

NORTHWESTERN ONTARIO SPORTSMAN'S SHOW

Cont'd from Pg. 4

Arthur, and raised and educated in Fort William. He joined the editorial staff of the Fort William Times-Journal following high school graduation in 1948 and worked there 8½ years prior to going to the Financial Post in Toronto in early 1957.

At the Lakehead he was active in various sports activities, as player and executive member. He served two years as president of the Lakehead Baseball Association, and was associated with the Beavers Hockey Club, the Redskins Quarterback Club, and the Thunder Bay Basketball Association.

In his new post he will be responsible to the committee chairmen for the development and co-ordination of the Sportsman's Show's various office duties and promotions.

AROUND THE LAKE IN '60

Following is an excerpt given by C. W. King, Secretary, Northwestern Ontario Associated Chambers of Commerce:

"C. W. King to Lake Superior North Shore Association Fall Meeting, September 30, 1958.

In the next two years the Lake Superior area will see the greatest upsurge in tourist traffic since this fabulous resort country was first "discovered" by the motorist. This area is about to be invaded - entered for recreational purposes - by hundreds of thousands of folks riding in what a friend of mine calls "stemwinding, oil-burning demons of the highway". We are all particularly interested in the tourist business, and of course this business depends entirely upon the motor car. There is every prospect of a boom of tremendous proportions..... What has been done to date to meet the challenge of this great influx of American and Canadian tourists with the best of dollars in their pockets? Is it going to be another story of too little and too late when in the next two years this every-increasing crowd of vacation-hungry people surge into the Lake Superior country?..... Some progressive steps have already been taken in this important development..... Some two years ago a group of Chamber of Commerce people from what is going to be called more and more, "around the lake", got together to trade ideas. Out of this meeting was formed the Lake Superior-International Highway Association, and it has developed into an organization quite as high-sounding as its name implies..... Since this organization was established the Ontario Government has taken a good look at Northwestern Ontario in general and announced the following: a new parks program, a brand new and special bridges-roads plan to tie in with the expected increase in U. S. tourist business, and others....."

AROUND THE LAKE IN '60

TERRACE BAY NEWS

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