Fish Association has planted willow groves on the west side of the marsh area. The Municipality of Rockwood will pay for and grade two and a half miles of municipal roads that lead to the Oak Hammock boundaries.

When the present work is complete, the northern half of the Oak Hammock may be opened for hunting while the remaining half, the traditional marshy nesting area, will be set aside as a wildlife refuge and used for wildlife study and management.



The entire area eventually will be open for public tours, individual study, photography and educational use. Although Oak Hammock supporters look forward to a marsh manager, educational tours and an informational resource centre, public enthusiasm is the next needed ingredient.



Interlake Outdoors—A Wildlife Review

Whether they come to shoot with cameras or with guns, tourists are attracted by the Interlake's variety of wildlife. This collection of game animals, fish and fowl draws outdoorsmen from all over Manitoba, Canada and the United States.

BIG GAME

Elk in the Mantagao wildlife area now number 200 and although hunting is prohibited, the herd still provides a strong incentive for hikers, photographers and naturalists to visit the region. In addition to the Mantagao herd, pilots this spring spotted one group of approximately 100 elk just north of Gypsumville and there are indications that both herds are expanding. Elk, once almost non-existent in the Interlake, have gradually increased since 1968 with the aid of herd transplants and protective hunting regulations. Although the severe winter of 1971-72 saw a drop in just about all Interlake big game populations, the elk are again increasing their numbers and several dozen calves have been spotted this spring. The Department of Mines, Resources and Environmental Management has planted over 300 acres of alfalfa to serve as feed for the elk in the Mantagao area. Although over-hunting was largely responsible for the near disappearance of elk from the Interlake region, a new natural enemy may now be appearing -- "meningeal" or the brain worm. Although this parasite doesn't affect its carrier, the white-tailed deer, it often proves fatal to any elk, moose or caribou that pick it up.

Moose in the Interlake, primarily found north of PR 325, have shown a serious decline in their rate of reproduction and hunting regulations this year are being designed to allow existing populations to increase. This year's moose season will be shorter than in previous years and northern areas will be closed to non-residents. A prime protected area is Hecla Island, and with a moose population that exceeds 150 animals, this provincial park should be a good moose viewing area for photographers and naturalists.

The deer season will also experience a serious cutback because of the 1971-72 winter but projections indicate that next year may see the deer season return to "normal" in at least some southern areas of the Interlake.

Bear hunting, although not popular with many Interlake hunters, has "the possibility for increased recreational utilization", according to Vince Crichton, wildlife biologist for the Interlake region. He points out that in other provinces and in the states, bear hunting is considered to be a higher level of big game hunting than going out for moose or elk.

FOWL

The grouse, star attraction of the Ashern One-Box Hunt, is experiencing the low point in a natural ten-year cycle and a "three in possession"

limit has been imposed on grouse hunters this season. Pointing out that the number of grouse are apparently even lower than is normal for this point of the cycle, Vince Crichton suggested that his department may embark on a grouse study project to determine the reason for the cycle.

Waterfowl seasons will be similar to last years but bag limits are being reduced. The Dog Lake and Riverton marshes have always been the first to open with the result that overkill took place in those areas and other areas had poorer hunting. This year, through a shifting of boundaries, the entire Interlake will open on the same day and the extremely localized hunting pressures will be reduced.

Goose populations in the Interlake are substantial and "morning shooting only" regulations are being designed to help stabilize the number and to prevent undue harassment that has caused flocks to leave early.

Duck populations, low for several years, are continuing to decrease and reduced bag limit regulations will be strictly enforced. Hunting, low water levels, predation and intensified agriculture are responsible for the declining duck numbers. The Environmental Management Division is looking at further reduction of hunting, pot-hole blasting and water control structures as means of bringing ducks back to their former numbers.



Grebes can "run" like this for long distances. Photo: Fred W. Lahrman

The Western Grebe, an endangered wetland species and thus protected by law, can be found in a number of Interlake locations. Said to look like a long-necked duck, grebes live in scattered colonies usually consisting of only a few dozen birds. Grebes have been seen taking part in such unique activities as "running" across the surface of the water and "dancing" in pairs, a phenomenon in which two of the birds dive for weeds, surface again and then rear up and slowly come together holding the weeds above their heads. Grebes have been sited on Lake St. Martin and an established colony live near the Hecla Island causeway.

FISH

Last summer, from June through August, 10,000 sports fishermen took over 35,000 pounds of pickerel out of the Dauphin River in the area of Anama Bay. The Lake Manitoba Narrows, site of a new fishing resort, is another prime pickerel area as are Lake St. Martin and Lake St. George. Although sport fishing right on Lake Winnipeg and Manitoba is not popular, a great deal of localized fishing takes place off the docks, in bays and harbours and on the smaller lakes and rivers that feed into the big lakes.

Bow fishing for carp, a relatively new sport to the Interlake region, is not only providing an increasing number of fishermen with exciting sport, but can also help to reduce the excessively large population of this rough fish. More restrictive commercial fishing regulations on the two big lakes are designed to stabilize pickerel, pike and other fish populations and encourage use of the abundant rough fish.

Mines, Resources and Environmental Management recently published two booklets that are of interest to outdoorsmen. A Sampling of Manitoba Nature is a week by week outline of which animals are doing what interesting things and where can they be found. Manitoba's Wildlife Heritage -- A Guide for Landowners is a longer, more detailed review of significant forms of wildlife. The book concerns itself with conservation of existing wildlife and detailed actions that landowners can take to prevent destroying wildlife on their property. Both books can be obtained by writing Conservation Extension Office
Box 11, 139 Tuxedo Blvd.
Winnipeg, Manitoba.

Interlakesnakes

Snakes! Whether you like'em or loath'em you can't help but react when someone mentions the word--or puts one down your back. Old tales of giant snake pits containing thousands of squirming, slithering snakes have been found to be true.

This spring a tour of the Manitoba Naturalist Society observed the Red-sided Garter snakes coming out of hibernation at one of the Interlake's several dozen snake pits. Dr. Ken Stewart, zoologist at the University of Manitoba, conducted the Inwood tour and explained that although garter snakes are found throughout North America, the Interlake region is unique in having the densest snake population and several mass hibernation pits.

Why so many snake pits? The Interlake's limestone bedrock, soft and easily eroded by groundwater, can become riddled with tunnels or even caves which collapse and become sinkholes. These pits, sometimes measuring up to 75 feet across and 15 feet deep, provide a means for the snakes to hibernate below the frostline.

By early May the snakes have emerged from their dens and the mating begins. The female, sometimes exceeding four feet in length, is surrounded and entwined by dozens of male snakes, thus forming the fabled "rolling snake balls". As the ball winds down and some of the males start migrating to their summer habitat, one of the males succeeds in mating with the female. By early June the snake pit is merely an insignificant looking hole in the ground and the snakes have wiggled their way to surrounding swamps and ditches. Dr. Stewart, who has been studying the Inwood snake population for five years and has marked over 6,000 of the snakes, has traced their summer voyages to swamps over 12 miles from the home den.



Interlake snakes mate. Photo: V. H. Scott.

The snakes again make their mass appearance in September when they return to their underground dens. Although the fall gathering lacks the spring spectacle of the writhing, mating masses, it is significant in a different way--snake harvesting. Resources Management Division of the provincial government allows commercial harvesting of the snakes to licensed gatherers only for the month of September. Snakes from the Interlake are sent all over North America to high schools and universities for experimental purposes.

Garter snakes, if their place in the Interlake ecology is respected, can make a contribution to the Interlake economy and play a continuing and growing part in Interlake tradition. Nowhere else in Canada would a "Snake Celebration" be more suitable.

Big Country—Summer '73 Manitoba's Interlake Summer Events

JULY

July 14-Aug. 25	Gimli	Canadian Professional Hockey School -- Arena
July 15	Balmoral	Sports Day, Baseball Tournament
July 22	Lundar	Community Picnic
July 24	Selkirk	Senior Citizens' Picnic -- Selkirk Park
July 28-29	Selkirk	Open Golf Tournament (Shot Gun)

AUGUST

Aug. 4,5,6	Gimli	Islendingadagurinn Annual Icelandic Festival of Manitoba Fish Derby, Bathtub Races Music, Poetry, Fine Art Three Dances Parade -- Monday 2 Horse Shows -- Saturday & Sunday -- Happy Acres Ranch International Car Race Meet -- Industrial Park, Saturday
Aug. 4-5	Woodlands	Sports Day and Baseball Tournament Banquet and Dance
Aug. 11	Arborg	Annual Arborg Fair
Aug. 11-12	Teulon	The Big M -- Men's Open Golf Tournament
Aug. 12	Inwood	Annual Sports Day
Aug. 19	Teulon	Annual Fair -- Baseball Tournament
Aug. 25-26	Fisher Branch	Rodeo
Aug. 26	Lundar	Wagon Races
	Riverton	Lake Winnipeg Fish Fry (Date to be Announced)

SEPTEMBER

Sept. 1,2,3	Ashern	Rodeo
Sept. 15-16	Selkirk	Last Chance Golf Tournament (Shot Gun)
Sept. 28-29	Ashern	Sixth Annual One-Box Sharptail Hunt

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