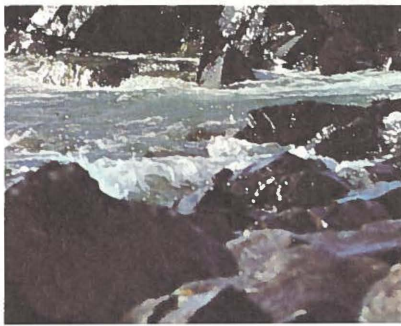
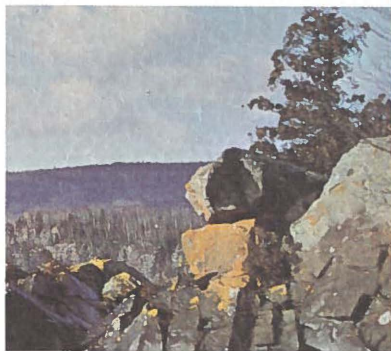
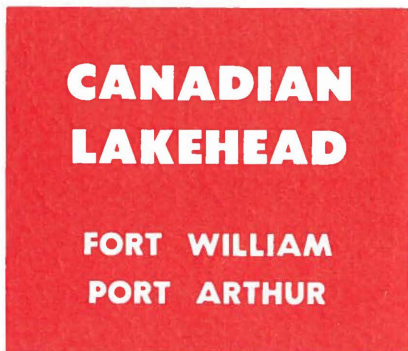
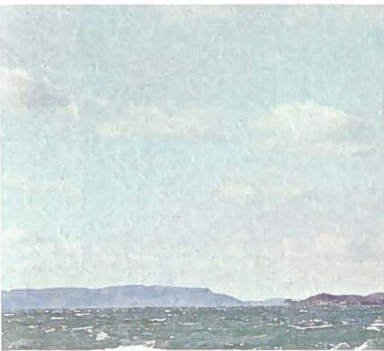
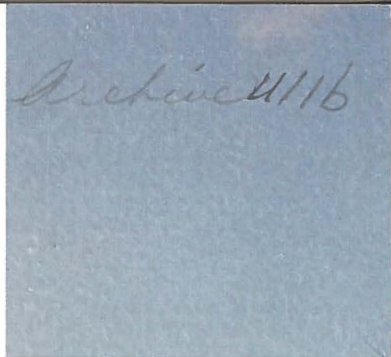






Welcome to Canada's Lakehead

**Gateway to the North's Great
Outdoor Vacationland**

Steeped in 300 years of exciting history, you can see and study early Canadian lore of the colourful voyageurs. Countless crystal clear lakes and rivers create a paradise for fishermen and hunters, campers and sightseers.

You soon discover you are in a northern metropolis complete with family recreation facilities, exceptional merchandise, gourmet food and exciting night clubs plus the bonus of viewing 25 tremendous grain elevators, the western terminus of the St. Lawrence Seaway, huge pulp and paper mills and a host of industrial plants.

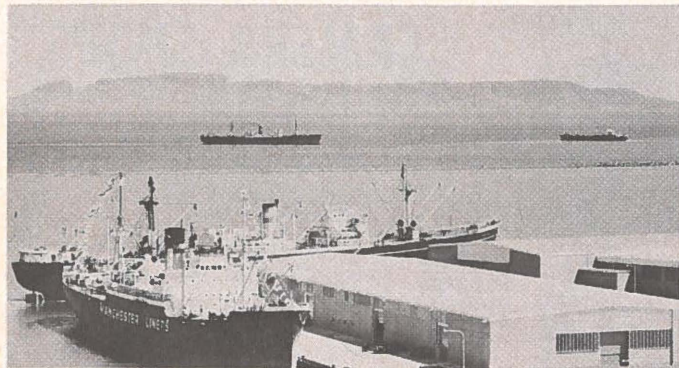
THE LEGEND OF NANABIJOU

The Sleeping Giant

Visitors to the Canadian Lakehead gaze in wonder at the unusual rock formation of the "Sleeping Giant," a peninsula seven miles long and 1,100 feet high.

Many years ago, a mighty Ojibway Indian giant named Nanabijou, walked the Great Lakes, guarding an underwater silver treasure hoard, worked by giants at Silver Islet. Only the Ojibways knew his secret but their tongues were stilled by his warning—"If the paleface discovers, all tribes will die."

One day, hearing the rumble of the giant's voice, a Sioux Scout swiftly paddled off to tell his tribe. On his way he met two white men to whom he told the secret of Silver Islet. As the white men neared the lovely isle, the sky grew dark, a thunderbird screamed, the waters churned to foam and a mighty upheaval took place as Nanabijou, the giant, folded his arms and laid down for a long sleep beside the secret he had guarded for centuries.



THE LEGEND OF GREENMANTLE

Eighteen miles west of the Lakehead, the mighty Kaministiquia River plunges 128 feet over Kakabeka Falls. "Kakabeka" is an Indian word meaning thundering waters. More enchanting than the Falls is the story of the Indian princess "Greenmantle."

Greenmantle was the beautiful daughter of a Thunder Bay Ojibway Chief. During a raid on the Chief's territory by the Sioux, Greenmantle was captured. The Sioux forced the young girl to guide them down the Kaministiquia River to the Ojibway camp. Pretending to betray her people, Greenmantle led her enemies in canoes toward the Falls. At the last moment the brave girl leaped from the canoe and managed to swim ashore to warn her people. The Sioux in the lead were washed over the Falls. Those remaining bypassed the churning cataract to attack but were defeated by the alerted Ojibway.

Today Greenmantle is commemorated by the beautiful stone building at the edge of the Falls known as the Greenmantle Tower.





THE ROYAL EDWARD HOTEL

In the heart of downtown Fort William... famous for the excellence of accommodations, cuisine and service... the Lakehead's Premiere Hotel, home of the... Lord Nelson Lounge—Dominion Lounge—and the Coffee Shop. Modern comfortable accommodations for groups of any number. Banquet and convention facilities. Ballroom and suites.

Reservations Dial 623-8467 or Telex
114 South May Street—Fort William

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"Home of the World's Finest Cameras"



CAMERAS - PROJECTORS
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For the Finest - Fastest BLACK - WHITE - COLOR Photofinishing
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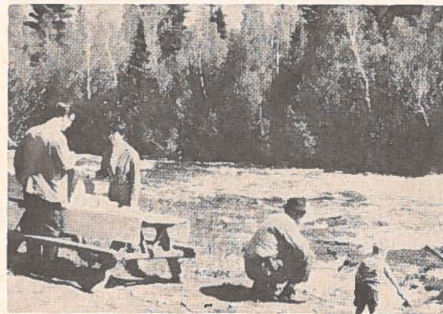
Port Arthur — Family Fun for Everyone

Exciting Days of Pleasure to Treasure

BOULEVARD LAKE PARK—Supervised by the City of Port Arthur.

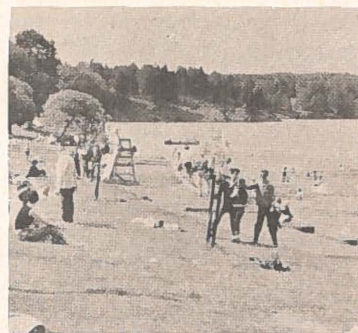
- 1500 Acres of Scenic Splendor
- Two miles from Downtown.

TROWBRIDGE FALLS CAMPGROUND—At the north end of Boulevard Lake Park—Natural Setting—180 sites—85 electric outlets—rest rooms—hot showers—Get the best of nature, yet the best of facilities!



Trowbridge Falls Campground

BOULEVARD LAKE BEACH—Soak up the sun and take advantage of the supervised swimming area, water-craft rentals, tennis court, children's playground, refreshments, and the family picnicking area.



Boulevard Lake Beach

STRATHCONA MUNICIPAL GOLF COURSE—Near Boulevard Lake Park. Test your skill on this 18 hole scenic course. Relax in the new club house. Browse around in the new pro shop.



Strathcona Municipal Golf Course

CENTENNIAL PARK—In Boulevard Lake Park. Live it up today and even re-live yesterday! Enjoy a real lumberjack's meal in the cook-shanty of a typical 1910 timber camp. See how wood used to be harvested—the whole works! Bring the children to the children's farm—just one of the many highlights for them at our new Centennial Park. Ride the "Muskeg Express" train for a guided tour of Centennial Park.



1910 Bush Camp

McNulty's Limited

McNulty's welcomes you to enjoy their friendly service; to feel great pride in purchasing imported, world famous merchandise of quality and originality at substantial savings in Canada.



- IMPORTERS
- DISTRIBUTORS

McNulty's Reputation for quality apparel is international. Direct imports of world famous merchandise from England, Scotland, Ireland, Italy, Germany and France, which meets McNulty's rigid standards of craftsmanship.

- Hudson's Bay Blankets
- Kenwood Blankets
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- John S. Brown Linens
- Imported Piece Goods
- Irish Linens

- Braemar Sweaters
- Jaeger Sweaters
- Tweed Suits

- Webb Gloves
- Tweed Skirts
- English Handbags



QUALITY APPAREL FOR THE ENTIRE FAMILY

Arthur Street

Port Arthur

Ontario, Canada

SCENIC ATTRACTIONS

HILLCREST PARK

A scenic vantage point of the Lakehead harbour, grain elevators and the 1100 foot high Sleeping Giant guarding the entrance to Thunder Bay. Along side is a flower masterpiece, the sunken garden.



CHIPPEWA PARK

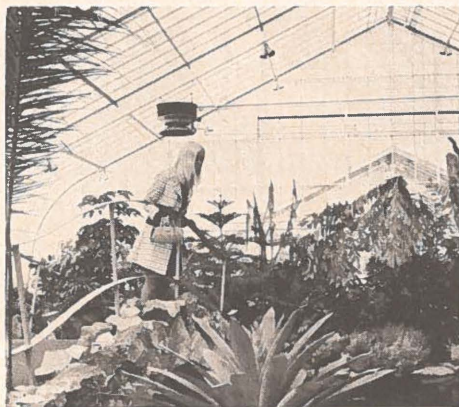
Situated in the shadow of Mount McKay, this natural family playground provides a small animal zoo, swimming, children's amusements, picnic facilities and a large tent and trailer camp.

CENTENNIAL CONSERVATORY

A vast glass and concrete enclosure offering a world wide variety of plant life with unique seasonal floral shows.

BOULEVARD LAKE

In the heart of Port Arthur surrounded by lovely wooded hills, winds a picturesque drive. Here also are facilities for picnicing and swimming. Nearby is the scenic lookout called the Bluffs.



MOUNT MCKAY

Offering the finest panoramic view of the Lakehead from a ledge high above the cities, accessible by car or bus.

CENTENNIAL PARK

Complete with a children's live animal farm, a 1910 era bush camp and a narrow gauge railway. Nearby is the Trowbridge tent and trailer camp site.

KAKABEKA FALLS

Known as the Niagara of the North, this mighty falls plunges 128 feet into the Kaministiquia gorge, just 18 miles west of the Lakehead. Nearby is a 350 acre provincial park with complete facilities.

Chapples

LIMITED
FORT WILLIAM

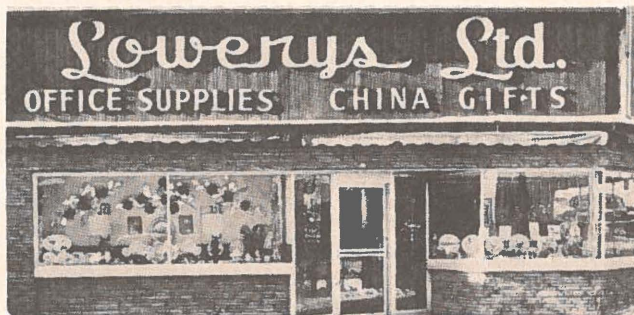


Make Chapples your first stop in Fort William. The merchandise selection is excellent and tastefully displayed throughout Chapples modern department stores.

The Canadian Lakehead's Leading Shopping Centre for the Family and Home for 60 Years.



UNCLE FRANK'S SUPPER CLUB—South on Highway 61 overlooking Mount McKay—Licensed Liquor Dining Lounge—Specializing in Steaks, Seafoods, Italian Spaghetti—American Express - CAA - AAA Approved—Dancing.



LOWERY'S LTD.—Port Arthur's largest gift centre. Shop in spacious surroundings. Royal Doulton Figurines, Royal Albert Dinnerware, Blue Mountain Pottery, English China, Novelties, Floral China Clusters. Cumberland at Park St.

a Big Welcome from the **PRINCE ARTHUR MOTOR HOTEL**

"ON THE SHORES OF LAKE SUPERIOR"
CUMBERLAND & ARTHUR STREETS - PORT ARTHUR

Stay at the big one . . . a convenient one block from business, shopping and recreation facilities! 150 modern, sound-proof rooms with bath or shower . . . a telephone in every room . . . free TV . . . lots of free parking. Complete Convention, Meeting, Seminar and Banquet Accommodations, The Home of all Service Clubs, for up to 400 guests.
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Visit our air-conditioned "DAWSON DINING ROOM and COFFEE SHOP . . . OPEN 7 days a Week.



"DAWSON" DINING ROOM

Relax in our heated outdoor swimming pool at no charge.



SWIMMING POOL

You'll enjoy the atmosphere of the "Fountain Room" . . . air-conditioned cocktail lounge.



"FOUNTAIN" ROOM



The Totem Tourist Court

- ★ GIFT SHOP
- ★ TRAILER PARK
- ★ HOUSEKEEPING CABINS



OPPOSITE
MOUNT
McKAY
ON
HWY. 61



SEE THE GIANT
CURLING ROCK!

- UNIQUE GIFTS
- CANADA'S FINEST POTTERY
- INDIAN SLIPPERS
- SOUVENIRS



NANIBIJOU CURIOS—Canadian Craft Centre, 276 N. Cumberland St., Port Arthur, represents hundreds of genuine Canadian craftsmen across the country 344-5986



A & P FOOD STORES—Shop and save with A & P low, low prices.

161 S. Court St.
River Street at Madeline
Port Arthur

570 S. Syndicate Ave.
505 W Arthur St
Fort William

THE CANADIAN LAKEHEAD

Industrial Centre of Northwestern Ontario

FOREST PRODUCTS

The largest industry in the Lakehead is the manufacture of wood into paper, pulps, lumber, ties and poles. Four large pulp and paper mills, employ almost 5,000 men. Great Lakes Paper in Fort William has one of the largest newsprint machines in the world. Local lumber companies produce over 60 million board feet of lumber and timber annually. One processor preserves 70,000 poles and railway ties yearly. Another plant manufactures truck trailers and automotive machinery for forest operations as well as aircraft components and electronic equipment. Subway and railway cars are also built for systems in Canada.

GRAIN ELEVATORS

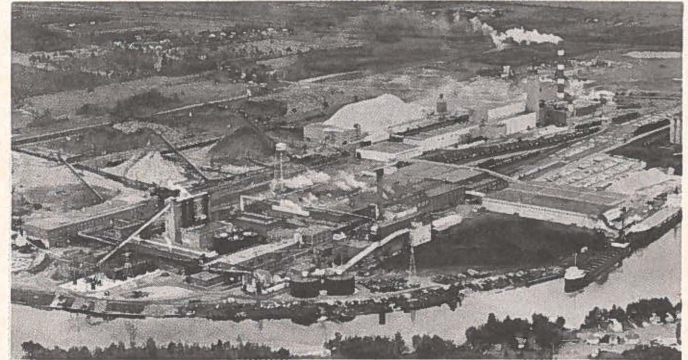
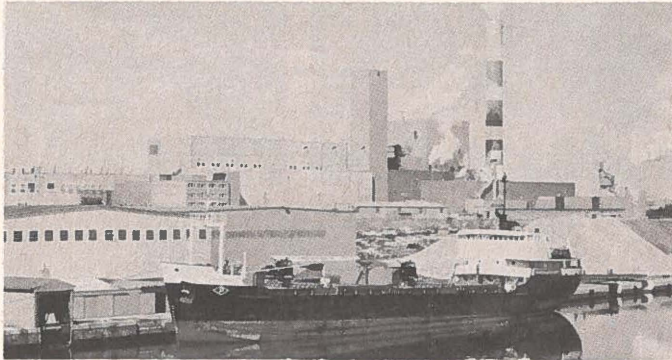
Twenty-five gigantic grain elevators at the Lakehead store 110 million bushels of grain, the greatest concentration in

the world. An average of 445 million bushels are shipped yearly. Saskatchewan Pool 7, largest single unit working elevator in the world, stores enough grain to make two loaves of bread for every person in North America.

MINING

Iron ore, gold, copper, zinc, silver and lead are mined in the surrounding pre-Cambrian Shield rocks. The iron ore dock at the Lakehead trans ships ore from iron mines at Atikokan, 126 miles west on Highway 11. An average of four million tons a year is shipped through the dock.

Great Lakes Paper Mill Complex in Fort William has one of the largest newsprint machines in the world and a new 600-ton-a-day kraft pulp mill.





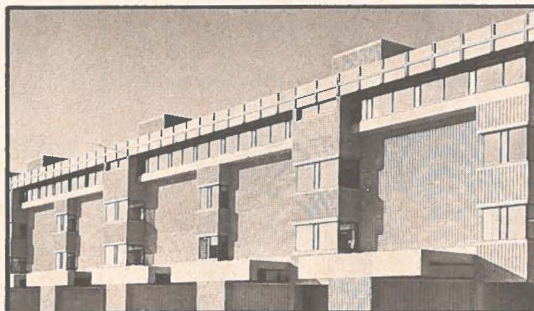
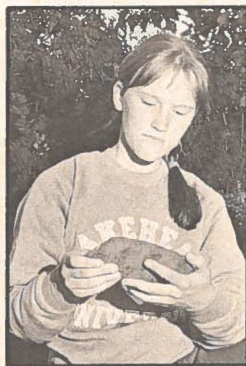
**Northwestern Ontario's Own
University
Degree Courses**

- M.A.
- B.Sc.
- B.A. and Honors B.A.
- B.Sc. and Honors B.Sc.
- B.Sc.N.
- B.P.H.E.
- B. of Commerce
- First Two Years Applied Science
- First Two Years Forestry

Diploma Courses

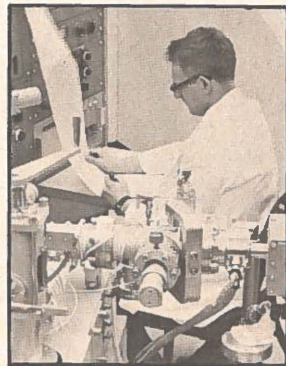
- Business Administration Graduate Diploma
- Business Administration - 3 years
- Business Computer Systems - 3 years
- Engineering Technology - 3 years (Chemical, Civil, Electronic, Mechanical)
- Forestry Technology - 2 years
- Forestry Research Certificate (After 2-year diploma course)
- Library Technology - 2 years
- First Year Ryerson Architecture

For Information Write:
The Registrar
Lakehead University
Port Arthur, Ontario



LAKEHEAD UNIVERSITY

Lakehead University is one of the exciting, young universities established during the past five years in Ontario to meet the growing demand for higher education. Incorporated in 1965, Lakehead combines the liberal arts with a broad spectrum of professional programs from forestry to engineering.



Lakehead University is situated on a gentle rise of land overlooking the Lakehead and Thunder Bay harbor. Construction is almost completed on a \$25,000,000 expansion program which includes a \$12,000,000 science and technology centre, a residence "village" and a six-storey library building with a potential capacity of 500,000 volumes. The enrollment for 1969-70 will be approximately 3,000 full-time and 1,200 part-time or extension students.



WHAT TO DO AT THE LAKEHEAD

RECREATION

BOATING—Small boat launching marina facilities near Tourist Pagoda, Yacht & Boat Clubs, Mission Island and Chippewa Park.

TROWBRIDGE FALLS—Tent and Trailer Park—Northeast section of Port Arthur off Black Bay Road.

CAMPING—See Park pages for details.

DANCING—At Nite Clubs and organized public dances.

FISHING—See Fishing and Hunting for details.

GOLFING—The Lakehead offers five golf courses for your enjoyment, "air conditioned" by Lake Superior for a refreshing game. See the Lakehead map for locations.

HUNTING—See Fishing and Hunting for details.

MUSEUM—Thunder Bay Historical Society Museum, Central Library, Fort William.

SWIMMING—Chippewa Park and Boulevard Lake offer excellent swimming. Also four outdoor swimming pools and two YMCA's.

SIGHTSEEING & HARBOUR CRUISES—Inquire at Tourist Bureaus.

WINTER SPORTS—Hockey, curling, power toboggans, skiing and ice fishing are enjoyed by sports enthusiasts.

SPECIAL EVENTS

CANADA DAY CELEBRATIONS—July 1.

CANADIAN LAKEHEAD EXHIBITION—July 25 - Aug. 2.

LAKEHEAD KENNEL CLUB—July 10-12.

THUNDER BAY KENNEL & TRAINING CLUB—Sept. 20-21.

STOCK CAR RACING—May 19 to Sept. 30.

KINLOCH HIGHLAND GATHERING

NOLALU FISH DERBY—**NIPIGON FALL FISH FESTIVAL**
Contact Tourist Offices both Cities for dates of these and other events.



FOUR SKI CLUBS TO SERVE YOU

For the best skiing in the Midwest—try the Canadian Lakehead! For the longest season, best snow conditions (over 100 inches a year) and the highest hills—enjoy the four ski areas: Mount Baldy, Mount McKay, Loch Lomond, and Little Norway. Here you find two modern double chair lifts, two T-Bars and seven rope tows, all within a radius of ten miles. Get the finest accommodation and food at reasonable prices. Enjoy Canadian hospitality.



AMERICAN CUSTOMS REGULATIONS

Residents of the United States visiting in Canada and remaining here for a period of 48 hours or more may purchase goods to the value of \$100 PER PERSON (DUTY FREE) providing such goods are for personal or household use and not for sale, including one quart of alcoholic beverages. This is an individual exemption and may not be grouped with other members of a family on one custom declaration.

Canadian purchases must accompany the American on return to the United States. Americans may purchase souvenir items valued to \$10 for a visit less than 48 hours. Retail sale slips or receipts should be kept to show the value of goods on re-entering the United States.

Automobiles imported by non-residents for touring purposes only are admitted to Canada for a period up to six months. These permits are obtainable from Customs officials at point of entry. Articles comprising a tourist's outfit may be brought into Canada without duty or deposit.

Five gallons of gasoline are equal to six United States gallons. For further details consult your local customs officer. As of the date of printing, these are the basic exemption laws. Due to the possibility of their being amended, U.S. Customs should be contacted for authorized information.

CANADIAN TRAVEL REGULATIONS

No passports are required for United States citizens. However, it is helpful to carry some simple form of identification for border crossing purposes, particularly when you return home. Social security card, driver's permits, insurance papers, birth certificate, or identification papers of that kind will prove your identity if you are questioned by United States immigration officials when re-entering the United States. Naturalized subjects must carry their Naturalization Certificates.

Hunters desirous of bringing dogs are advised to obtain a health clearance slip for the animal from their veterinary surgeon.

Canadian Custom and Immigration Offices are open 24 hours a day, year round, at the Pigeon River International Border.

POSTAGE

Post Cards—6c, First Class letters to Canada, U.S.A., South America—6c, Air Mail, 1 ounce letter—Canada 6c, U.S.A. 10c.

LOCAL BANKING HOURS

10:00 a.m. - 5:00 p.m. Monday to Thursday and 10:00 a.m. to 6:00 p.m. on Fridays, closed Saturdays.

LIQUOR STORES

Port Arthur:

*100 N. Cumberland St.
Algoma at Pearl Sts.

Fort William:

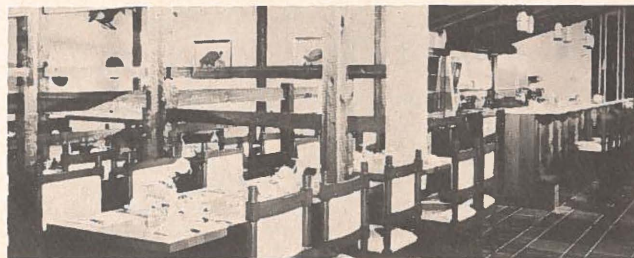
*813 Victoria Ave.
108 Frederica St.
615 Harold Cr.

Store hours: 10 a.m. to 6 p.m. All stores closed Sundays.
*10 a.m. to 10 p.m.—Saturdays to 6 p.m.

CANADIAN HOLIDAYS

Victoria Day—3rd Mon. in
May
Dominion Day—1st Mon.
in July
Civic Holiday—1st Mon.
in Aug.

Labour Day—1st Mon. in
Sept.
Thanksgiving Day — 2nd
Mon. in Oct.



Holiday Inn

International

Donald and Brodie

Fort William

Phone 62-31581

Illustrated is our charming, rustic coffee shop. Inn facilities include indoor and outdoor pools, dining room, cocktail lounge, free parking. 125 beautiful guest rooms—located right down town.



OUIMET CANYON

41 miles east of the Lakehead. Carved by erosion, this natural masterpiece is 2 miles long, 500 feet wide and 450 feet deep.

OUR HISTORY FROM THE DAYS OF THE VOYAGEUR

The famous French explorers Radisson and Groseilliers were the first white men to explore the north shore of Lake Superior in 1659. Missionaries and traders soon followed in the wake of their wilderness thrust. Daniel Greysolon Sieur du Lhut (founder of Duluth) built the first trading post in 1678 on the south bank of the Kaministiquia River near its mouth which he called Fort Caministigoyan. The fort flourished for a few years and then fell into disuse. It was rebuilt across the river on Island No. 1 in 1717 and was operated until 1758, the end of the French Regime in Canada.

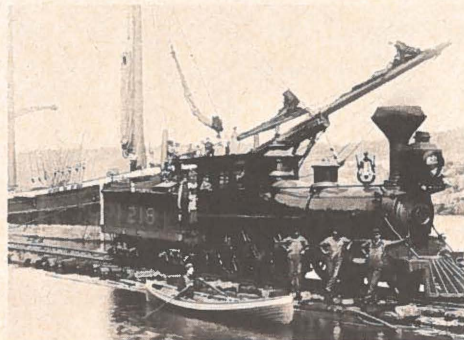
La Verendrye wintered in the fort in 1731 before discovering a new route westward through Pigeon River and Grand Portage. Fort Kaministiquia was acquired in 1803 by the Northwest Company and called the "New Fort." In the summer of 1807 the fort was changed to "Fort

William," named after the governor of the company, William McGillivray. A small settlement four miles to the north of Fort William was established in 1857 known as The Station. Prospectors, working out of the Station, discovered the Silver Islet mines in 1868. Colonel Sir Garnet Wolseley, before leading his troops westward, renamed The Station, Prince Arthur's Landing, in honour of Prince Arthur, son of Queen Victoria. Villagers changed the name to Port Arthur in 1884 when it was incorporated as a town. It was from Port Arthur that Simon J. Dawson surveyed his now famous Dawson Trail to the Red River settlement.

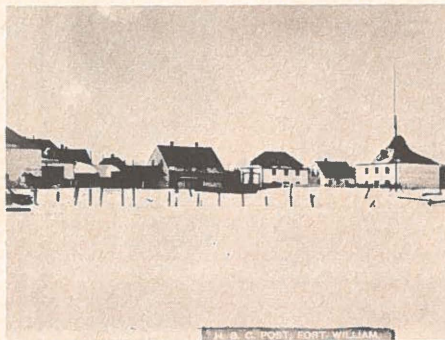
In the vanguard of communities experimenting with electricity, the Lakehead was recognized as one of the first in North America to have an electric street railway system in 1888.

Today, the Lakehead has a population in excess of 109,000.

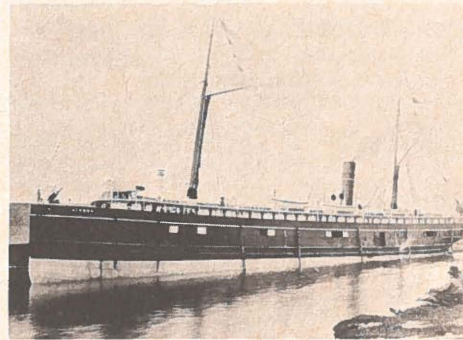
First Construction Engine Arrived 1876

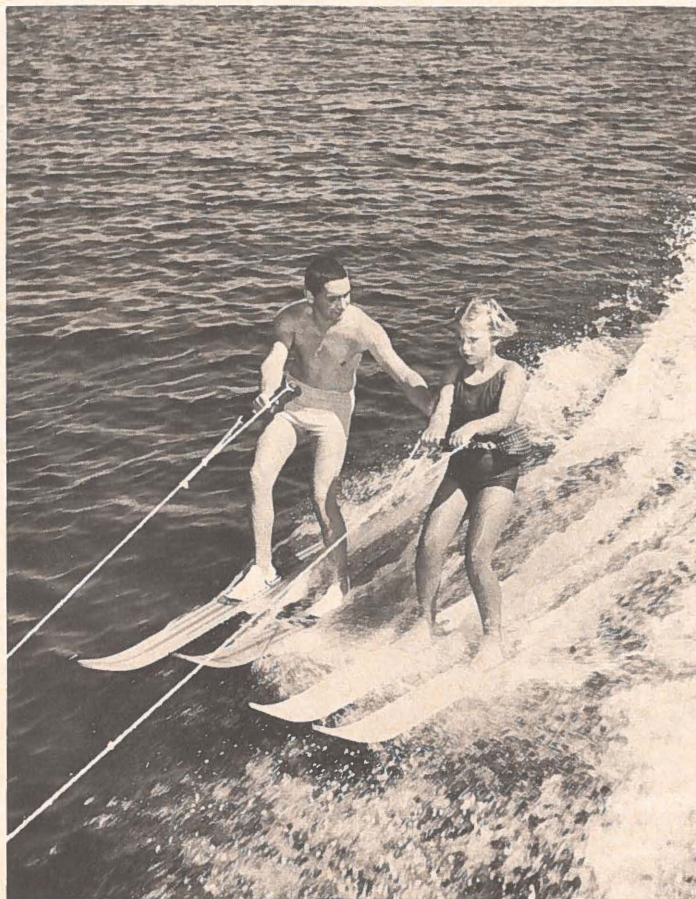


1803-1821 North West Company Fort
1821-1881 Hudson's Bay Company Fort



Early Propellor Steamship at the Lakehead





EATON'S OF CANADA



PORT ARTHUR AND FORT WILLIAM

Units of the largest Retail Organization in Canada, extends a hearty welcome to Canadian and American visitors. Here you will find a large selection of high quality merchandise at moderate prices.



NOR SHOR MOTOR HOTEL—Where a private indoor swimming pool awaits your pleasure in this 104-room motor hotel perfectly-located right between the two cities. Amethyst and Copper Room dining lounges, Jasper Lounge with live entertainment, saunas, ample parking.

PORT ARTHUR-FORT WILLIAM
ONTARIO, CANADA

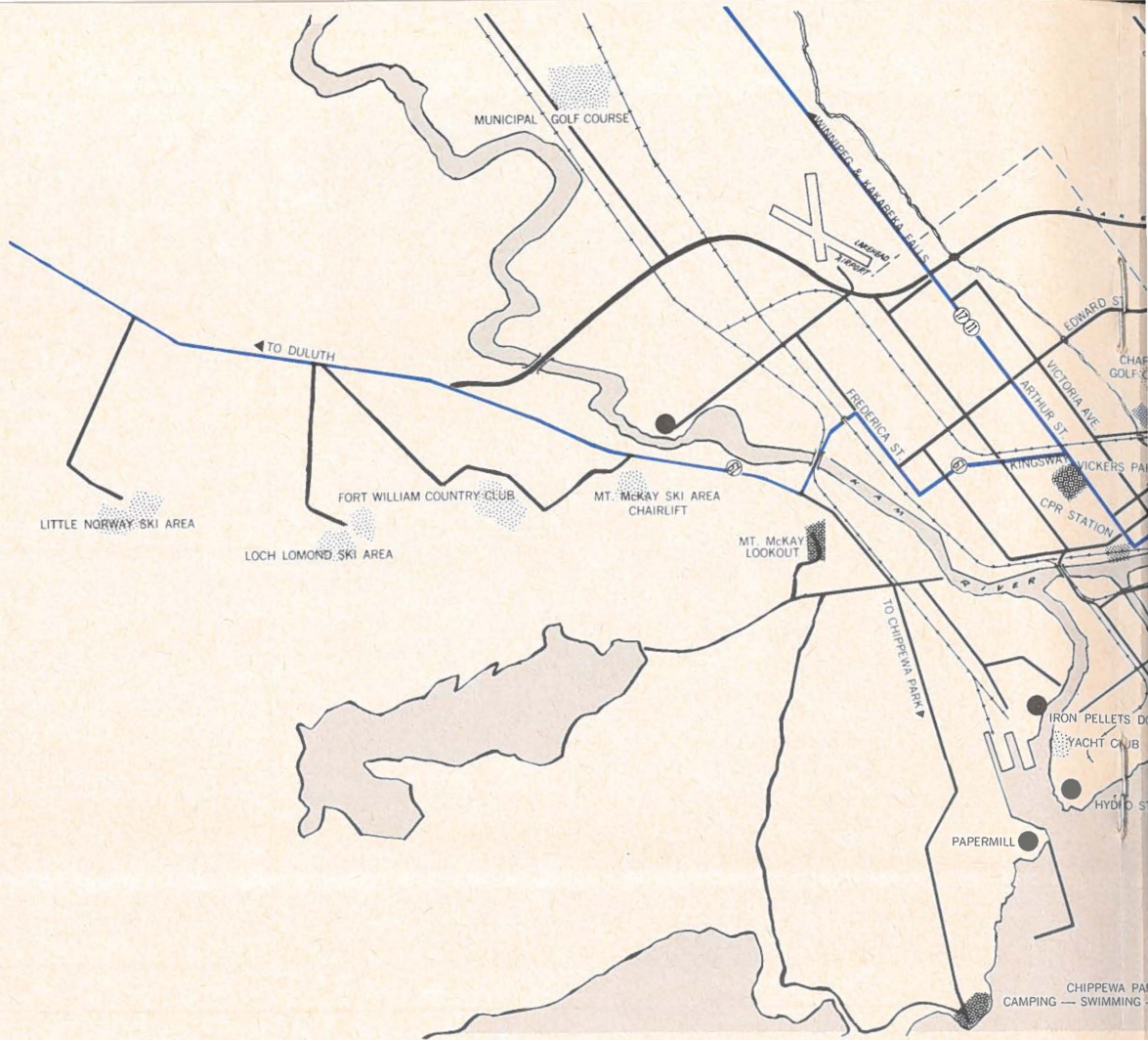
MAIN
SPORTING AREAS

PARKS, PICNIC GROUNDS
AND SCENIC ATTRACTIONS

OTHER PLACES OF
INTEREST

LOCAL INDUSTRIES

TOURIST INFORMATION





PARK & ZOO
S — PICNICS — RIDES.

TRAVEL NORTH AMERICA'S MOST SCENIC DRIVE
LAKE SUPERIOR CIRCLE ROUTE

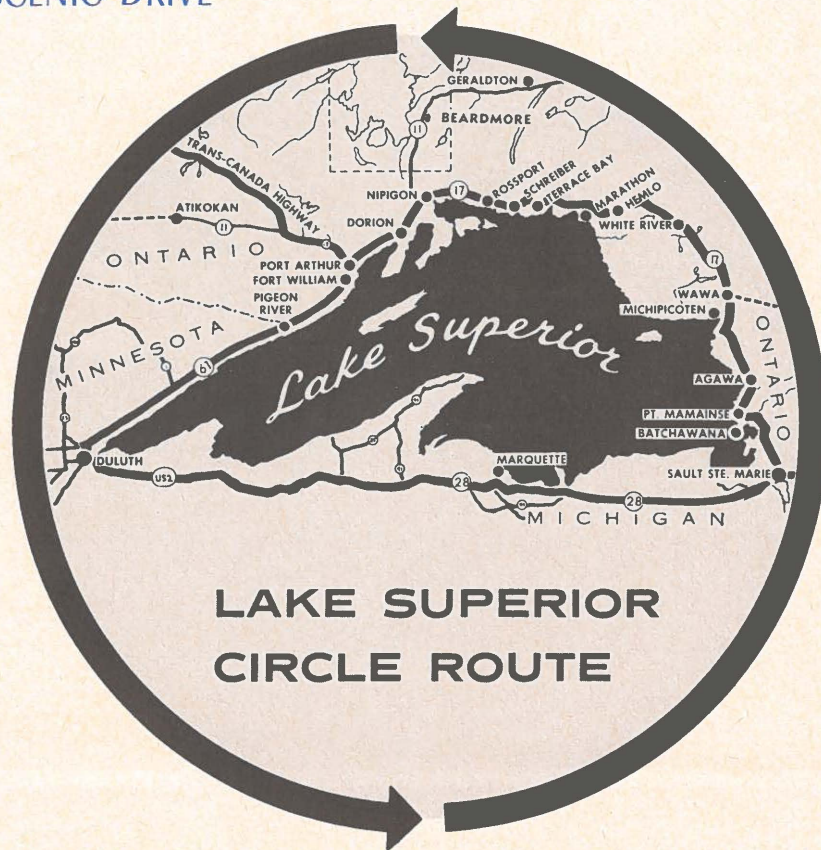
Share the thrilling experience of many thousands of visitors who have investigated the beautiful motor trip around Lake Superior, the largest fresh water lake in the world. Its gleaming blue waters touch the shores of three states, Michigan, Wisconsin and Minnesota and the Province of Ontario

Total distance by main highway circling the lake is 1302 miles of ever changing grandeur. The Canadian north shore section extends from the Pigeon River Border entry point between Minnesota and Ontario 480 miles to Sault Ste. Marie. From the Lakehead Cities of Fort William - Port Arthur travel the Trans Canada Highway through spectacular rock-cuts, deep valleys, with the major portion of time overlooking the mighty lake, with a broad expanse of water to the horizon and many islands clinging to the bays and shorelines.

Fall is the "Season of The Flaming Leaves." Fabulous tree leaf colouring occurs after the first frost, approximately mid September — extending to the First of October.

You will also enjoy travelling the inland highways converging on the Lakehead. Highway 17 west leads to Kenora and Winnipeg. Highway 11 branches off Highway 17 west to Atikokan and Fort Frances paralleling the historical "Voyageur Route" to western Canada.

Plan to stay at the Canadian Lakehead, a modern metropolitan community of 109,000 offering excellent food, accommodation, entertainment and scenery.



MILAGES from the CANADIAN LAKEHEAD

SOUTH TO . . .

Duluth	197
Minneapolis & St. Paul	348
Eau Claire	354
Rochester, Minn. ..	411
Fargo	450
Green Bay	527
Madison	543
Milwaukee	570
Chicago	660
Pigeon River	40
Des Moines	609
St. Louis	853

Detroit	895
Kansas City	865
Cleveland	1,032
Dallas	1,323
New York	1,519
Seattle	1,911

EAST TO . . .

MacKenzie River ..	15
Loon Lake	27
Pearl River	32
Ouimet	40
Dorion	44
Hurkett	48
Red Rock	60
Nipigon	66

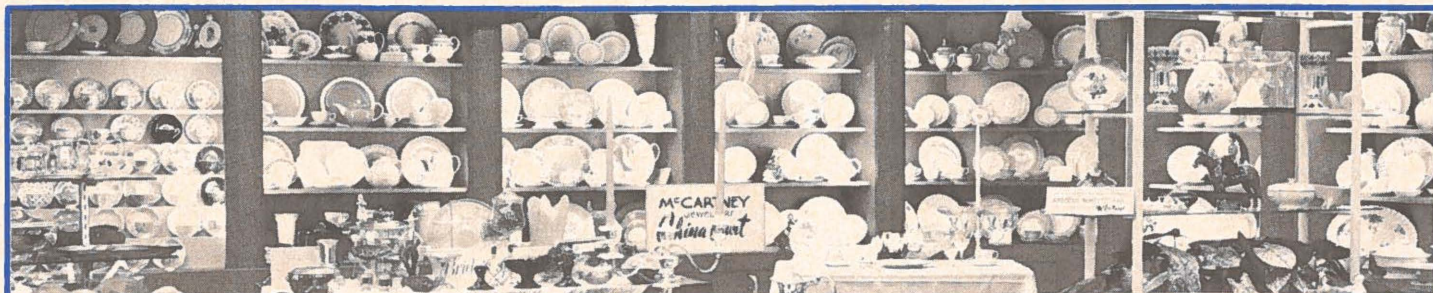
Orient Bay	100
Macdiarmid (Lake Nipigon) ..	106
Beardmore	120
Geraldton	165
Long Lac	181
Rosport	114
Schreiber	128
Terrace Bay	138
Marathon	190
Heron Bay	200
White River	249
Manitouwadge	250
Wawa	300
Sault Ste. Marie ..	438
Toronto	861
Montreal	1,049

Halifax	1,887
Ottawa	909
Sudbury	622

WEST TO . . .

Kakabeka Falls	18
Shebandowan Lake	53
Raith	57
Savanne	77
Upsala and Lac Des Mille Lacs	90
English River and Brown's Lake	118
Atikokan	126
Ignace	153
Raleigh Lake	167

Dymert	189
Dinorwic	203
Wabigoon	208
Dryden	219
Eagle River	236
Sioux Lookout	241
Vermillion Bay	247
Hawk Lake	278
Kenora	304
Fort Frances	212
Winnipeg	431
Regina	782
Saskatoon	939
Edmonton	1,278
Vancouver	1,950



McCartney's FORT WILLIAM

WHEN YOU ARE LOOKING FOR CHINA

A section of McCartney Jewellers, Victoria Ave., Fort William, (just one block from the Tourist Bureau Parking Lot), showing the split level China Court in the most beautiful china store "In the Northwest", featuring Wedgwood, Minton, Spode, Royal Doulton, Royal Worcester, Hummell and Dresden Figurines, Irish Belleek, Continental Souvenirs. You'll enjoy just browsing.

AIR CONDITIONED

"WE INVITE AMERICAN CHARGE ACCOUNTS"

Port Arthur Service Index

AUTO DEALERS AND SERVICE

LAKEHEAD MOTORS LTD., Memorial Avenue
"Plymouth," "Chrysler," "Dodge" 345-6581

BAKERIES

SHAW'S BAKERY—Serving all Northwestern Ontario
since 1923 345-7327

BEAUTICIANS

ORCHID BEAUTICIANS, 276 Park St. 345-5021
Large staff—appointments not always necessary.

BUS LINES

GREYHOUND BUS LINES—
167 N. Cumberland St., Port Arthur 345-2194

CAMERAS

CAMERA SHOP—Complete selection—all types cameras and
films—10 S. Cumberland St., Port Arthur 345-2521
109 S. May St., Fort William 623-9862

CHINA

ATKINSON'S JEWELLERS LTD.—Lakehead's leading quality
jewellers. English Bone China by Royal Doulton, Wedge-
wood, Coalport, Royal Worcester, Minton, Spode—Imported
Irish Belleek China, Sheffield Reproduction
Silver 344-3548
GEORGE H. BURKE JEWELLERS LIMITED—In the heart of
downtown Port Arthur—
Home of Wedgewood China 344-1911
LOWERY'S LIMITED—S. Cumberland St. at Park—
Port Arthur's Largest Gift Centre 344-6666

CHIROPRACTORS

A. H. DILLEY, D.C.—253 Lincoln St., Port Arthur 344-2741

DEPARTMENT STORES

EATON'S OF CANADA—Port Arthur 345-5441
McNULTY'S LIMITED—228 Arthur St.,
Authentic Tartans 345-7324
Simpsons-Sears Ltd.—Intercity Plaza 344-3581

DRIVE-IN RESTAURANTS

A & W DRIVE-INS—Home of the Burger Family
and Chubby Chicken—Hwy. 17, Intercity 344-9562
Hwy. 17, 431 N. Cumberland St. 344-2152

DRUG STORES

BOURKE'S DRUG STORE LIMITED—
224 Arthur St. 345-5401
Hotel-Motel Delivery Service 9 A.M. - 8 P.M. Week Days

DRY CLEANERS

DAWSON'S YOUR WARDROBE DRY CLEANERS—
229 Cameron Street, Port Arthur 345-5032
SAVE-WAY CLEANERS LTD.—Your Sanitone Dry Cleaners—
Shirt Launderers 345-7357
220 Cooke Street, Port Arthur,
302 E. Victoria Avenue, Fort William

GIFT SHOPS

NANIBIJOU CURIOS—Canadian Craft Centre
276 N. Cumberland St. (Hwy. 17), Port Arthur—
Represents hundreds of Genuine Canadian
Craftsmen across the country 344-5986

GOLF COURSES

STRATHCONA MUNICIPAL GOLF COURSE 683-8251

HOTELS—(Licensed Liquor Lounges)

HODDER AVENUE HOTEL—Jct. 17 East & Hodder Avenue.
Home of the "Candlelight Dining Lounge" & "Rue De la
Madelaine" Lounge. Ample parking. 20 rooms 683-6031

HOTELS—Continued)

NOR SHOR MOTOR HOTEL—104 Rooms—on Hwy. 17, Intercity. Coffee Shop, "Amethyst & Copper Dining Lounge" charcoal broiled steaks, prime ribs of beef. "Jasper Lounge" nightly live entertainment, fully licensed. Ample free parking. Four channel TV. INDOOR HEATED SWIMMING POOL. Saunas 344-9621

PRINCE ARTHUR MOTOR HOTEL—Free parking for registered guests. Port Arthur's finest swimming pool 345-5411

SHORELINE MOTOR HOTEL—Cumberland St. North—Ample parking—Coffee Bar, Dining Lounge, Cocktail Lounge 344-9661

LAUNDROMATS

CUMBERLAND WASH & DRY—191 N. Cumberland—Washing & Dry Cleaning. Attendant on duty 8 a.m. to midnight, including Sundays 344-7101

MOTELS—CABINS

STRATHCONA MOTEL—547 Hodder Ave., located opposite Strathcona Golf Course. Reasonable rates. 683-8351

RADIO & TELEVISION STATIONS

CKPR—A.M. & F.M. Radio & CKPR TV Station—87 N. Hill St., Port Arthur 344-3526

RESTAURANTS—SUPPER CLUBS & TAVERNS

BYRON-HILL STEAK HOUSE—(Hwy. 17), Mid Cities Cocktails—Roast Beef—Sea Food—B.P.A. Rating—Free Parking 345-7923

CIRCLE IN SUPPER CLUB—PANCAKE HOUSE—Two in one specialty house—featuring Smitty's-Perkin's Pancakes—plank steaks—spaghetti—chicken Bar-B-Q ribs—sea food. Licensed for liquor, wine & beer. Hwy. 17-11, between Port Arthur and Fort William 345-2111

VI'S TAVERN & RESTAURANT—230 Bay St., Port Arthur, Ontario. AAA approved. Specializing in fine Italian foods. Licensed liquor-dining lounge 344-4256

REAL ESTATE INSURANCE AND MORTGAGES

HEADLAND REALTY LIMITED—209 Arthur St., Port Arthur 344-7211
LAKEWOOD REALTY LTD.—2 S. Cumberland St., Port Arthur—"Ask for the Man in the Derby Hat" 345-2367

SIGHTSEEING TOURS

MARY ETHEL SIGHTSEERS—Boat Cruise of the Harbour, near Tourist Information Bureau at Waterfront .. 345-7587

SUPERMARKETS

A & P FOOD STORES—4 stores at the Lakehead: 161 S. Court, River at Madeline in Port Arthur.

TELEVISION

VIDEON—Your "Good Companion" at the Lakehead! Make sure your hotel or motel room has Videon—4 colourful channels for your entertainment pleasure.

TOURIST ATTRACTIONS

*CENTENNIAL PARK (In Boulevard Lake Park).
HILLCREST PARK and SUNKEN GARDEN.

TRAILERS—CAMPERS—MOTOR HOMES

Del-Craft Metal Industries—Component parts, Sales and Service—217 N. Cumberland St. 345-1234

TRAILER & CAMPING GROUNDS

Trowbridge Falls Camping Grounds
"Off Hodder Ave." 683-6661

VARIETY STORES

S. S. KRESGE LTD.—2 Stores—
Arthur at Court, Port Arthur 345-6841
Victoria at Brodie, Fort William 623-7234

WOOLLENS

McNULTY'S LIMITED—228 Arthur St.—Hudson's Bay and Kenwood Blankets, Quality Apparel for the Family 345-7324

BOOSTERS

CLAYDON COMPANY LIMITED—
1116 Waterloo St., Port Arthur 344-8491
LeCOCQ THE FLORIST LTD.—
240 Arthur St. 344-2428

Fort William Service Index

AIR TRANSPORTATION

AIR CANADA	577-1121
PIONEER AIRWAYS—Hwy. 11—Crystal Lake Phone Sapawe	2471
TRANSAIR LIMITED—Lakehead Airport	577-2135

BEAUTICIANS

ANNETTE'S HOUSE OF FLAIR—N. Brodie— Just ¼ block from the Tourist Centre	623-6606
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CAMERAS

CAMERA SHOP—Complete selection—all types cameras and films. 10 S. Cumberland St., Port Arthur	345-2521
109 S. May St., Fort William	623-9862

CHINA

WALTER BROWN JEWELLERS—510 Victoria Ave.	623-7481
McCARTNEY JEWELLERS "CHINA COURT"	623-7408
"See Display Advertisement" on Mileage Page.	

CHIROPRACTORS

OREN H. SAFIR—600 S. Syndicate Ave.	622-4679
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COIN OPERATED LAUNDRY

WESTFORT LAUNDROMAT—1413 Edward St.— Opposite Safeway	622-9708
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DEPARTMENT STORES

CHAPPLES LIMITED—Victoria at Syndicate	623-6401
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DRIVE-IN RESTAURANTS

A & W DRIVE-INS—Home of the Burger Family and Chubby Chicken—Hwy. 17, 301 W. Arthur St.	577-1351
Southern Ave. and North May Sts. (Hwy. 17)	623-1243

DRUG STORES

BOURKE'S DRUG STORE LTD.— 514 Victoria Ave.	623-7401
Hotel-Motel Delivery Service—9 A.M. - 8 P.M. Week Days	

GOLF COURSES

CHAPPLES GOLF COURSE—Maple St.	623-7070
FORT WILLIAM MUNICIPAL GOLF COURSE— Rosslyn Road & Twin City Crossroads	577-2731

HOTELS—(Licensed Liquor Lounges)

ROYAL EDWARD HOTEL, 150 Rooms— 114 S. May St.	623-8467
HOLIDAY INN INTERNATIONAL— Donald & Brodie St.	623-1581
125 Rooms, Pool, Coffee Shop, Dining Room, Cocktail Lounge.	

JEWELLERS

McCARTNEY JEWELLERS—Fine English China	623-7408
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MEN'S WEAR

WOODGATES LTD.—The Man's Shop— 107 S. May St.	622-2953
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Fort William Service Index

RADIO STATIONS

Radio "One" CJLX 800 for N.B.C. News, Sports, Weather
—Talk Back—**ONLY 24 STATION**—213 Myles 622-9618

REAL ESTATE AND INSURANCE

G. R. Duncan & Co. Ltd.—121 S. May St. 622-9621
Clare Mapledoram Agencies Ltd.—125 S. May 623-6438

RESTAURANTS—SUPPER CLUBS—TAVERNS

CLUB "17" SUPPER CLUB—Arthur St. and Neebing Ave.
Near Airport, City Limits on Highway 17-11—
Dancing 577-6735
Fresh Lake Trout—Our Specialty—Licensed Liquor Lounge.
UNCLE FRANK'S SUPPER CLUB—Highway 61 S.
Dining-Liquor Lounge License, Dancing 622-7560

SERVICE STATIONS

PAUL'S "ESSO" SERVICE, Arthur & Franklin Sts.—
A recommended Service Station, on Hwys. No. 11-17-61.
Imperial Oil Road Maps 622-6461

SUPERMARKETS

A & P—4 Stores at the Lakehead: 570 S. Syndicate, and
505 W. Arthur St., Fort William.

TOURIST ATTRACTIONS

BOTANICAL GARDENS—(Chapples Park)
CHIPPEWA PARK
Visit Superior Brick & Tile (Burned Clay Products).

TOURIST MOTELS—CABINS

CHIPPEWA PARK TOURIST CABINS—
Chippewa Park 623-3912
PARADISE MOTEL—W. Arthur, Highway 17 577-5551
TOTEM TOURIST COURT & TRAILER PARK—
Highway 61—City Limits—Housekeeping Cabins—
Box 453 623-6702

BOOSTERS

BURTON PLUMBING & HEATING LTD.—
129 S. May St. 623-8652
CLOW DARLING PLUMBING & HEATING—
112 McVicar St., Fort William 623-7485
JOHN HAGGLUND LUMBER & FUEL—
497 E. Mary St. 623-6491
JAMES MURPHY FUEL OIL COMPANY LIMITED 623-9507
LeCOCQ THE FLORIST LTD.—
505½ Victoria Ave., Fort William 623-7441
O'BRIEN AGENCY LTD.—Insurance—
100 Simpson St. 623-9571



Port Arthur's polka-dotted Tourist Pagoda is the oldest Tourist Information Bureau in Canada. Built in 1910, it is called the "Pagoda", because of its unusual Oriental design.

TOURIST RECEPTION CENTRES

Fort William's modern Tourist Centre offers ample parking in downtown shopping area. It is situated in Paterson Park and centered by a beautiful Colour Fountain.

Hours—9 a.m. to 9 p.m. Each Day Including Sunday.



HODDER AVENUE HOTEL—on Highway 17 in Port Arthur. Overlooking Strathcona golf course. Excellent rooms with bath and T.V. Ample parking. Home of the Candlelight Dining Lounge and Rue de la Madeleine Lounge.



SHORELINE MOTOR HOTEL—located in downtown Port Arthur—70 units with bath—Coffee bar and dining lounge. Meet your friends at the Marine Cocktail Lounge—Ample Parking.

WILDERNESS FISHING AND HUNTING

LAND OF 250,000 LAKES

For fishing at its best, enjoy the wilderness lakes and streams surrounding the Canadian Lakehead. Fish in Dog Lake for giant Northerns, Lac Des Mille Lac for Walleyes and Northerns, Brown's Lake and Shebandowan Lake for Lake Trout, Northerns and Walleyes, Arrow Lake for Lake Trout and Northerns, and the far famed Nipigon for trophy sized Speckled Trout, Lake Trout, Northerns and Walleyes. Countless other lakes nearby all provide good fishing.

THE MAJESTIC MOOSE

The Department of Lands and Forests recent aerial survey shows over 10,000 moose in the 13,000 square miles surrounding the Lakehead, heaviest concentration of moose in Ontario, bear, wolves and grouse are plentiful.

NON-RESIDENT LICENSES

All hunters are required to present any hunting license from any state or province or successfully pass an examination prescribed and conducted by the Department of Lands and Forests before an Ontario hunting license can be obtained.

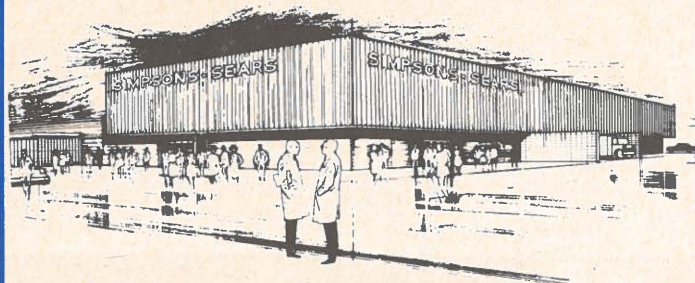
Non Residents

Spring Bear (April 1 to June 30)	10.50
Bear, rabbits, birds	21.00
Moose, bear, rabbits, birds	101.00
Deer—Closed season.	



SIMPSON-SEARS

The Friendliest Store in Town

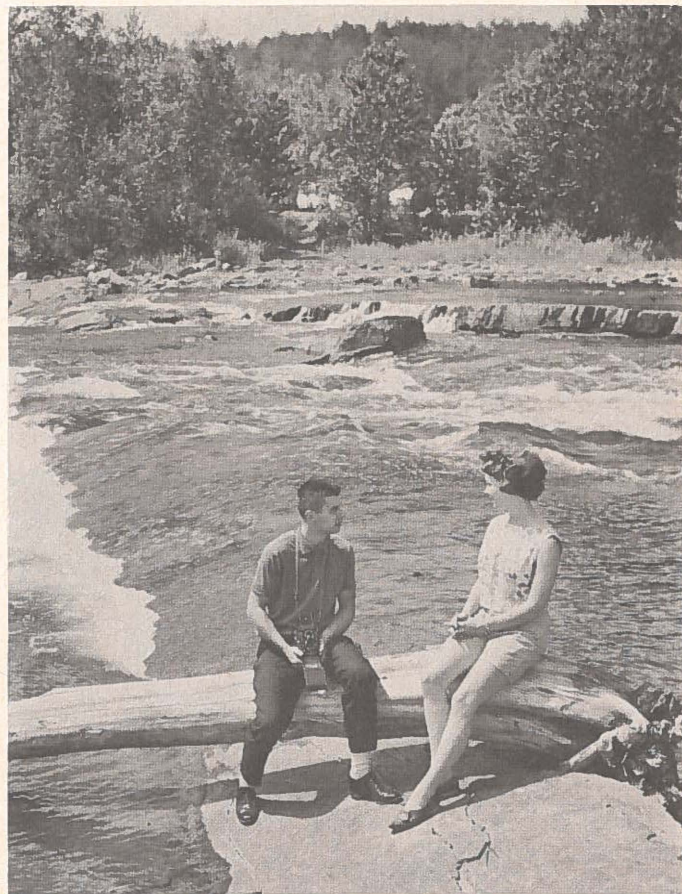


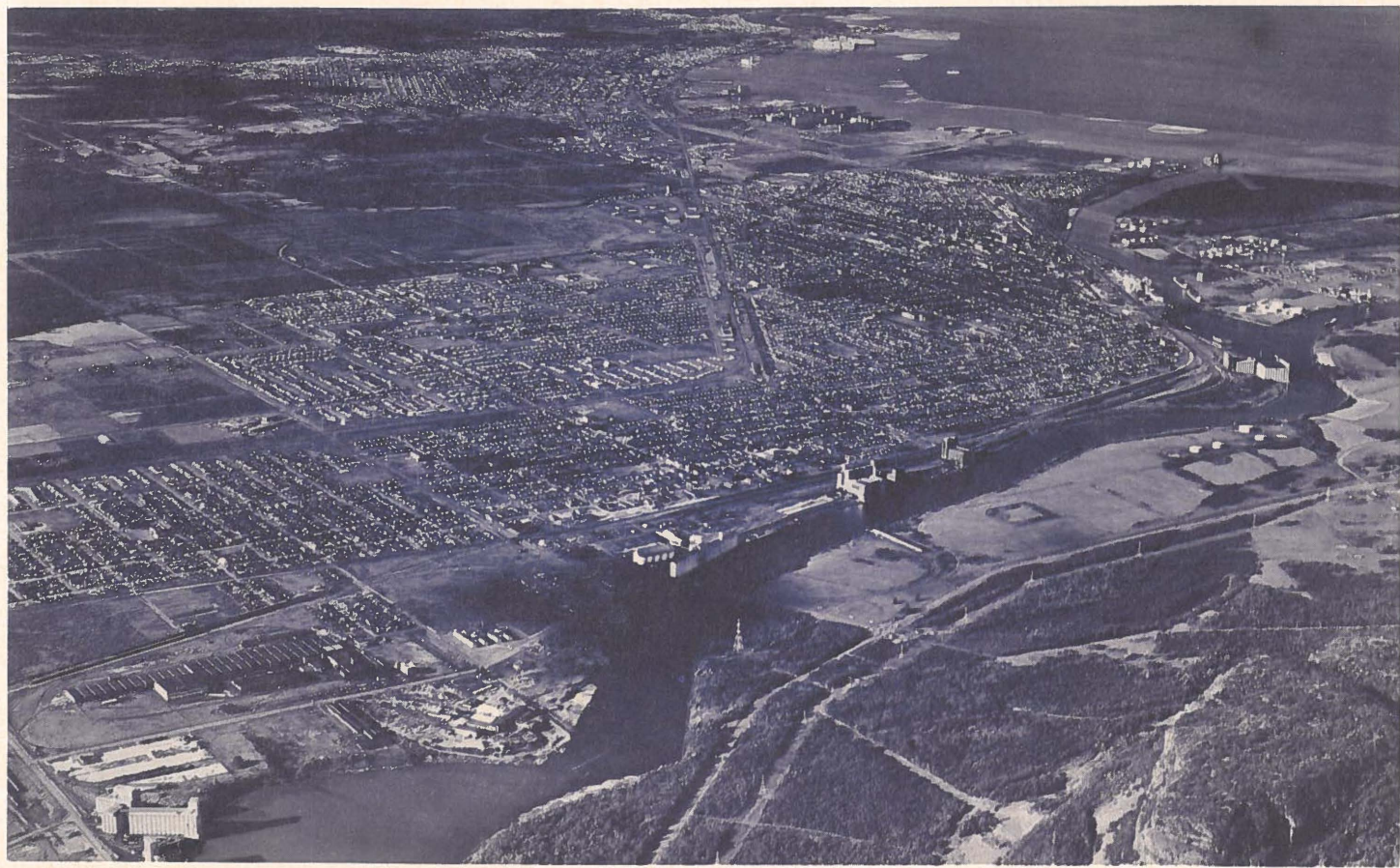
YOUR ONE-STOP SHOPPING CENTRE
AT THE CANADIAN LAKEHEAD

Free and Easy Parking
Intercity Plaza

USE YOUR SIMPSONS-SEARS—
SIMPSONS OR SEARS
CHARGE PLATES!

Over a Million Dollar Expansion in Progress





ENJOY NATURE UNSPOILED

KAKABEKA FALLS

This beautiful falls, only 18 miles west of the Lakehead, known as the "Niagara of the North," plunges 128 feet into the Kam River gorge below. Camping, tenting, trailers, fireplaces, wading pool for tots, sandy beach for grown-ups.

MIDDLE FALLS

Forty miles south of the Lakehead Cities off Highway 61. Enjoy beautiful scenery, picnicing, wading and swimming pool.

WILD GOOSE

Ten miles east of the Lakehead on Highway 17, this park attracts many with its invigorating swimming, tenting, fireplaces, recreation area.

SIBLEY

Travel 24 miles east on Highway 17, turn right at Pass Lake, and enjoy nature unspoiled in this large provincial park. Fireplaces, tenting, camping, trailers, museum, beautiful sandy beach on lovely Lake Marie-Louise for swimming.

QUIMET CANYON

Forty-one miles east on Highway 17, turn north at Quimet railway crossover bridge, brings the visitor to a two mile long gorge of unsurpassed beauty. Peer into a rugged gap 450 feet below. Six miles of gravel road.

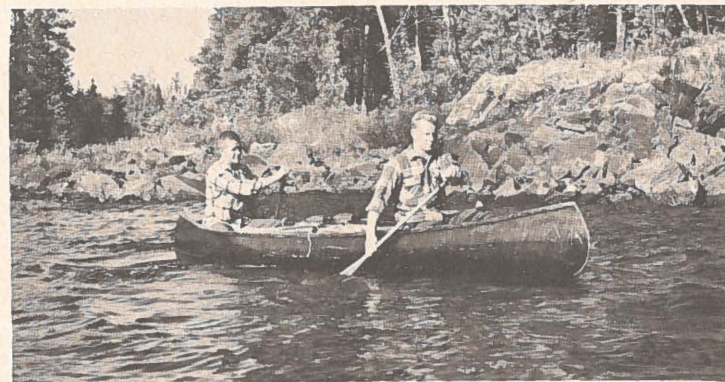
QUETICO

Take Highway 17 or 17A west to Highway 11, 90 miles west of the Canadian Lakehead. Here you have 1,750 square miles of virgin country for your camping and fishing pleasure.



"Sea Lion"—Rock Formation, Sibley Park

Canoeing—Quetico Park



CHURCHES (Downtown) PORT ARTHUR

ANGLICAN St. John's, 226 Pearl Street
BAPTIST First Baptist, North Algoma and Arthur Streets
CHRISTIAN SCIENCE Corner Ambrose and Ross Streets
JEHOVAH'S WITNESSES Corner John and McBean Streets
LUTHERAN Immanuel, Corner Pearl and Banning Streets
PENTECOSTAL Elim, 326 Arthur Street
PRESBYTERIAN First Presbyterian, 275 Cameron Street
ROMAN CATHOLIC St. Andrew's, Corner North Algoma
and Arthur Sts.
SEVENTH DAY ADVENTISTS 391 North Court Street
TRINITY UNITED Corner Waverley and Algoma Streets
ST. PAUL'S UNITED 335 Waverley St.

CHURCHES (Downtown) FORT WILLIAM

ANGLICAN St. Paul's, Ridgeway and Arthur Sts.
BAPTIST First Baptist, Moodie and Brunswick Sts.
CHRISTIAN SCIENCE 505 Luci Court
JEWISH SYNAGOGUE Grey St. at Walsh
LUTHERAN Trinity, May and Ogden Sts.
Zion, 641 S. Marks Street
PRESBYTERIAN St. Andrew's, Brodie and Donald Sts.
ROMAN CATHOLIC St. Patrick's, Archibald and Donald Sts.
SALVATION ARMY 130 N. May Street
SEVENTH DAY ADVENTISTS 541 Luci Court
UNITED Wesley, N. Brodie and Myles Sts.

SERVICE CLUBS

GYRO

Mondays, 6:30 p.m., Royal Edward Hotel and Prince Arthur Hotel September through June.

JAYCEES

1st Tuesday, 6:30 p.m., 3rd Tuesday, 8:00 p.m. Jaycee Club Room, 2nd Floor, 414 Victoria Avenue,
2nd Wednesday, 6:30 p.m., NorShor Motor Hotel, last Wednesday, 8 p.m., 204 Arthur Street.

KINSMEN

Alternate Tuesdays, 6:30 p.m., Royal Edward Hotel.
Alternate Thursdays, 6:30 p.m., Prince Arthur Hotel, September to June.

KIWANIS

Thursday, 6:30 p.m. alternating Royal Edward Hotel and Prince Arthur Hotel.
Westfort Kiwanis, Monday, 6:30 p.m., Westfort Hotel.

LIONS

Thursdays, 6:30 p.m. alternating Royal Edward Hotel and Prince Arthur Hotel, September through June. Noon meeting in July and August.

ROTARY

Wednesday, 6:30 p.m., Royal Edward Hotel, September through June, July and August, noon meetings.
Tuesdays, 12:30 p.m., Prince Arthur Hotel.

WORLD SEAPORT IN THE HEART OF A NATION

THE CANADIAN LAKEHEAD, WESTERN TERMINUS OF THE SEAWAY, IS THE EXACT CENTRE OF CANADA

CANADA'S 3rd LARGEST PORT

1968 SHIPMENT	Vancouver	24,490,320
	Montreal	20,895,922
	Lakehead	13,201,770

Three hundred years ago the fur traders in their frail birch bark canoes inaugurated shipping at the Canadian Lakehead.

Today, grain ships from the seven seas of the world and the Great Lakes trade at the port. Here you will see modern vessels from Europe or the United Kingdom bringing in cargoes of general merchandise destined for the West, and re-turning with golden grain. Huge lake freighters take on fantastically large cargoes of grain—up to a million bushels—in a few hours. Sturdy ore carriers take on iron ore for shipment to hungry blast furnaces. An average of 1,500 vessels each year come to the Lakehead.

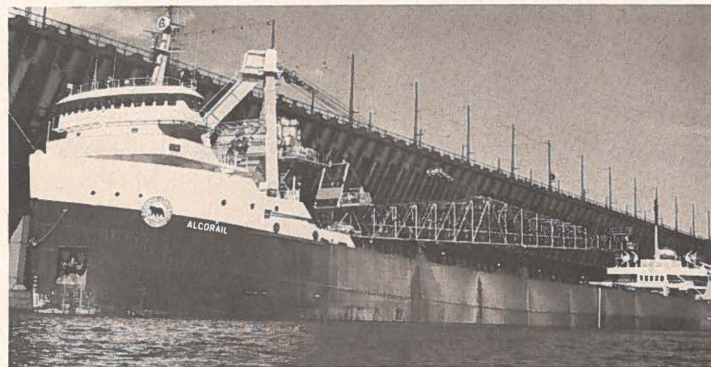
Guarded by the Sleeping Giant, the Lakehead enjoys a natural land-locked harbour. Here in this protected shelter has grown the third largest port in Canada, shipping an average of 17 million tons of grain, iron ore, pulpwood, newsprint and general package cargo a year.

As Canadian Western Terminus of the Seaway, this port will continue to expand.



KEEFE SEAWAY TERMINAL

"ALGORAIL" Loading Iron Ore at C.N.R. Ore Dock



ROCKHOUNDS . . .

Rockhounds quickly discover Ontario, Canada, to be one of the best collecting areas in North America. Most of the mineral collecting in the Lake Superior area is found along Highway No. 17. Here you can find everything from Almandine to Zonotlite.

It is a simple matter to plan your rock collecting trip around the north of Lake Superior. Begin by ordering geological circular Number 10 from Ontario Department of Mines, 179 S. Algoma Street, Port Arthur, Ontario (only one dollar). This superb booklet prepared by E. G. Pye, is crammed full of actual photographs, locations and all the dope you will need to find the minerals you are after.

Many good agates have been found along scenic highway No. 17 between Fort William and Rossport. Should you prefer to buy amethyst crystals you can obtain direction at most tourist bureaus.

Near Marathon, Ontario, lie such rocks as the beautiful iridescent and opalescent larvikite. A scant one hour's drive from Marathon will take you to Manitouwadge, an area rich in lead, zinc and copper. Since the mines are active, you can write to Geco Limited for permission to visit the dumps.



CIRCLE IN SUPPER CLUB—PANCAKE HOUSE

—Two-in-one Specialty House. Featuring Smitty Perkin's Pancakes, Plank Steaks, Spaghetti, Chicken, Bar-B-Q Ribs, Sea Food. Licensed for Liquor, Wine and Beer. Hwy. 17-11 between Port Arthur and Fort William.

THERE'S SO MUCH TO SEE AND DO IN FORT WILLIAM

BOTANNICAL GARDENS

Fort William's exotic Botannical Gardens offer a world wide variety of plant life. The conservatory's main building is a tropical house kept at a constant 80°. Adjoining wings specialize in desert floras and constantly changing seasonal displays.

CHIPPEWA PARK

A must stop on your visit to Fort William. The Park is only three miles from Fort William on Lake Superior. Families enjoy swimming, boating, amusement rides and a North-western Ontario wildlife exhibit.

CAMPING

Camping enthusiasts will enjoy Chippewa Park's Trailer and Camping facilities overlooking Thunder Bay's legendary Sleeping Giant. Complete modern facilities on the spot.





Come to the **CANADIAN LAKEHEAD**

A metropolitan community of 109,000 nestled in a majestic vacationland offers you the comfort and pleasures of a unique holiday setting. Experience the thrilling lure of the great outdoors, then return to the hospitality playland of two pulsating cities. Food, rest, sightseeing, shopping, sports, recreation, night clubs, and family facilities are all yours to enjoy and fit your pocketbook too.

This booklet is produced by
THE UPPER LAKE SUPERIOR TRAVEL COUNCIL
For further information write:
P.O. Box 2000, Port Arthur or Fort William, Ontario

