



FERRY TRIP CREATES MOOD OF RELAXATION

## Ferry service link in Island economy

Centennial year in Prince Edward Island was a record one for Canadian National's Northumberland Strait ferry services. The number of passengers and vehicles carried rose to all-time highs for the service as thousands of visitors poured into the province for the Centennial year celebrations and its highlight, the visit of the Queen and the Duke of Edinburgh.

The tremendous influx of tourists was recorded by the traffic on the ferry service from Cape Tormentine to Borden. In all 573,766 passengers made the crossing — an increase of 57,236 over 1963, a year in which tourism in Prince Edward Island had broken all previous records.

Indeed since 1962 the total increase in the number of passengers handled has amounted to just under 100,000 with automobiles increasing by nearly 40,000 in the two years.

Further proof of the growing tourist industry in Prince Edward Island comes from comparison of the ferry traffic figures in 1960 with the traffic for last year.

In 1960 the ferries handled a total of just over 218,000 passengers and 63,978 vehicles. The increase over these figures in 1964 amounts to 354,888 passengers and 123,582 vehicles in the 12-month period.

During August 1964, the CN ferry service handled the largest monthly total of passengers and vehicles in its history. Three ferries made a total of 1,193 crossings during that month, carrying more than 140,000 passengers and 51,000 vehicles. This was equal to more than half of the 1960 figures for passengers and was only 12,000 short of the total number of vehicles carried that year.

Canadian National's efforts assisted in the province's plans to make 1964 the most successful year for tourists in history. To reduce the time needed to travel between P. E. I. and other parts of Canada CN chartered a bus during the summer months to meet CN trains at Amherst and take passengers direct to Charlottetown. In addition train timetable changes reduced travelling time between the Island province and its counterparts in the rest of Canada.

A total of 34 crossings were operated by the CN ferry service each day, and travellers arriving via CN's ferries Abegweit, Confederation and Prince Edward Island at the railways' Borden terminal were put in the holiday mood right away. The pier and surrounding CN property was daily decorated with flags, shields and bunting.

In 1965 Canadian National will still have a big part to play in increasing tourism to P. E. I. This year the ferries will be even more frequent at the height of the summer season. The 1965 summer schedule calls for a total of 19 round trips daily between June 25 and Sept. 7. This is four more scheduled crossings than last year and is made possible by the completion of the new department of transport berth at Borden which will enable CN ferries to make faster turns.

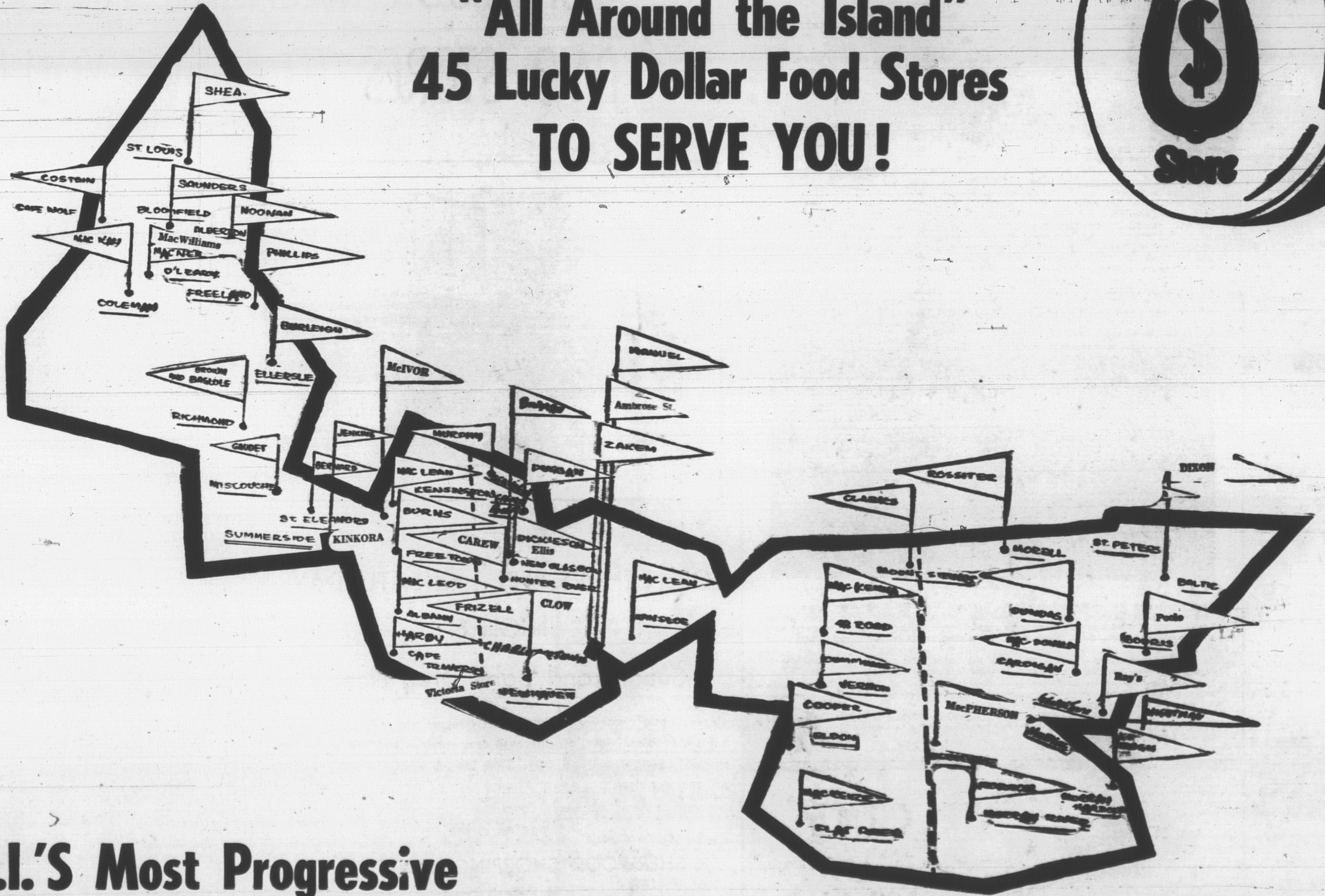
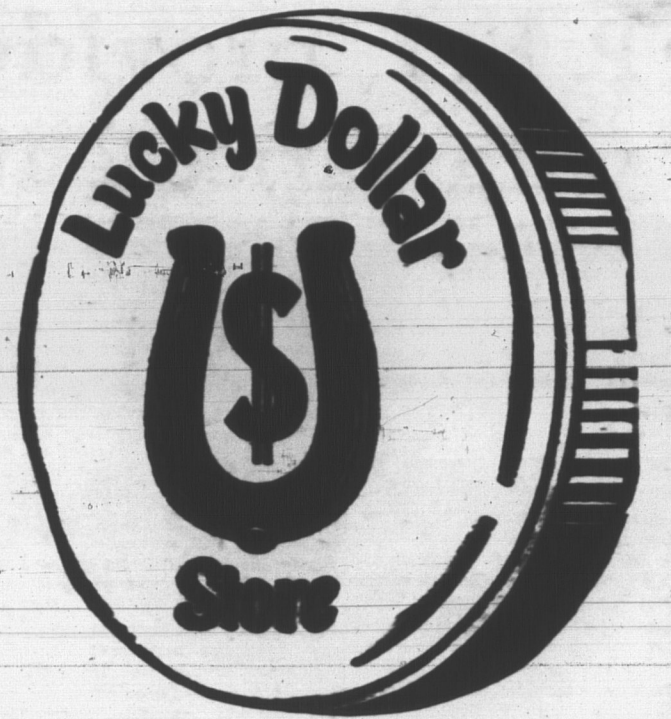
The summer railway schedule will again give the Island a second daily service connecting it to Montreal. The railway will continue to operate a bus service in cooperation with SMT Limited, between Amherst, N. S. and Charlottetown, to connect with the railways' crack express, the Ocean Limited.

Canadian National is continuing to improve the administration of the Cape Tormentine to Borden ferry service for both tourists and Islanders alike as the tempo of traffic increases. During 1964 a new position was created — that of supervisor for the Northumberland Strait ferry service. The marine supervisor is Capt. Ernest Pike, a Borden resident. He is responsible for the co-ordination of the passenger, automobile, railway and truck traffic on the Northumberland Strait ferries.

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