

## Sainte-Marie aims to attract more bus tours to local tourist attraction

by Murray Moore  
Huronian Historical Parks is sending a representative to St. Louis, Missouri in November in an attempt to try and attract more of a particular type of tourist to visit this area's historic sites.

Robert Kennedy, spokesman for Huronia Historical Parks, says he gets the impression from talking to employees at other historic sites in Ontario that general attendance is down perhaps as much as 20 per cent this year.

Attendance at Sainte-Marie among the Hurons is down 6,000 from last year. But Kennedy explained that last year was an excellent year, not only for Sainte-Marie, but for government-run historic sites across the province.

In 1979 after 83 days 90,700 people passed through Sainte-Marie.

This year after 83 days of operation, 6,000 fewer had passed through Sainte-Marie.

Attendance at the Historic Naval and Military Establishments is up, in large part due to a push in the late winter for tours of the site by classes of school students.

In 81 days 12,000 people have visited the Establishments, 2,000 more than in the same period of time in 1979.

Kennedy will be at-

tending a gathering of the National Tour Brokers Association in St. Louis in the fall. This is the first time Huronia Historical Parks will be represented there, he said.

### Tour brokers The national tour



**Bob Kennedy**

brokers association is the umbrella for companies offering bus tours across North America, Kennedy said. The St. Lawrence Parks Commission has been soliciting bus tours for seven years, and the number of visitors to Old Fort Henry and Upper Canada Village has grown from 2,000

the first year to 30,000 last year, he said.

Attendance at Sainte-Marie this year is down in part because of poor weather. Tourists, he believed, didn't come in the numbers they might have the first four weekends following the Victoria Day weekend

because of the less than superb weather.

The establishment of a significant number of bus tours would help cut down the sometimes wide fluctuation in the number of visitors, Kennedy explained, as well as tap a new market.

Kennedy is of the opinion that bus tours

will gain in popularity. People, he thinks, will take a bus more often now, after adding up the cost of gas, and after taking a good look at the compact car they likely own that they are thinking of driving several thousand miles.

"We're really optimistic, and very excited over the potential for us, and for the area as a whole, of this new market." Establishment of Sainte-Marie and the Establishments as a tour bus stop would take the uncertainty out of projecting how many tourists will tour the area in a year, he said.

Kennedy is also optimistic that the site's share of European particularly German tourists, will increase. A number of German and other European tour operators have been making inquiries. Germans make up the largest part now of the visiting European nationals.

The sites' central Ontario location, their uniqueness, and the variety of other local attractions, motels and restaurants all add up to a strong drawing card, in his opinion. Canada's Wonderland, just north of Toronto, could be a great help to getting visitors up to this area if the tour bus operators can be persuaded to continue up the 400 rather than turn back,

he says.

Although 6,000 fewer people visited Sainte-Marie in 83 days than did last year, this year's total is only 1,000 behind 1978, a normal year.

Manager  
Huron Indian Village manager Steve Agnew, going by receipts,

estimates this year's attendance approximately 17,000, is up from last year. One third of the visitors are school students, he says.

The Huron Village is one of many attractions in the immediate area that draws tourists. Kennedy explained the

low number of visitors at the Establishments relative to Sainte-Marie by pointing out tourists with a day or less in the Midland area have the Wye Marsh, the Martyrs' Shrine, boat cruises and beaches, and other attractions to choose from.

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### Craft corner

## Joy motivates weaver

The need to match placemats with a set of china was the beginning of Peggy LaNauze's interest in weaving.

After being "bitten" by the enjoyment of weaving, LaNauze, a Midland resident, is still weaving 15 years later. "It's the excitement of creating and using my own colours," she says. "Actually seeing material visualize before my eyes.."

LaNauze, who designs her own patterns, says this is one of the reasons why she enjoys weaving so much. "Everything is individual. I think that's why I like it so much."

With the aid of her personal library of books on weaving, and her own looms, LaNauze makes a wide range of objects. Among them are clothing, purses, pillow cases, placemats, serapes,

suits, men's shirts, Christmas fantasies, scarves with pockets, eyeglass cases, pencil holders, flowerpot holders, and even hats. Peggy prefers yarns over wools for her work. She has also experimented with Boucle, Rau Silk, Knubby, various synthetics, even a very fine cotton.

Because all these materials wash equally easily, she does not have a preference. Because she must buy her raw material by the pound, she gets her material from all over Canada.

**Weaver**  
First, the weaver decides what she would like to make. Then she warps the material, a process in which the material is transferred to the loom and the tedious process of threading each thread through the needle is done.

When this is done, each thread is dented for thickness or thinness. Denting is the process in which all the thread is pulled with a hook through a reed. Then the dented thread is tied to the front of the loom.

The excitement of

introducing the weft thread and learning whether it all hangs together follows.

Depending on the work, any time from two hours to four days is needed to finish a product.

Where do weavers get their ideas? LaNauze says that anything she looks at can make her ask herself "Now why couldn't I weave that?" And so the process begins again, sometimes by trial and error, other times not.

**Production**  
Peggy's products are all hand done. If she happens to want a flower placed on one of her finished products, it cannot be just any old flower. She makes it by hand herself.

"I adore a challenge," LaNauze says.

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### New faces, fewer faces at MSS

Students returning to Midland Secondary School will have fewer teachers to contend with this year, but then, there will not be as many students, either.

Three new faces have joined the staff, two teachers and a vice-principal. A new music teacher and a new machine shop teacher have been engaged. The school is still without an occupations woodworking teacher.

David Moore, on staff at Penetanguishene Secondary School since 1964, is the new vice-principal. He was on staff at the old combined school in Midland before he went to Penetang.

Ninety-six teachers, six less than last year, will deal with between 1,650 and 1,700 students.

The exact number won't be known until school starts, Sept. 2. New Principal David Chambers hopes parents of new students will contact the school before the end of August so that their timetables can be made up.

About 90 fewer students are expected. More than half of those who attend will be under 16 years of age.

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