

## Ch'town expansion potential 'tremendous' - Mayor Gaudet

The tremendous potential for expansion of this city was roughly outlined by Mayor A. Walthen Gaudet as he took a look into the future of Charlottetown.

His Worship noted that the whole province was included in his vision as the many advances to come will centre around growth and expansion in the tourist industry.

This will bring new motels and other forms of accommodations and new large restaurants to cater to the visitors. It will also mean, he said, that authorities will have to give greater consideration to the entertainment of tourists.

Mr. Gaudet did not pinpoint

any time era for the expansion of Charlottetown as many of the things he foresees are long range things while some will come in the near future.

Some of them are going on now and in this connection he pointed to redevelopment as discussed in the housing and planning report recently presented to Council. He called attention to how this was already in progress with certain areas being transformed such as was done to make room for the new Sacred Heart Home, St. Dunstan's new parish centre, the improvement in areas through new school building and the change in Queen Square.

Another change he expects in the not too distant future is the addition of a new City Hall. It has to come as the present structure is showing serious signs of decay and obsolescence. He predicts, a City Council will have to face the fact that the old building is inadequate and may even be becoming unsafe.

In the immediate foreseeable future he noted the great change which will take place in the western end of the city with erection of the new provincial government building and the fact that completion of the final proposed stages of it will mean almost a revolution in the appear-

ance of Charlottetown in that it will place this city in a unique position historically and this is bound to make Charlottetown outstanding in Canada and give it a tremendous tourist drawing power for all the years to follow which he believes will come in 1964 and the Canadian jubilee in 1967.

**MANAGER NEEDED**

He said the attractiveness of this city to tourists was well shown by the large number of conventions which came here during our centennial in 1955 and the even greater number of them booked to be held here in 1964.

Because of this factor he believes it is inevitable that Charlottetown in the near future will have to have its own convention manager and probably his own convention and tourist bureau.

To aid in the fine publicity work being done to make this city and province better known elsewhere, the city has prepared a splendid brochure, brightly written and attractively formed setting forth the advantages of being here as a place to visit, play, live and do business. Mayor Gaudet believes it will attract much favorable comment at the same time as it provides the city with something of its own in tourist literature.

Following close on the heels of the tremendous expansion he anticipates in the tourist industry—and he would prefer to see this precede it—he looks for a great growth in the size and number of quality motels and restaurants here in the immediate vicinity of Charlottetown.

Mr. Gaudet also remarked that despite some opposition to date to the thought, there was little doubt that those interested in tourism would be prepared to take steps to provide varied forms of entertainment for tourists.

He believes some of our tourists of today are not satisfied merely with the simple pleasures involved in fishing or bathing or enjoying scenery and want other forms of pleasure available to them well on holiday. Some such efforts have already been made, he said, as he remarked on the Highland College with its attraction of ice skating and piping last summer at the North Shore.

**HANDICRAFTS**

One definite improvement, helping overcome a situation he feels has existed too long, is the move of the provincial government in making handicrafts courses available to the people.

Because much of this type of work is done in the homes, many times by people confined to them, he believes it provides not only a satisfactory outlet for creative desires of the people and a lucrative source of income for them, but also means the province can offer distinctive souvenirs of which visitors can be proud when they get back home. He congratulated the government on its foresight in providing instruction.

**PROGRESS EDITOR**

"TAKES 3 MAYOR GAUDET"

That the city itself has done much to provide present benefits for the expansion to come is shown, Mr. Gaudet said, by its tackling the problem of education and providing five large new schools capable of handling the pupil population for some years to come.

He also called attention to the city's moves in the direction of amalgamation, those of the recent past involving Spring Park and No Man's Land, and the current discussions on a metropolitan basis.

His Worship expressed the hope that even more citizens would be actively interested in the housing problem here. What he would like to see is a pinpointing of the exact reaction of present housing to foreseeable future needs regarding old couples, widows, the young married group and those with large families. A knowledge, he said, of the number of people within these groups was requisite to determining the form possible housing might take.

**"GASSING UP STOP"**

However, he disagreed to some extent with the majority on its value to the province of the proposed causeway across the Northumberland Strait. He may favor that its building may make of the Island just a "gassing-up stop" on a "through highway."

He expressed a dislike of the possibility of Prince Edward Island losing its individuality and some of the charm it now has because of the causeway.

To many tourists, he believes, the very fact of having to wait in the occasional motor car as it is in itself is a change from the rushing hurry-bury of modern life.

It is also his contention that large numbers of our visitors consider the delightful walk across the strait as one of the highlights of their summer holiday.



NEW HOUSING IS SPECIAL IN TERESE OF CH'TOWN'S MAYOR

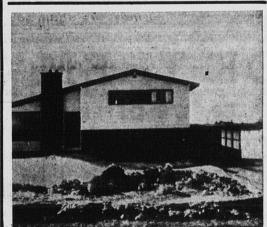
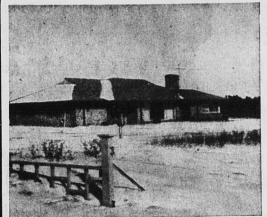
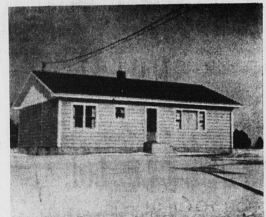
# ST. ELEANOR'S ...

in the Heart of Canada's GARDEN PROVINCE ...

## AN IDEAL PLACE TO LIVE ...

COMBINING RURAL CHARM AND TRANQUILITY WITH MODERN OUTLOOK AND SERVICES, ST. ELEANOR'S OFFERS RESIDENTS—

- Chocely Located, Reasonably Priced Building Lots
- Water And Sewerage Services
- Fire And Police Protection
- Modern Street Lighting
- Easily Accessible Shorefront Recreation Areas
- Low Property Insurance Premiums
- Low Taxes.



## AN IDEAL PLACE TO LOCATE BUSINESS

### ● HIGHWAY

St. Eleanor's is located on the Trans Canada Highway traversing the province, and is the hub of a number of feeder roads from the outlying districts.

### ● RAIL

Canadian National Railways freight and passenger trains pass through St. Eleanor's and there are spur lines for industrial use.

### ● TELEGRAPH

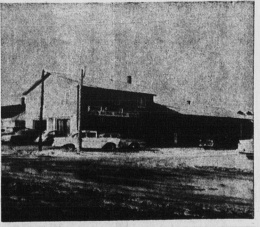
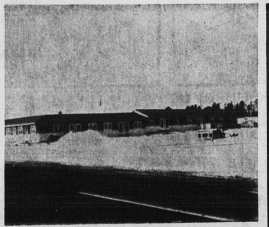
Canadian National Telegraphs serve St. Eleanor's also with world-wide connections.

### ● POSTAL SERVICE

Daily door-to-door mail delivery is a recently instituted service in the village. A post office is maintained here also.

### ● AIR

Martlet Central Airways make 32 flights each week in and out of St. Eleanor's—34 in the tourist season.



## MUNICIPAL GOVERNMENT

St. Eleanor's is governed by a board of Village Commissioners, elected by the residents and holding office for three years. There are a chairman and five commissioners who deal with all Village business at regular monthly meetings and at a caucus session whenever the need arises.

The Village has made outstanding progress under this form of municipal government, and at present stable financial position and the many public works that have been completed or are under way give evidence that since incorporation the Commissioners who have served have taken a keen interest in the welfare of the community.

## INDUSTRY

Besides its natural advantages of location in the heartland of the province St. Eleanor's offers a most attractive inducement to light in its low taxation rates. Special concessions are provided for certain classifications of manufacturing and any industry considering location within the municipality will find considerable advantage. There is always a plentiful labor supply from the surrounding areas.

## WATER SUPPLY

St. Eleanor's can boast of having the province's finest—an abundance of sparkling, healthy water pumped from underground springs and distributed to every home and business through a new, modern supply system.

St. Eleanor's can boast of having one of the few water supplies in Canada containing natural fluorine—the chemical that preserves the teeth. It is present in the sparkling water in a small proportion.

## MAYOR A. WALTHER GAUDET Tourism to Boost City's Advances

### NEARS \$10 MILLION

## Tourist value at record high

Despite a lengthy seige of rainy weather at the height of the tourist season last year, revenue from the industry was at an all-time high of approximately \$9,500,000.

Tourist development minister J. David Stewart said revenue in 1962 increased over that of 1961 by about 10 per cent. "This is a good increase," he said.

Commenting on last summer's rainy spell, Mr. Stewart said it "tended to shorten considerably the stay of tourists in the province and forced more use of hotels and motels."

**"6" HIGHLIGHTS**

Some of the highlights of 1962 were the Summerside Lobster Carnival, Charlottetown's Old Home Week, and the beginning of a fisheries exhibition at Souris.

"I think the Charlottetown and Summerside events drew record crowds," he said. "The first of these ships, the S.S. Hovener, is expected in August and will bring about 500 tourists for a one-day visit to the province."

**MORE SHIPS**

"We hope that in September," said Mr. Stewart, "that four or five other cruise ships will be coming here by the end of the month. I might add that the beauty of this arrangement is that tourists coming here by ship bring their own accommodations with them."

Again, this year, the Lobster Carnival, Old Home Week and the Souris fisheries exhibition will be big attractions.

A unique attraction this year, according to Mr. Stewart, will be the construction of the Confederation Memorial Building in Charlottetown. "We may," he said, "organize a 'sidwalk superintendents' club and sell visitors a card indicating that they are members of it."

During 1963, further promotion will be given to deep sea fishing for tourists. The sport has proven popular and boat owners have to pass department of transport regulations before they can take visitors deep sea fishing.

According to Mr. Stewart, 1963 may see a step-up in promotion of winter sport activities in the province, and possibly an increase in revenue will be staged.

## Ch'town store displays murder victim's skull

Johnson and Johnson Drug Store has been in business for 80 years.

In 1883 a doctor by the name of Hammond Johnson sent his two sons, Arthur and Richard, to school in Philadelphia and it was where they graduated in Pharmacy.

On their return they set up a chemists shop in the parlor of their father's home which was situated on the site of the present store.

During this time they manufactured the famous Johnson and Johnson Baking Powder which was distributed in various parts of the Island by horse and wagon. They made their own labels and suppositories and printed their own labels.

The baking powder, mixer, tablet and suppository moulds, and other pharmaceuticals are still in the store today.

Another interesting item still in the store is a skull said to be that of the first murder victim on the island.

The store was opened 80 years ago it has changed hands three times. It was purchased by Robert E. Colwell and taken over from him by E. Lee Bryenton in 1945.

The present owner, Hillard Toombs, bought the store from Mr. Bryenton on March 31, 1961.

Members of the staff include: Alex B. Wilson Ph.C., a former Islander who gained his diploma while at the former Mackinnon Drug Company of Charlottetown, and who joined the store in 1958 when he worked there in 1950 when he worked both in the manufacturing and in the retail branches of the business. He returned to his native province in 1962 when he was engaged in working at this drug store. There are also two delivery boys, Ralph and Wayne Farrell.