Redefining the Colorado River: Lake Powell

<table>
<thead>
<tr>
<th>Main Page</th>
<th>Discovering The River</th>
<th>New Horizons On The River</th>
<th>Redefining The River: Lake Powell</th>
</tr>
</thead>
</table>

![Image of a rock formation in Lake Powell](image-url)
Water slowly rises about the Sentinel Rock at the mouth of Wahweap Creek. Lake Elevation 3245ft.
April 5, 1963
Photographer: U.S. Department of Interior
The Greene Family Collection ACC# 98-1937 3/10

Aerial view of Wahweap Lodge and Marina and Trailer Park.
1960s
The Greene Family Collection ACC# 96-1771 2/7
Floating complex below Rainbow Ridge. Canyon Tours, Inc operated the store (left of center) and the fuel dock (far left). Far right is a generating plant and quarters of the Park Rangers Service Station.

1966
Photographer: National Park Service by Wayne B. Alcorn
The Greene Family Collection ACC# 96-1771 2/6
Al and Quida Ball leading guests on Lake Powell Tour for Canyon Tours, Inc.
1960s
Photographer: Josef Muench
The Greene Family Collection ACC# 96-1937 3/10 (H 2373)
Dinner on a boat trip on Lake Powell. 
1960 
The Greene Family Collection New Accession
Guests and family promotional photograph. Enjoying a tour. 
1970s
The Greene Family Collection ACC# 9671798 1/4
Senator Carl Hayden (center) and Morris Udall with Department of Interior officials and a Congressional delegation on an inspection tour.  
1964  
Photographer: U.S. Department of Interior  
The Greene Family Collection ACC# 96-1771 2/9
Princess Margaret, Ambassador Douglas and Lord Snowdon (l to r). Earl Johnson, A. H. "Bill" Greene, Jr. and Art Greene, Sr. on the boat at Wahweap Marina. The royalty stayed at Lake Powell Motel, the Greene family motel on Highway 89A.
Photographer: U.S. Department of Interior
The Greene Family Collection ACC# 96-1771 2/13
"The Greatest Story Ever Told" was filmed at Lake Powell. Shortly after filming the lake was created. The set was removed and the area where the camels were kept is now under water.

1963
The Greene Family Collection
New accession
Camels used in the filming of "The Greatest Story Ever Told."
The Cavalry in the movie "McKenna's Gold" filmed at Lake Powell trot past the guests at Wahweap Lodge.
1970s
The Greene Family Collection ACC# 96-1771 2/4
The Greene Family's going away party at Rainbow Bridge: Vern and Ruth Baker, Grace and Mel Schoppman, Evelyn and A. H. "Bill" Greene, Jr., Margaret and Earl Johnson on the last trip before they sold Wahweap Lodge and Marina.
1976
Photographer: Josef Muench
The Greene Family Collection ACC# 96-1771 2/6
Governor Raul Castro summarized the Greene Family's contribution to the State of
Arizona tourism and recreation after they sold Wahweap Lodge and Marina in 1976.
January 20, 1976

Mrs. Ivah L. Misener
Walseap Lodge and Marina
4245 North 19th Avenue
Phoenix, Arizona 85015

Dear Mrs. Misener:

Yes, I am aware of the sad fact that the Greene's have sold their holdings at Lake Powell to the Del Webb complex. I say sad because it's going to be absolutely impossible for me to associate anything around Lake Powell with any group other than the Greene's. Just sitting here it's hard for me to remember the first time I met Art but it was way back in the 1920's when my brother and I took the then long, torturous drive up to the North Rim and we stopped to get gas and meet this delightful person.

I have known him down through those years and I number him as one of my most cherished friends and I will be forever grateful for the things that he has done for that part of our state.

My old partner, now deceased, who operated Rainbow Lodge and Trading Post for me, was a dear friend of Art's and many was the time that the three of us sat down and talked about what happened up there a long time before anyone got interested in the Colorado River. Give the whole outfit the warm, personal regards of the Goldwaters.

With best wishes,

Barry Goldwater
Arizona and their incredible journey on the Colorado River.
"It took a few years to convince me that the Lake could replace the beauty of "my" Glen Canyon but the more I explored newly accessible canyons, the more people I showed this great lake to, I had to admit that there was no body of water nor scenic area that could today compare to Lake Powell."

Art Greene

In March of 1963 the final gate of Glen Canyon Dam was closed and the water began to accumulate, creating Lake Powell. The water would follow the same path as the Colorado but would seep into additional canyons not easily accessible in the past; at the same time the rising waters would cover from view rare petroglyphs and landmark formations.
The Greene family was, once again, pioneers in a new frontier. Nineteen sixty-four was a preview of what was to come for Lake Powell. The January 1964 issue of Arizona Highways that featured Lake Powell and Glen Canyon Recreation Area spiked interest in travelers and Canyon Tours, Inc received hundreds of letters requesting information. Princess Margaret and Lord Snowden of England visited the new recreation area in 1965 and were the first of many who followed.

Wahweap Lodge and Marina at Lake Powell became a recreation destination for dignitaries, politicians, celebrities and adventurers world wide. A.H "Bill" Greene, Jr., and his wife Evelyn were the General Managers. Evelyn was Wahweap Lodge's Hotel Manager and Earl W. & Irene Johnson managed the boat tours. The extended family was employed in a variety of positions in the company until it was sold to Del Webb Recreational Properties in 1976.

What began as a rough ride on the Colorado River became a destination for the adventuresome. The lure of the water in the desert opens doors to many adventurers. Tourism is an essential feature of Arizona's history and culture, a force that will always have a social and economic impact on the state.

"As the years rolled by I have been privileged to meet or have as my guests, people from all walks of life and all corners of the earth. I have tried to treat each one on a 'man to man' basis, for I discovered all of us share the same dreams and despairs-same laughter and tears-same good fortunes and bad. I can see nothing but population and economic growth for our area but I pray there will be respect by all for the awesome and inspirational natural surroundings which have been memorable 'Magic' to me." Art Greene