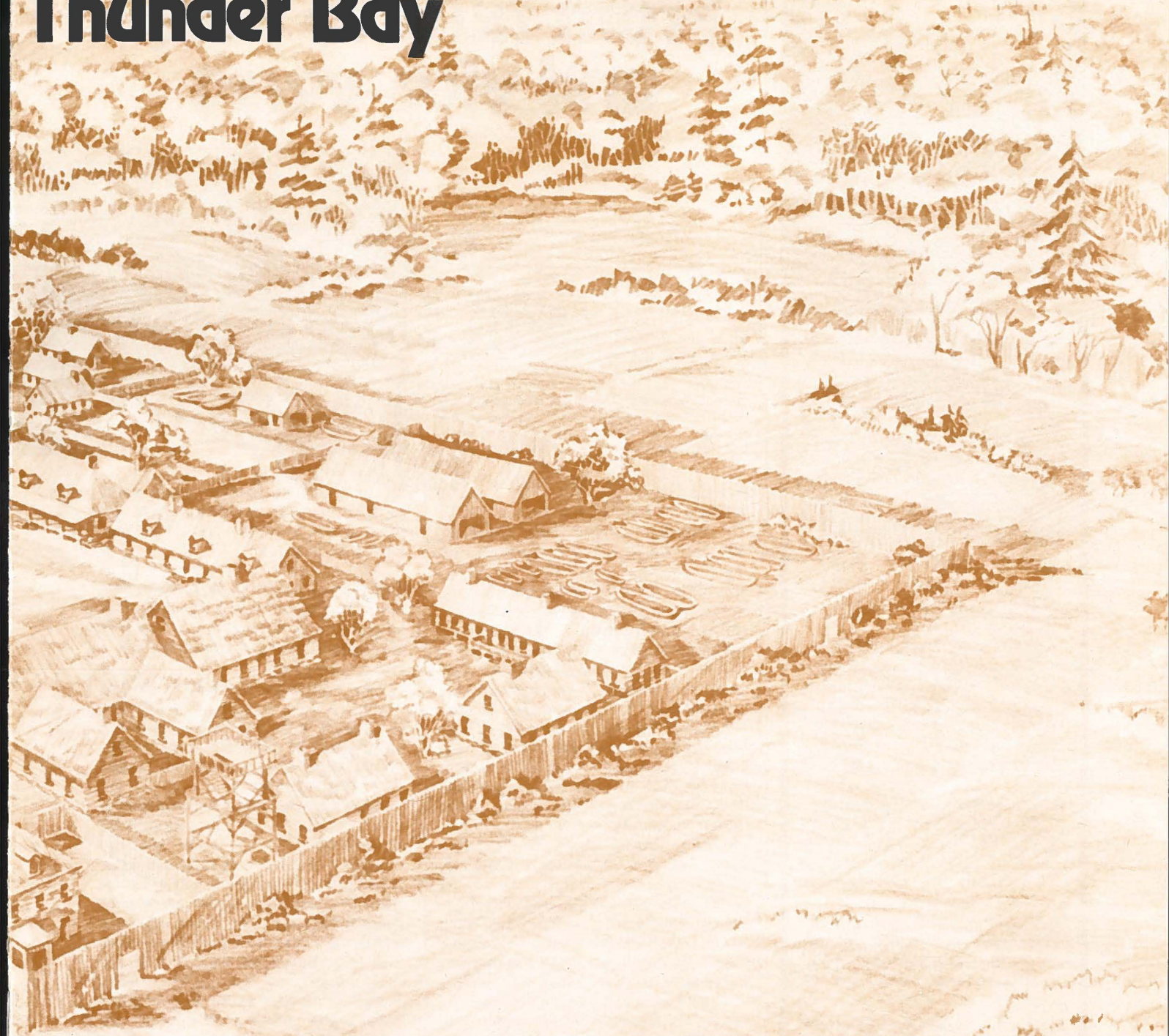


MOTORWAYS MILER 3RD QUARTER 1972

Archive 411c

Thunder Bay



MOTORWAYS MILER

VOLUME 3, NUMBER 3

Produced by Howes, Waldon Associates Limited and published four times yearly at their offices at 18 - 399 Berry Street, Winnipeg R3J 1N6, for Soo-Security Motorways Ltd.

REGIONAL MANAGERS

Alberta-British Columbia — Mel Huntley
Saskatchewan — Reg Lewis
Manitoba-Northwest Ontario — Laurie Brown

TERMINALS	MANAGER	TELEPHONE
Vancouver	Pat Haworth	434-3166
Calgary	Mel Huntley	252-4456
Edmonton	Nick Daniel	699-7722
Lethbridge	Bert Kemmet	327-5532
Medicine Hat	Geo. Daniel	527-5511
Estevan	Roy Craigen	634-3418
Maple Creek		667-2530
Moose Jaw	Mary Decksheimer	692-1891
North Battleford	George Clark	445-8164
North Portal	Brad. Arnold	2442
Prince Albert	Ray Hagel	764-4247
Regina	Reg Lewis	527-2611
Saskatoon	John Paul	652-4130
Swift Current	"Slim" Thomas	773-3167
Weyburn	Mert Anderson	842-2634
Minot	Don MacDonald	836-8111
Winnipeg	Art Chimuk	775-8451
Dryden	Doug Borton	223-4217
Kenora	Earl Gale	468-8955
Red Lake	Ron Tingley	80
Thunder Bay	Ed Metzler	345-7311

Direct through service between United States and Canada via North Portal, Saskatchewan and Emerson, Manitoba.

TERMINALS IN EASTERN CANADA

Cornwall, Elliott Lake, Hamilton, North Bay, Ottawa, Peterborough, St. Catharines, Sault Ste. Marie, Sudbury, Toronto, Montreal, P.Q., Buffalo, N.Y.

Soo-Security Motorways Ltd. is the western freight division of the Motorways associated companies, which also include Motorways (Ontario) Ltd., and Hill Security Limited.

Postage paid in cash at third class rate. Permit no. 7313

THE COVER

Superimposed over an artist's drawing of old Fort William are some scenes from today's Lakehead Harbour. On the back cover is the coal and ore loading dock, with the overhead railway trestle stretching into the background, and a winter scene. On the front cover, an aerial view of the harbour and the Sleeping Giant, and two representatives of two major transportations systems, highway and seaway.

From nuts to soup and vice-versa

From left to right are John Attenborough, Maintenance Superintendent for Canadian Motorways Limited; Laurie Brown, Regional Manager for Manitoba and Northwest Ontario, and Transportation Manager, Soo-Security Motorways; Paul Maley, Sales Manager, Soo-Security Motorways; Art Chimuk, Terminal Manager, Winnipeg.



WHILE MANY CITIES in Canada suffered an economic setback in 1971, Thunder Bay stepped right ahead to set new goals and achievements for growth in that year. And in 1972, according to the Development Bureau, things are looking even better. Planned expansion of existing plants so far calls for the expenditure of over eight million dollars. These additions will create jobs for 413 more people.

During 1971 there were records set in most of the city's major industries. Building permits totalled \$32,000,000, a record high. The Port of Thunder Bay handled a total of 22,164,928 tons, the biggest yet. There were more tourist visitors than ever before, more travellers through Thunder Bay Airport, and the population grew to 111,492.

We must confess that these healthy growth figures are of more than casual interest to us at Motorways. It turns out that we are at present the carriers of a good proportion of the food marketed in the city. Meat from the midwest, fruit from the Okanagan and the Niagara Peninsula, canned goods from a variety of sources, all come to Thunder Bay via Motorways. Literally everything "from soup to nuts" rolls in under our yellow and black fleet colours.

We've made this happy state of affairs the subject of one of our major stories this issue. This represents a bit of a change from our policy in the past which has been to focus entirely on industries and businesses, and to breathe not a word about our own services to these firms.

In the case of the food business in Thunder Bay, Motorways' function is a significant and interesting part of the overall story, and provides a unifying theme. You may rest assured

that this does not mean we've lost any of that gracious modesty which, up to now, we have of course been too modest to mention.

Almost every business has a specialized set of names and phrases that describe equipment and processes that are unique to it. In some trades this specialized lingo almost amounts to a separate language.

"Let's bleed this cut into the gutter" sounds pretty gory. But my friend the printer is merely suggesting that a photo (cut) be extended (bled) to the bound edge of a printed page inside the book (the gutter).

The highway transport business is no exception when it comes to original phrases. Over the years we have developed a terminology that makes it easy for one trucking man to understand another, but might thoroughly confuse an outsider. Some of these words have been borrowed from other trades and professions, others are strictly our own.

In the interests of better communication, and because people in the transportation business have a great deal of contact with the public, we're beginning a series of short columns featuring terms common to the trucking business. Some of them may be already familiar, some may be familiar but carry meanings different from the ones you're familiar with, and others might be completely new.

We'd like to thank the good people of Thunder Bay for their helpful hospitality, very particularly Port Manager Ken McCuaig and his staff. Their assistance in the compiling of this issue was most helpful and was greatly appreciated.

Paul Maley
Sales Manager

The good life in Thunder Bay

A QUESTION THAT WE frequently ask people during the compiling of the "Motorways Miler" is: "What do you like about the life in your city?"

We of course get a variety of answers. From Gerry McFadden of Thunder Bay we got the simple response: "The good life."

Gerry ought to know, since he is the Director of the Development Bureau for the City of Thunder Bay. His requirements for the good life include the opportunity to earn a good salary, which Thunder Bay certainly offers. There is everything for recreation close at hand — Gerry's lakeside cottage is only a 40-minute drive from town. No one in the city is further away from his office or shop than a 20-minute drive. Ten to 15 minutes is the average, and this is a great boon to happy refugees from bigger places where the daily routine can begin with an hour-long run to work. Cultural and educational opportunities are similar to those of much larger centres.

In other words, Thunder Bay is big enough to offer most of the advantages of city life, but small enough to escape most of the problems. If there are any drawbacks, it is perhaps a feeling of isolation from the rest of Canada.

Motorways, I am pleased to note, does its bit to help alleviate that feeling of remoteness for people in Thunder Bay and for many other centres much further of the beaten track. As Transportation Manager I have the opportunity of a continuing "bird's-eye view" of the total part Motorways plays in carrying goods

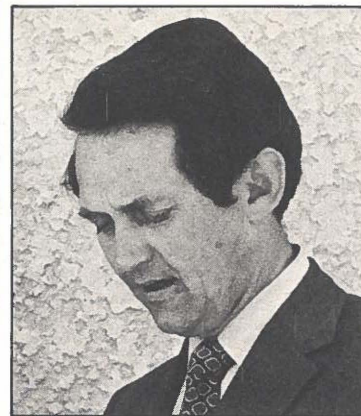
and raw materials to and from most centres in the West.

On an average working day, for example, our Central Dispatch office will handle from 200 to 250 highway trips between terminals. In total our vehicles cover an average of 60,000 to 70,000 miles per day of highway driving. From bananas in January to popsicles and ice cream in July, we haul every possible commodity (and a few impossible ones) to every corner of Western Canada.

The task of keeping all of these vehicles headed in the right direction, with the right loads, and on time, falls on Chief Dispatcher Don McManus, assisted by the Dispatchers in each Terminal. As key man in the Transportation Manager's department, Don's job is challenging enough when everything runs smoothly. But when incidents like ice storms in Ontario, snow slides in the Rockies, highway accidents, and other uncontrollable complications arise, his job gets to be very, very interesting indeed.

Thunder Bay is the eastern centre of Soo-Security Motorways' transportation network. In this issue it is our pleasure to deal in some detail with the company's services to the food industry there. Although the city is serviced by water, air and rail facilities, it is the highway transportation business which, with some pride of accomplishment, provides the bulk of the consumer goods that the Thunder Bay market demands.

Laurie Brown
Regional Manager
Manitoba and Northwest Ontario
and Transportation Manager



Ed. Metzler
Manager
Thunder Bay Terminal

ED METZLER first joined Motorways as a part-time staffer in the spring of 1958. In October of the same year he went full time in the sales department in Thunder Bay and in 1966 took over the Managership of the Terminal.

The background he brought to his job with Motorways included eight years in various positions with the CNR freight department.

A native born and raised in Thunder Bay, Ed takes an active part in community life, particularly in young people's organizations. He has a daughter, Jo-Anne who is 19, and two sons, Ward, 16 and Pat, 12. Not surprising Ed's interests include scouting and Little League baseball. He is a Scout Leader and is on the North West Ontario Executive. For the Little League he contributes his talents as a coach and umpire. When not engaged in either of these activities, he likes to devote a little attention to his garden.

His wife Joan is a Registered Nurse and is presently on the teaching staff at a local hospital.

Motorways Thunder Bay Terminal employs 43 people on part-time and full-time, and there are 16 Lease Operators working out of it.

THEY ALWAYS REMEMBER MCKIRDY'S, OR ELSE!

IF YOU ASK A NATIVE of Thunder Bay to tell you of a famous local product called "Repal-fly", he might have to think awhile. If you give him a hint that it has something to do with keeping black flies and mosquitoes away, he'll likely brighten and say "Oh, you mean McKirdy's!"

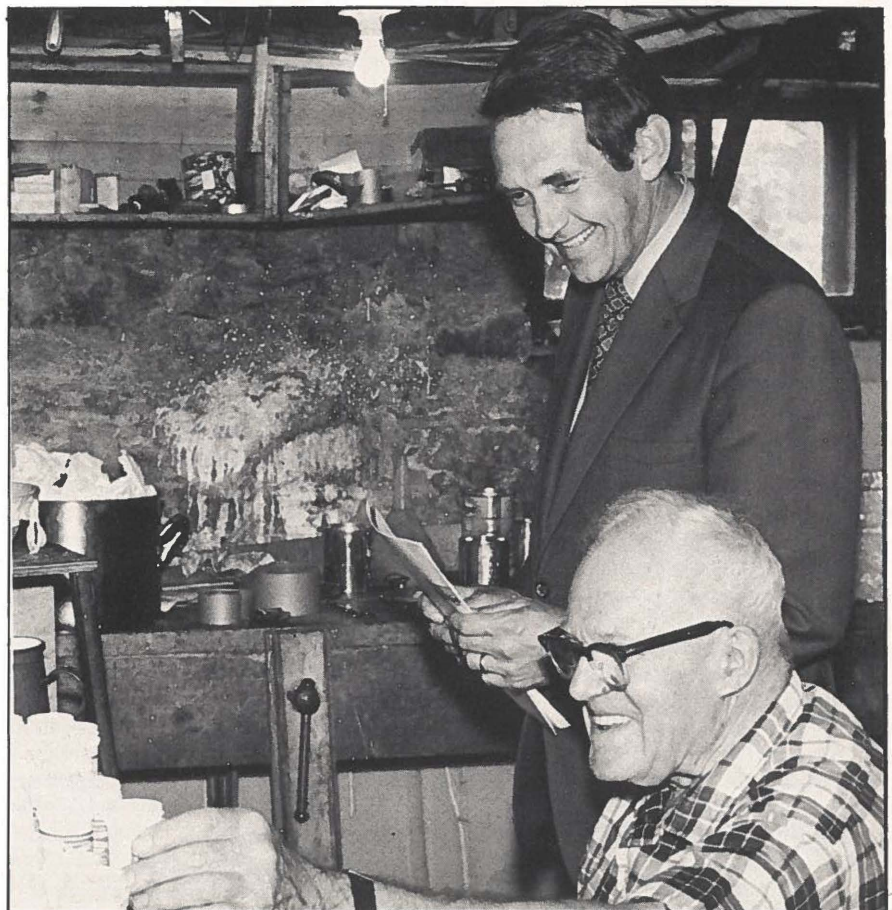
Fishermen are reminded by their wives not to forget the McKirdy's. People back from a berry-picking excursion will tell you the flies were awful, "but we smeared on lots of McKirdy's".

Until fairly recently Jack McKirdy's fly dope was mainly a local institution around the Lakehead. Fishermen from the U.S. picked up an occasional bottle to try it out, became immediate converts, but couldn't get it Stateside. Jack gets a letter on the average of once a day throughout the year from Americans, but he can't fill orders directly, and the red tape involved in getting U.S. clearance to export to distributors there is more trouble than it's worth.

Then a couple of years ago Jack and his time-honoured home-made preparation were featured in a national magazine. That really got things going. In 1970 he bottled 30,000 jars. In '71, 40,000. And so far this year production is already around the 50,000 mark.

"People tell me I should get automatic machinery in and go for mass production" he laughs. "But that would put my part-time people out of work, and aren't we supposed to be trying to cure unemployment?"

McKirdy's fly dope has a long history, going back to 1882, when his



Jack McKirdy always applies the labels to his jars of Repal-fly by hand, but not always with an on-looker peering over his shoulder. Motorways Terminal Manager Ed Metzler is the kibbitzer, and this is the first time he's seen Mr. McKirdy's basement workshop, even though Motorways brings in all the drums of Oil of Citronella which constitutes the effective ingredient in the famous repellent.

father, William McKirdy, opened a general store and trading post at Nipigon. In those days the town was known as a place where Indians traded furs, and tourists came for the finest speckled trout fishing in the world. Jack recalls the time when his father

outfitted Teddy Roosevelt for a fishing trip on the Nipigon River. Later the McKirdys arranged a fishing trip for the Duke of Windsor, then Prince of Wales, during a visit to Canada in 1919.

Black flies were a problem then, as

now, and most of the druggists and traders in the area made up some kind of fly dope to help their customers survive in fly season, McKirdy Senior was no exception. "He'd have barrels of liquid tar and all sorts of stuff," McKirdy recalls. "Big black buckets of paste and oils.

"And then suddenly one day he came up with this stuff. He started to make it in 1906 and by 1911 sales were so good he patented the formula."

Jack McKirdy soon took over and has been making it ever since in his spare time, during a lifetime of fishing and prospecting in Ontario's north country.

He was a commercial fisherman on Onaman Lake near Geraldton for nearly 50 years, and managed to make the fly dope in northern cabins under the most primitive conditions.

In 1967 he retired to Thunder Bay, where he still manufactures the preparation as a part-time one-man operation, except during the busy season.

Oil of citronella, imported from Ceylon, is one of the basic ingredients of the repellent. But other components are a well-kept McKirdy secret, especially the soothing preparation that helps to repair the damage already done.

"My father passed the recipe on to me, and I'll pass it on to my children," McKirdy says. He has a son and daughter, both married with families, and is confident "some of them will carry on."

There have been some changes in the formula over the years. And McKirdy says he checks with federal laboratories periodically to get the latest information on effective ingredients for beating the bug

problem.

One thing that makes his repellent different from all the other preparations in cans, squeeze tubes and bottles, is the claim that it will actually relieve irritation caused by insect bites. If you've been foolish enough to forget the repellent before being attacked, you can still use it to alleviate the discomfort.

"But some cases of fly bites are so serious a person would be better to see a doctor," McKirdy points out.

His production line for manufacturing the repellent starts with a pot in which enough of the mixture for a 200-jar batch is made. Then he uses an old graniteware coffee pot to fill jars with the liquid. The mixture solidifies in about half an hour into a smooth greaseless paste.

McKirdy does his own labelling, packaging and shipping. He sells through distributors, most of whom also handle fishing tackle and equipment.

One reason that Jack McKirdy has become such a well-respected Thunder Bay institution is his own personality. He's a warm and friendly man, with a quiet sense of humour and plenty of good stories about his colourful life in the bush. Clear-eyed, steady-handed and built solid from decades of hauling nets, McKirdy is devious on only one point, his age. "My wife", he points out quietly, "says I shouldn't tell people how old I am".

That's a minor point in any case. His Repal-fly has now become known throughout Canada, and in the past couple of years he's shipped orders to every province except Newfoundland.

TO KNOW MOTORWAYS BETTER



John Attenborrow
Fleet Superintendent
Canadian Motorways Ltd.

John Attenborrow, Winnipeg, has become Canadian Motorways Ltd.'s first all-company Fleet Superintendent. Until his appointment in July, Mr. Attenborrow held a similar position with Soo-Security Motorways Ltd. Now he will supervise the total company fleet, including the fleets of Motorways (Ontario) Ltd., Border Freight Lines Inc. and Hill Security Ltd.

Mr. Attenborrow joined Soo-Security in 1949 as a Driver in Winnipeg and became successively a Mechanic on highway equipment and Shop Foreman in the Ellice Avenue building when it was completed in 1955. He was appointed Soo-Security's Fleet Superintendent in 1962.

Mr. Attenborrow will supervise fleet purchasing, engineering and maintenance. He is an affiliate member of the Society of Automotive Engineers and a member of the Regular Common Carriers maintenance committee.

He will continue to make his headquarters in Winnipeg.

THE HARBOR



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 industrial hinterland of 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 returning 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 come to Thunder Bay, during each 8-month shipping season.

Guarded by the Sleeping Giant, Thunder Bay enjoys a natural land-locked harbour. Here in this protected shelter has grown the third largest port in Canada, shipping nearly 20 million tons of grain, iron ore, pulpwood, newsprint and general package cargo a year.

As Canadian Western Terminus of the Seaway, this port will be continually expanding.

The twin ports of Fort William and Port Arthur were in the early fur



trading days known as Fort William and Prince Arthur's Landing. Following Confederation in 1867 the ports of Fort William and Port Arthur operated as separate public harbours.

In the year 1958 a Federal Act was passed to incorporate the Lakehead Harbour Commission. It provided for the combining of the harbours of Fort William and Port Arthur into one unit to be known as Lakehead Harbour.

Lakehead Harbour is dominated on the east by seven-mile-long Point Sibley, much better known as the Sleeping Giant. The 1100-foot high granite ridge, in silhouette, resembles a man on his back. To the south is 1600-foot Mt. McKay, which not only provides a pleasing backdrop to the city, but is the location of some of the best ski slopes in central Canada.

Excellent views of Thunder Bay and the harbour are from Hillcrest Park and the first ledge of Mount McKay. However, the best impression of the massive size of the giant grain elevators, marching around the shore, must be from the water side of the harbour.

Thunder Bay stretches 35 miles from north to south. Through the bay opening can be seen Isle Royale,

Mich., a United States Federal Park, 38 miles from the harbour shore, protects the docks stretching across the harbour front.

The Thunder Bay Harbour, supervised by a five-man Harbour Commission, covers 27 miles of shore installations. In front of Port Arthur Ward, various industries and elevators are martialed around the shore. In Fort William Ward, the three river openings offer secure dockage for elevators, a modern iron ore storage and shipping plant, bulk oil depots etc. The main channel of the Kaministiquia River extends six miles upstream to a turning basin. The depth of water in the harbour varies from 20 to 27 feet with major installations running to Seaway depth. A shipyard at the northern end of the harbour is equipped to handle the largest seaway ships in dry dock.

Grain elevators, extending into deep water, permit ships to glide right to dockside to take on their loads. The record grain loading in one ship is in excess of 1,000,000 bushels. The heaviest shipping year saw 500,000,000 bushels arriving from the west, being cleaned, processed, certified by government inspectors and shipped overseas.

Altogether there are 24 grain

elevators situated along the shores of the Lakehead Harbour. These modern terminals have a total storage capacity of 105,376,400 bushels. Over 15 million tons of grain was handled through the Lakehead Harbour in 1971 in the eight-month shipping season.

To speed up the movement of general cargo, Keefer Lakehead Terminal was opened in 1962. Ocean freighters and fast lake boats can simultaneously be loaded and unloaded. The terminal is classed as one of the most modern in the world with an investment in facilities exceeding \$15,000,000. In 1969 a \$3,500,000 expansion of cargo sheds and dockage area was completed. It is also one of the fastest transit terminals, with highly mobile equipment handling material — unloading around the clock. Over 700,000 tons of general cargo, steel, vehicles etc. are transferred to and from Canadian and overseas vessels.

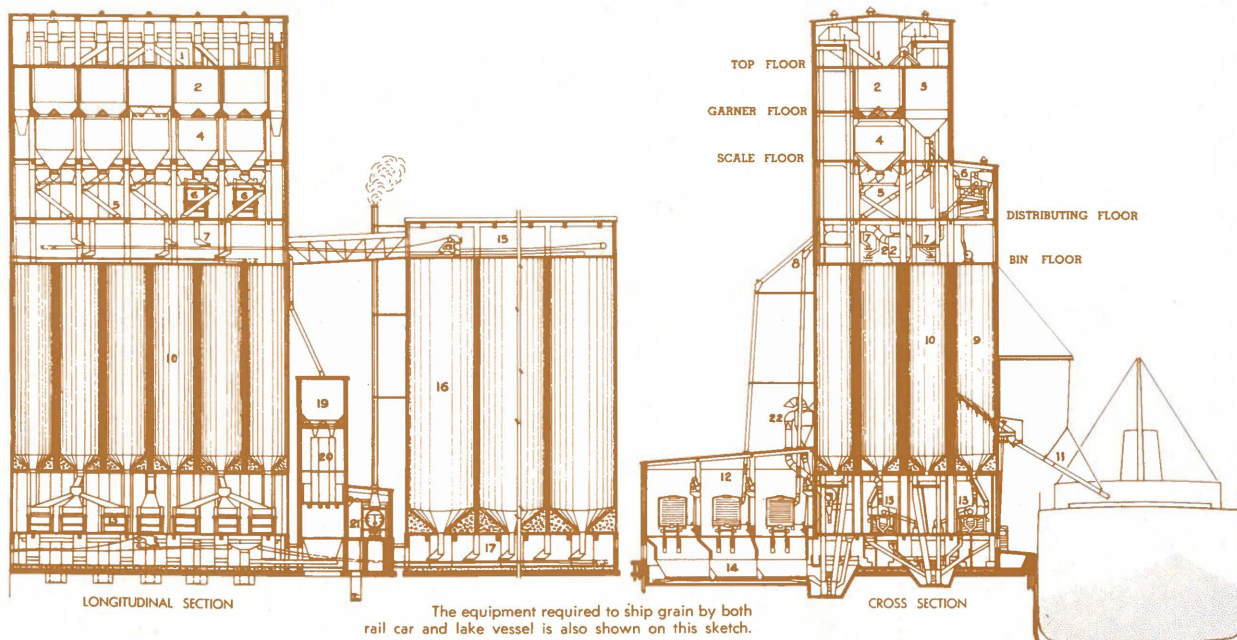
In all, four pulp and paper mills operate on the shore of Thunder Bay Harbour. In addition, a flour mill, malt plant, wheat starch plant, petroleum products plant, tar-processing plant, chemical plants, etc. all operate near the deep water of the harbour.



TYPICAL TERMINAL GRAIN ELEVATOR AT THE LAKEHEAD HARBOUR

In general the typical modern grain Elevator at the Lakehead Harbour follows the design shown.

- | | | |
|--|--------------------------|----------------------|
| 1. DISCHARGE SPOUTS FROM ELEVATOR LEGS | 8. CAR LOADING SPOUTS | 15. STORAGE CUPOLA |
| 2. SCALE GARNER | 9. SHIPPING BIN | 16. STORAGE BINS |
| 3. CLEANER GARNER | 10. WORKHOUSE BIN | 17. STORAGE BASEMENT |
| 4. HOPPER SCALE | 11. BOAT LOADING SPOUT | 19. DRIER GARNER |
| 5. MAYO AND TELESCOPIC DISTRIBUTING SPOUTS | 12. CAR UNLOADING SHED | 20. DRIER |
| 6. SCREENINGS SEPARATOR | 13. RECEIVING SEPARATORS | 21. BOILER HOUSE |
| 7. LOADING SPOUTS TO STORAGE BELTS | 14. RECEIVING HOPPERS | 22. DUST COLLECTORS |



The equipment required to ship grain by both rail car and lake vessel is also shown on this sketch.

Iron ore (pellets), potash and coal, loaded in many cases directly into vessels are shipped in large tonnages. A modern mechanized belting system on the Mission River operates all year to stockpile iron ore pellets for transfer in the shipping season. Coal from the Western Provinces is transferred from unit rail trains to ships for transfer to steel mills and hydro plants in the East.

As the Lakehead Harbour spends four months out of the year completely engulfed by ice, a quick spring break-up is of utmost importance to the shipping season. To speed up the shipping season, the Norman McLeod Rogers, one of the largest icebreakers on the Great Lakes System, and the Alexander Henry, both operated by the Department of Transport of Canada break out the harbour at an early date each shipping season.

It is interesting to note in 1958, the year prior to the opening of the St. Lawrence Seaway, the Lakehead Harbour handled 11,211,177 tons of cargo. In 1971 this figure had doubled

and harbour management is very optimistic that there will be ever-increasing tonnages in the future.

THE TECHNIQUES OF GRAIN HANDLING

To the layman, the massive bulk of the grain terminals are impressive, but what goes on in them is largely a matter of mystery. Obviously, the terminals must provide a great deal of storage space. But they must also provide the facilities for cleaning, drying and inspecting vast quantities of grain. These latter functions are becoming increasingly important as foreign grain buyers grow more and more particular about the grade and characteristics of the product they want.

Grain in Canada is handled in bulk. The normal procedure is to preserve the identity of every car of grain only until its grade and weight has been established under government supervision at the Lakehead. Subsequent

to this procedure the general practice, for convenient handling purposes, is to bulk together carlots of grain of the same type and grade.

Cars are hauled into the track shed section by means of a motor driven car puller cable and spotted directly over a receiving pit. The grain is then unloaded using hand operated shovel equipment or the automatic boxcar unloader. The complete contents of each car is dumped into a track receiving hopper. The grain then passes along a conveyor belt to an elevator leg which, in order to take advantage of the gravity flowing quality of grain in bulk, lifts the grain to the top floor of the elevator workhouse. This elevator leg is equipped with a vertical rubber belt carrying small steel buckets. These legs vary in carrying capacity depending on the width of belt and the size and spacing of the buckets. The normal elevator receiving and shipping legs are equipped with an 84-inch head pulley and operate at a belt speed of 688 feet per minute.

Conveyor belts in general operate

at a speed of 850 feet per minute with capacities depending on the width of belting.

Each carlot of grain is discharged into and accumulated in the garner bin located on the garner floor directly below the top floor of the workhouse. It is then dropped by gravity into a hopper scale on the scale floor immediately below where it is weighed under government supervision.

From this point on, the grain may be dropped by gravity directly into a small workhouse bin for further cleaning, processing or separation. It may also proceed directly to the large storage annex bins via a belt conveyor located on the bin floor.

The procedure in shipping grain out from the Elevator via vessel is more direct than the receiving process. Grain in storage is drawn from the storage bins and carried on a basement conveyor belt back into the workhouse section. Here it is elevated to the top floor on a shipping elevator leg. It passes through the shipping garner and scale units and finally discharges into a small upper shipping bin. From here it reaches the waiting vessel via a boat loading spout operated from the dock level.

Some 21 of the Lakehead Harbour's 24 Terminals are equipped with grain drying equipment. There are 35 drier units with a combined drying capacity of 30,700 bushels per hour. Units vary from 300 to 1000 bushels per hour capacity with an average of 748 bushels per hour.

Grain drying is accomplished by passing dry heated air through the grain. Drier units are provided with intermittent discharge mechanisms and may be arranged for both continuous flow or batch drying.

The purpose of reducing the moisture content in grain is to enable the elevator operator to store it in a bin without the hazard of deterioration by heating, etc. Grain with a moisture content in accordance with the percentage limitations established by the Canada Grain Act is considered to be in warehousing condition and may be stored indefinitely without resulting damage.

The heating unit in the drier installation may be fired with coal, oil or gas.

Other machinery is involved in removing impurities and damaged or immature grains from the product.

Electromagnets over each receiving conveyor belt remove nails, wire, bolts or other metal particles that could damage the cleaning equipment. Separators employ coarse screens to sort out coarse refuse such as strings, sticks and stones, combined with a blast of air to whisk away dust, chaff and other light impurities.

LAKEHEAD UNIVERSITY



LAKEHEAD UNIVERSITY has emerged as an exciting new centre for post-secondary learning in Thunder Bay. It evolved from the Lakehead Technical Institute which was established in 1946, and later became known as the Lakehead College of Arts, Science and Technology. In 1957 the College moved to its present 300-acre site which overlooks one of the world's busiest inland seaports and the city of Thunder Bay.

The College received university status in 1965, and granted its first degrees in the same year. An extensive building program, launched shortly thereafter, has transformed a small core of buildings into the present imposing \$35 million campus which includes a 600-bed residence village; a \$14 million science and technology complex; two academic buildings; a university centre with a 380-seat theatre, cafeterias, student lounges, shopping mall and student offices; a six storey 750-seat library; a sophisticated computer centre equipped with an IBM 360/50 computer; and an athletic complex which will soon include an olympic-size swimming pool.

The immediate environment comprises one of the world's outstanding natural laboratories. The boreal forest, the Pre-Cambrian Shield, and the massive water-shed of Northern Ontario, provide a limitless challenge to man's thirst for knowledge and to his capacity for improving his way of life.

Vital decisions regarding the future of Canada's natural resources will be based, in part, on research which is going on at Lakehead University right now.

The emphasis is on year-round studies at Lakehead University. Besides spring and summer terms of study, the University also provides extension courses in northern communities and operates an interdisciplinary research field station on a wilderness lake.

At present, the University serves 3,000 full-time students, and a like number of part-time students. Lakehead University is unique in the extent to which it provides professional diploma programs. Nearly a third of the University's full-time enrolment enjoys the benefit of University teaching even though they are involved in diploma, rather than degree programs. Also there is a great flexibility in programs so that diploma graduates can easily transfer into degree studies in Forestry, Nursing and Engineering.

This is just one example of the fresh approach which prevails at Lakehead University. The emphasis has always been on the individual and his educational needs, rather than on the programs themselves. Lakehead is a young university. But it is already establishing itself as a unique educational environment based on a close student faculty relationship united to answer the challenge of Ontario's vast north-west.

A short cut to China

WHAT IS NOW THUNDER BAY was once thought to be part of a short cut to China. Early explorers, preoccupied with discovering an easy route to the riches of the Far East, regarded the North American continent as an obstacle to be overcome, not as a potential source of wealth in itself. How disappointed they must have been to find out that, on reaching the western end of Lake Superior, they were less than half way to the Pacific, and that the toughest part of the trip lay ahead.

Prior to the spreading French exploration through the Great Lakes Basin from New France, the Ojibway Indians inhabited the shores of Thunder Bay and the inland lakes. Today, descendants of the Ojibway tribes live on reservations at the foot of Mount McKay and Squaw Bay. Thunder Bay is steeped in Indian tradition. "Kaministiquia", the present name of the river flowing through Thunder Bay, is Indian and has been interpreted in two ways — 'the long winding river' and 'the river with three mouths.'

The famous French explorers, Radisson and Groseilliers, are credited with the early explorations of the north shore of Lake Superior, around 1659.

Missionaries and traders followed them westward, and the first recorded trading post established on the site of the present city was built in 1679. Daniel Greysolon Sieur du Lhut (founder of Duluth, Minnesota) built a trading post and fort on the south bank of the river near its mouth and called it "Fort Caministigoyan". It flourished for a number of years.

With other interests taking the attention of French officials at the time, the fort gradually fell into neglect.

The only recorded use made in subsequent years was a visit in 1688 by Jacques De Noyon, a trader from Trois Rivières, who was searching for a route to China.

In 1717 a Canadian officer of the time, Robert De La Noue, was sent to rebuild the trading post, but found it advisable to make a fresh start. He built a new Fort Caministigoyan on the north bank opposite the old fort. This second trading post was operated until 1758, the end of the French regime in Canada.

La Verendrye wintered in the Fort in 1731. His explorations for a western route led him away from the established Kaministiquia River, Dog Lake route, to the unknown Grand Portage-Pigeon River canoe routes. A station and post were established at the mouth of the Pigeon River in the area now a part of the State of Minnesota. It attained considerable importance.

In 1798 Roderick McKenzie, of the North West Company, moved northward from Grand Portage and examined and reported the ruins of old Fort Kaministiquia. Its location is now marked by a granite monument at the foot of McTavish Street.

In the summer of 1807 at the annual meeting of the Partners and by a resolution of the Wintering Associates, the name of the Fort was changed to "Fort William", after William McGillivray, Governor of the North West Company, who was also a member of the Quebec Legislative Council and a prominent Montreal merchant.

THE VOYAGEUR TRADITION

If the northeast border of Lake Superior, leading as it did to the great inland waterways of central Canada, was the hub of the Montreal fur trade, then the fur trade was for several centuries the mainstay of the Canadian economy. And this fact shaped Canadian history in patterns very distinct from that of the United States.

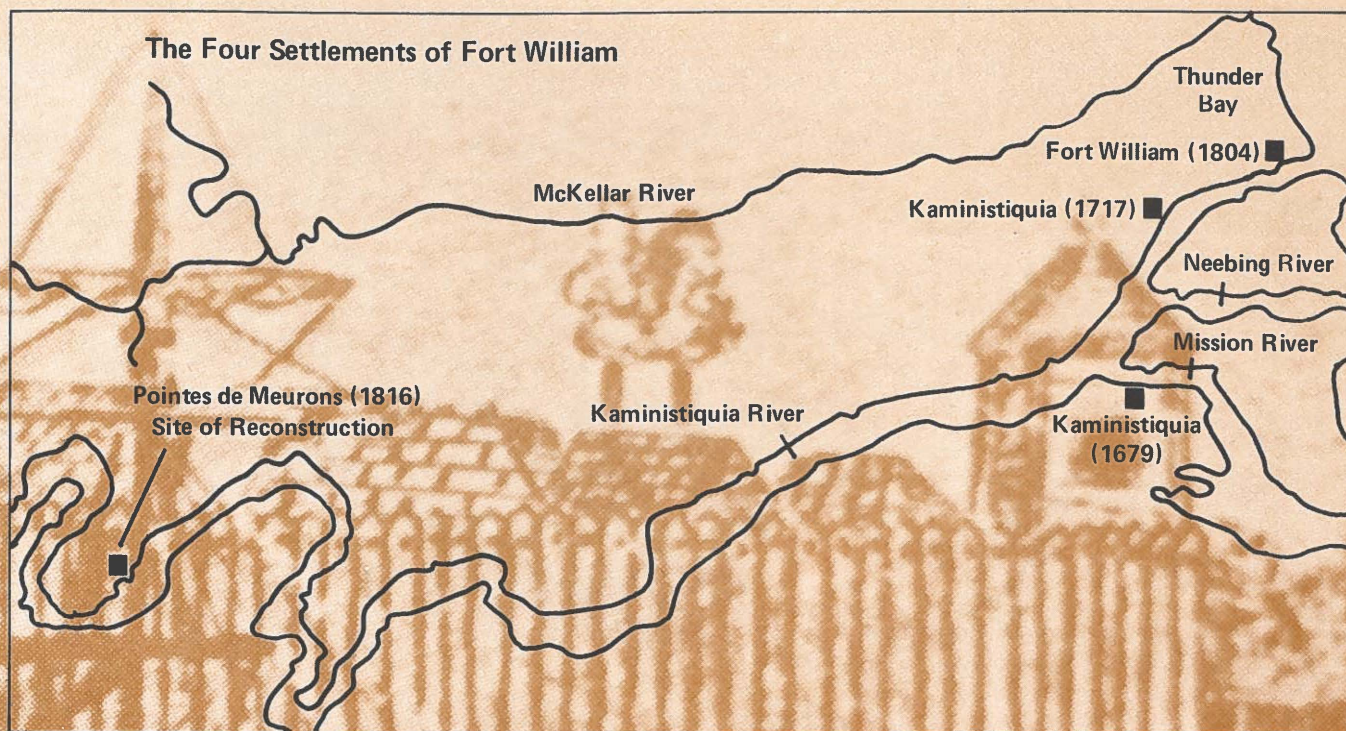
The Canadian fur empire stretched all the way to the Athabasca country, and to harvest the furs of this vast area required the active co-operation of the native Indian trappers. Although the white traders used their famous "forked tongues" to reap profits that frequently returned 1000% to 2,000% on the London investors' money, they nevertheless needed the Indians. Canada, therefore, never experienced an equivalent of the American Wild West, where the natives had to be run off or annihilated in preparation for settlement. The country, for one thing, simply didn't lend itself to settlers. Vast areas of the Canadian north today remain the preserve of the native trapper or fisherman, much as they have been since the white man arrived.

If the red man was the prime producer of furs, the French Canadian voyageur was the carrier. Likely as not he was a younger son of a Quebec Habitant. In a land where plentiful families were the rule, younger sons were something of a surplus commodity. With no prospect of inheriting a strip of the family's river-front farm, and bored with the tedium of agricultural labour, many of them signed on with the fur brigades for a trip to the fabled "pays du nord".

There was the enticement of travel and of earning a fairly respectable wage for a summer's toil. And, thanks to the glowing reports brought back by older brothers and friends, there was the alluring prospect of encounters with Indian maidens whose views on l'amour differed refreshingly from those of the puritanical girls back in the home parish.

The Montreal Voyageur's summer hitch began in early May when he set off upstream from Lachine with eight to ten other men in a 36-foot canoe bearing a payload of three tons. His job was to paddle, drag and carry that load of trade goods 1300 miles to Fort William, spend three to four weeks' "turnaround" time there, and get back to Montreal with a load of furs before freezeup.

Let the summertime paddler of today contemplate the well-nigh superhuman feats of the Voyageur. For a one-way trip of six to eight weeks' duration he rose every day before



dawn, sometimes as early as two or three a.m. Around eight he stopped for breakfast, and at noon scooped a couple of handfuls of pea or hominy mush out of a kettle prepared the night before and carried on board. The end of the day came anywhere from eight to ten, about the time, experienced campers will know, that the mosquitos emerge. Supper would consist of the same fare that constituted breakfast and lunch. And if the canoe had sprung a leak, this was the time for patching.

His lullaby, upon retiring under the upturned canoe, would be the whine of the hordes of mosquitos against which he had no protection except a layer of accumulated grime and possibly a smudge.

The next day's work would see him cover 60 or more miles if there were no portages and the wind was fair. On the portages he was expected to carry at least two bales of fur or the equivalent weight — 180 lbs — and to do so at a hurried shuffling half walk-half run. The fragile canoe couldn't be rammed up on shore the way modern craft are. It was loaded and unloaded afloat, and this, depending on the shoreline, might mean plunging into chest-deep icy water to steady the craft while cargo was transferred.

Small wonder that a great moment in the life of the Montreal Voyageur was rounding the cape that forms the feet of Thunder Bay's Sleeping Giant, and seeing the hard-won destination. Here there would be the chance to break the deadly monotony of the dried pea porridge and pork fat diet, to rest weary muscles, to take on a

skinful of trade rum and to see if the wild tales about the native girls were in fact true.

The port at the mouth of the Kaministiquia was then, as now, a great interchange point for freight. West-bound trade goods — kettles, axes, steel traps, blankets, cloth, knives, tobacco, etc. — traded places with east-bound furs.

The great Canadian tradition of the Voyageur of old centres to a considerable degree in Thunder Bay. For several centuries the life-blood of Canadian commerce was the fur trade, and for some of this time the forts of the North West Company and the Hudson's Bay company were vital depots in this continent-wide flow of goods.

The struggle for control of the fur trade on the North American continent is the most intriguing and fascinating part of our history. Between 1816 and 1821 the two fur companies carried on war-like activities against each other with the Fort being occupied by each at various times. Finally, the two companies united in 1821. The Hudson's Bay Post at Point de Meuron, a few miles up river, was abandoned soon after 1872.

Meantime, three to four miles to the north, a small settlement was growing which in 1857 became known as "THE STATION". This military staging area later was to become the City of Port Arthur. It was from this point in 1870 that the first Red River Expedition ventured to Western Canada.

On July 10, 1868, a small party of prospectors, headed by Thomas MacFarlane, Montreal mining engineer,

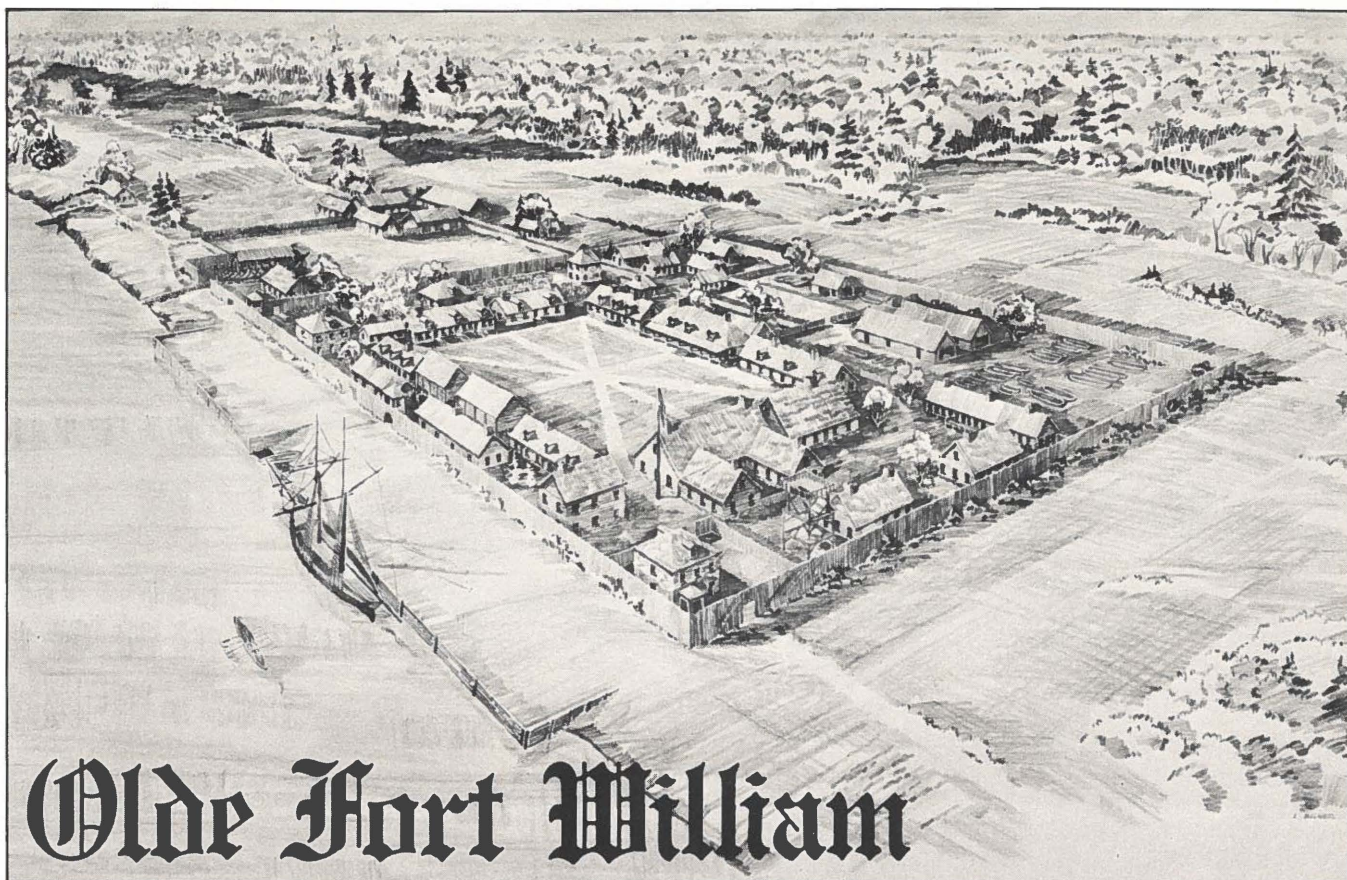
working out of "The Station" discovered the area's silver mines, Silver Islet Mines.

By the autumn of 1869, a 25-mile military road was under construction west of the "Station". In the following year Colonel Sir Garnet Wolseley (later Lord Wolseley), leading troops from eastern Canada, disembarked from the scenic anchorage. Enchanted with the natural beauty of "The Station", Wolseley renamed the post "Prince Arthur's Landing" in honour of Prince Arthur, son of Queen Victoria. In 1884, the villagers changed the name to "Port Arthur" and had the town incorporated.

It was about this time that the infant Canadian Government, formed in 1867, started to think of expanding the country westward. A young civil engineer, Simon J. Dawson was appointed to make a survey of a possible wagon and water route to the Red River Colony — now Winnipeg, still under the paternalistic rule of the Hudson's Bay Co. Dawson finally recommended a wagon road to Lake Shebandowan, then over the old canoe water route to the west shore of the Lake of the Woods and onward over a wagon road to the Red River Settlement.

Today the road is commemorated with the name "The Dawson Trail" starting at the harbour in Port Arthur.

Fort William was also growing into a large community and great impetus to growth was supplied when the Canadian Pacific Railway Company was started in 1875, and commenced building a railroad westwardly. Fort William became an incorporated town in 1892.



Olde Fort William

Artist's concept of Fort William, circa 1816, upon which the reconstruction will be based.

WHEN LORD SELKIRK invaded Fort William in 1816, he sketched the palisade and buildings and took inventory of everything on the 110-acre site on the Kaministiquia River.

Now, a century-and-a-half later, the old fort is being reconstructed at Pointe de Meuron and the jottings of such early adventurers are contributing to the project's authenticity. That, along with the painstaking work by researchers, planners and workers with hardhats bearing the crest of the old North West Company, topped by the motto "perseverance."

On Jan. 20, 1971, the former prime minister of Ontario, John Robarts, announced the rebuilding of Old Fort William. On June 20, 1971, the Honorable Bill Davis turned the first sod and by the middle of September, 1971, construction was under way.

Since that time the site has been cleared, a road built, a watermain installed and timbers and other equipment purchased.

Carpenters have been practising using the old tools such as broadaxes, pit saws and draw knives.

When completed in the fall of 1974, Old Fort William Historic Park will be one of the largest historical reconstructions of its type in North America. It will attract thousands of visitors and millions of dollars to the area.

Within a palisade 15 feet high and

two football fields square, 40 structures will be created. These will include a Great Hall, quarters buildings, pack houses, a canoe yard, blacksmith and carpenter shops, a stone store house and a jail for refractory voyageurs. A minor palisade will enclose a ship-building yard. Two buildings plus the skeleton of a partially completed vessel will be housed in this area. There will also be a substantial farm area outside the palisade, which will contain seven buildings. The Visitors' Information Center will contain a movie theatre, museum, souvenir outlets, administration offices and a fine restaurant.

A waterway running across the width of the site and separating the historical section from the modern section will also be constructed. At the present time 50 campsites have been planned and these will be serviced by both water and electricity. The camping area may be expanded at some later date.

THE REAL THING

"There are many problems in building an apartment block. So you can imagine the problems in trying to restore something from 1816," says John Naprawa, director of operations in the city for National Heritage Limited, project managers for the \$10 million, province-sponsored reconstruction.

Some furnishings from the period have already been donated and as much original furniture as possible is being sought — but with 50 buildings to furnish, the task is a difficult one.

Some furniture from the Great Hall, for example, has been traced to Spain and efforts will be made to acquire it.

"What we're trying to do," said Mr. Naprawa, "is create a total effect in the historical area of the site. We don't want people to see modern things."

And he added: "We're going to get away from the cheap souvenirs that unfortunately you sometimes see at historical reconstructions — where people spend millions of dollars and in the souvenir shop you have a plastic Mountie on a felt horse."

Instead, the old fort will be a "living reconstruction" where staff dressed in costumes of the day, will be doing the things old fort residents once did.

"We'll bake bread in the old ovens and we'll have that for sale. We'll make tallow candles. The carpenter will make furniture using original tools and this furniture will be for sale. We'll make birchbark canoes and they will be for sale," said Mr. Naprawa.

And how does one find a birchbark-canoe maker in this day?

"With a great deal of difficulty," replied Mr. Naprawa.

TIMING IS VITAL IN THE FOOD BUSINESS

MOTORWAYS IS PROUD to be playing a significant part in the food business in Thunder Bay. A good share of the food brought into the Lakehead every week over the nation's highways is carried in Motorways trailers.

A city of over 111,000 people, enjoying a good standard of living and blessed with a solid payroll economy, boosted in the summer months by the tourist business, consumes an impressive volume of food. Thunder Bay Terminal Manager Ed Metzler states that in an average week Motorways brings in 25 to 30 truckloads.

That's a lot of good eating, for the total weight accounted for by Motorways alone comes to 1,250,000 pounds per week.

The goods roll in, literally, from the four corners of the country. Thunder Bay does suffer somewhat

from its isolation from major food producing and processing areas, located as it is in a decidedly non-agricultural part of the country. The hinterland is great for hunting and fishing, produces millions of trees for the paper industry and yields impressive tonnages of rich mineral ore, but the solid rocks of the Shield don't shape up too well in the beef and bread department.

This means that almost all of the food in Thunder Bay's wholesale warehouses and on its retail shelves comes from a considerable distance. It can include frozen poultry from Montreal, 1100 miles to the east, and processed fish from Vancouver, 2,000 miles to the west. Joe Hocevar, Manager of the Bay City Mall store for A & P put it colourfully when he joked "We're 1,000 miles from our warehouse!"

The greatest percentage of A & P goods come from Toronto, with a small

percentage — meats and baked goods — coming from Winnipeg.

The key to servicing the food business lies in timing and in local scheduling. Perishable goods — ice cream, fresh meat and fruit, produce, etc. — can't wait in transit if they're going to go on display with their youthful appeal still intact. In Thunder Bay alone there are six Safeway, four A & P, three Loblaw's and two Dominion stores, plus two major wholesale distributors. The 25 to 30 truckloads of goods that arrive each week must not only reach Thunder Bay without delay, but must be distributed quickly on arrival. Perishables come in on a daily basis and, where they are delivered directly to the retail outlet, must be there at a precisely specified time for unloading.



Macdonald's Consolidated Modestly in the background, but nevertheless proud of the new building stretching away into the distance, is Macdonald's Consolidated Limited Branch Manager D.H. Owston. On the right is Motorways Terminal Manager Ed Metzler.

The two men had just completed a guided tour of the brand new warehouse building which covers some 46,500 square feet of ultra-modern warehousing space. The facilities include four inside bays for loading and unloading trailers. The bays will accommodate both tractor and trailer, making all-weather goods transfers a comfortable and more convenient operation.

Macdonald's Consolidated first came to their present location in 1959, and underwent some expansion in 1960. The centre services six Safeway stores in Thunder Bay as well as numerous independent merchants, and institutions. The market territory includes all of Northwest Ontario.



Safeway Ed Barber, Safeway's District Manager, with a total of 10 stores in his Northwest Ontario district, is a busy man. In Thunder Bay's six stores the firm employs from 250 to 280 full and part-time people. And one of these stores, the Lakehead Shopping Centre store, is 32,000 square feet in area, second-largest in Canada only to a store in Vancouver.

In addition to the Thunder Bay operation, there are stores in Sault Ste. Marie, Dryden, Kenora and Fort Frances.

A & P Mr. Joe Hocevar is the Manager of the Bay City Mall A & P in Thunder Bay. The Bay City store is one of four in the city, two being located in suburban shopping centres, two downtown.

The four A & P stores in Thunder Bay employ approximately 225 people, including part-time, full-time and management. There are 91 currently working in Mr. Hocevar's store.

Except for locally-purchased goods, Motorways hauls the greatest percentage of the merchandise sold by A & P in Thunder Bay. They require an average of two trailers per day, six days per week, most of these from Toronto. Meats and baked goods, accounting for around 10% of the volume carried by Motorways, come from Winnipeg.

In the photo, Mr. Hocevar demonstrates that his 20 years with A & P haven't dulled his sense of personal service to his customers. With a helping hand from Terminal Manager Ed Metzler, he helps a pleased shopper load up her station wagon.



Western Grocers The Thunder Bay branch of Western Grocers Division of Westfair Foods operates a 65,000 square-foot warehouse under the management of Elmer Shulz. The staff includes over 30 full-time and, on the average, 10 part-time.

The two major retail affiliates of Western Grocers are Lucky Dollar and Tom Boy stores. In Thunder Bay there are six Lucky Dollar and two Tom Boy locations. The company also services Econo-Mart in Thunder Bay and two out-of-town Shop-Easy stores, one in Marathon and one in Atikokan. But the largest percentage of volume is with independent stores, both in Thunder Bay and in the marketing area which stretches from Dryden to Manitouwadge, and from the U.S. border to Hudson's Bay.

Mr. Shulz is pleased to mention to visitors that the company also does a lively business out of a smaller cash-and-carry wholesale outlet next to the main warehouse.

An interesting sidelight pointed out by Mr. Shulz is the brisk business the cash-and-carry depot does in supplying U.S. retailers with our Canadian jams. "And," he says, "some of the retailers along the border do a land-office business selling jam to American tourists."

And what would the favourite be? Strawberry is by far the biggest seller.

In the accompanying photo are Mr. Shulz, Dennis Caporale, Motorways Sales Rep, and Mr. Donn Bunk, Produce Manager for Westfair Foods in Thunder Bay.



West Coast Wire Works

You could say quite accurately that West Coast Wire Works is in the weaving business, although fabric of the traditional sort has never been a product of the Thunder Bay plant. West Coast weaves wire into cloth, and while this may not equal the accomplishment of the legendary pioneer lady who took a box full of steel wool and knitted herself a stove, it is nevertheless a unique and interesting process.

The product turned out in the Thunder Bay plant of West Coast Wire Works is Fourdrinier Wire which is used in the manufacture of paper.

Nearly all paper commonly used, except high grade writing paper, is made from wood pulp. The pulp is prepared either by grinding the wood or by boiling it with chemicals under pressure to reduce the wood to fibres of nearly pure cellulose. The fibres are mixed with clay, sizing material such as rosin, colouring matter and water to form a pulp which has the consistency of thin soup. This pulp is fed onto a belt of wire cloth called a Fourdrinier Wire. As the pulp passes over rolls and suction boxes on the Fourdrinier wire, the water drains away and a wet sheet is produced which is lifted off the wire cloth and fed between rollers where still more water is squeezed out. The sheet then passes onto large steam heated rollers where it is finally dried and wound in rolls.

Wires are woven in various widths up to about 32 feet and various lengths up to 190 feet or more; the

size depending on the size of the paper machine for which the wire is manufactured. The ends of the wire are joined together, or, "seamed", and the wire is thus completed in the form of a wide endless belt. The wire is then stretched to the required length and trimmed to the desired width on a stretch frame. The finished wire is rolled up carefully on three poles, packed in a strong wooden box, and dispatched to the Paper Mill.

At the Paper Mill the Fourdrinier Wire is fitted onto the Paper Machine where it rotates in very much the same manner as it is rotated on the stretch frame.

In the manufacture of wire cloth for paper making, it is important that the mesh of the cloth be uniform and of a specified count so that the water drains through evenly and at the right speed.

It is most important that the surface of the wire is perfectly level and smooth, because irregularities would cause faults in the paper and also result in the wire wearing out very rapidly where these irregularities occur.

The Thunder Bay plant was built in 1964, and is a branch operation with head offices in Vancouver, B.C. The Plant Superintendent is Peter Slaney. Including hourly wage and salary staff, the plant employs an average of 30 people.

The raw material comes to the plant from Montreal in the form of rolls of brass and bronze wire which is drawn to the working diameters of



West Coast Wire's Plant Superintendent Peter Slaney, left, with Motorways Sales Rep Dennis Caporale. Behind them is the stretching frame where finished wires are stretched to the exact size required by the paper manufacturer.

.0095 to .0134 inches, depending on the coarseness of the wire on order. The weaving is done on a huge loom using processes very similar to those used in weaving cloth. Extreme care, however, must be taken throughout to ensure that the product is absolutely flawless.

Some idea of the care required is indicated by the fact that the wire is joined end to end to form a continuous belt by the simple but extremely delicate process of hand soldering it together, strand by strand, with gold or silver solder. Considering that there might be 64 strands to the inch, and a wire regularly comes in 30-foot widths, this is an exacting exercise in precision workmanship.

West Coast Wire's market area is mainly local and eastern, with shipments as far east as Newfoundland.

Abitibi

ITS ALMOST A SURE THING that sometime or another, every Canadian picks up something made out of Abitibi paper. Time Magazine, MacLean's, the



George Valiquette, left, Traffic Supervisor for the Abitibi Provincial Paper Division, casts a professional eye on an item of printing proffered by Motorways Terminal Manager Ed Metzler.

Reader's Digest and those all-time popular classics, Eaton's and Simpson's mail order catalogues are all printed on paper turned out by Abitibi.

In Thunder Bay the company is a major employer in its two newsprint and one fine paper mill. All together, with the mill and woodlands operations, the company provides a payroll of \$17,500,000 annually to the economy of the Lakehead.

One of the latest and most interesting products is "stripable" wallpaper that is printed in layers that hold together while the paper is on the wall, but are so constructed that the top layers will peel off the bottom adhesive layer, and a new covering can then be applied.

Motorways is a willing associate in the wide distribution of Abitibi's Thunder Bay production. Both rolls and sheet paper are hauled to Vancouver on the west and to the east coast.

So that's what he meant!

A glossary of terms common to highway transport.

Accessorial Service — A service rendered by a carrier in addition to a transportation service, such as stopping in transit to complete loading or to partially unload, heating, storage, etc.

Ad Valorem — According to value.

Combination — Motor truck or truck-tractor coupled to one or more trailers (including semi-trailers).

Competitive Point — A place where two or more transportation companies compete for business.

Concealed Damage — A damage to the contents of a package which is apparently in good condition externally.

MOTORWAYS MILER 3RD QUARTER 1972

