



Province of Manitoba

Information Section

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LEGISLATIVE BUILDING
WINNIPEG 1, MANITOBA

Date February 12, 1965.

'GREAT RIVER ROAD' SYSTEM
SWINGS INTO PROVINCE

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Mississippi Parkway Loop
Includes Beach Triangle

New highway markers are currently being erected on large sections of the highway system in southeastern Manitoba denoting it as part of the "Great River Road" established by the Mississippi Parkway Commission.

Public works minister Hon. Walter Weir said the commission at its last annual meeting unanimously endorsed Manitoba's proposal that the highly-advertised Great River Road should loop through part of Manitoba.

Mr. Weir said this decision would enable Manitoba to benefit considerably from the tourist trade developed by the Mississippi Parkway system.

The "Great River Road" will enter Manitoba on No. 12 highway in the southeast corner, join the Trans-Canada near Ste. Annes and swing into the outskirts of Winnipeg. No. 59 North, feeding into the famous "beach triangle", constitutes the northwestern arm. The road then runs through Pine Falls, south along the Winnipeg river, and into the Whiteshell on the centre road by Seven Sisters Falls. It then re-joins the Trans-Canada at the ultra-modern summer townsite of Falcon Beach and runs into Ontario, looping back to the U.S. at Fort Frances.

Mr. Weir said the original Manitoba-Minnesota agreement -- whereby Minnesota would pay half the cost of extending the Mississippi Parkway through the province into the Northwest Angle of Minnesota on Lake of the Woods -- has been temporarily shelved by the House Foreign Relations Committee at Washington. The agreement runs to 1967.

Meanwhile, with unanimous approval for the new Great River loop in Manitoba, the tourist-generating system should help Manitoba, Mr. Weir said.

The green and white route signs are in the form of a large spoked ship's wheel with the words "Great River Road -- Manitoba". Inset is a sternwheeler. The same motif is used along the length of the road, which extends to New Orleans and the Gulf of Mexico.

In Manitoba, the 300-mile loop will bring tourists to a number of interesting areas. On or near the route will be the model Ukrainian and Mennonite historic villages at Gardenton and Steinbach respectively, which will be constructed as centennial projects, Lower Fort Garry, the large beach areas, Fort Alexander, the paper plant at Pine Falls, the large hydro stations and atomic energy plant along the Winnipeg river, the natural history museum at Nutimik Lake, the Ojibwa Indian mosaics, the wild goose sanctuary at Rennie and the fish hatcheries within the precambrian shield, and all the summer playground facilities available in this large area.