



START OF THE CITY'S FIRST SHOPPING CENTRE

This is the site of the Royalty Mall, the new shopping centre in Charlottetown, the first section of which opens to the public Wednesday, as it appeared last April when excavation machines moved in to start digging out for the foundation of the one and one-half million dollar project on Upper Queen Street. When this section is opened it will contain a branch of the Central Farmers' Co-op, Royal Bank of Canada, P.E.I. Liquor Commission, Canadian Tire Corp.



CHARLOTTETOWN'S NEW SHOPPING MALL FOR SOUTH-WEST

The most modern weather enclosed shopping mall on Prince Edward Island is viewed from Upper Queen Street. The exterior of the development's concrete shadow block design overlooks a portion of the west and south walls of the huge parking lot. Behind shown here is located the Royalty Mall Co-op and the P.E.I. Retail Liquor outlet.

## First Shopping Mall On P. E. I. Opens To The Public Wednesday

Three Charlottetown businesses are scheduled to occupy the Island's most modern weather enclosed shopping center which opens its doors to the public Dec. 1.

Development of the project in the northern section of Charlottetown is expected to approach a construction cost of approximately one and a half million before completion within a year.

The only one of its type on Prince Edward Island, the Royalty Mall is the third enclosed shopping center in the Mar-

times with two similar developments previously located in Halifax and Saint John.

The center consists of two stages of major development. The first is known as phase one; this portion houses a new branch of Royal Bank of Canada, a supermarket to be called the Royalty Mall Co-op and a second retail branch of the Prince Edward Island Liquor Control Commission for the city.

The second stage is scheduled to be completed within a year. The entire project will oc-

cupy seven acres of land and include a total enclosed area of 90,000 square feet.

Phase one, which covers 46,000 square feet and includes space for 10-12 tenants still has 30 percent of its area unoccupied.

The second phase of the development is expected to be completed within a year.

The first phase consists of four buildings enclosed by a common roof and connected by an enclosed mall. Pedestrian traffic will be contained within the enclosed areas of the shop-

ping center with parking facilities for 300 vehicles about the perimeter of the development.

The center when completed is expected to house about 14 separate businesses.

The idea for a shopping center of this kind for Prince Edward Island was originated about two years ago by the Central Farmer's Co-operative Association.

Boundaries of the shopping mall are Upper Queen St., Pond Street and Connolly Street, with entrances to the mall leading from each of the boundaries.

The structure consists of steel and concrete construction. The walls, concrete block shadow design and dark New Brunswick brick, are decorated with pastel shades. Ceilings are constructed of asbestos acoustic tile and gyproc. The floors are concrete slab with vinyl asbestos tile.

Apart from the excellent lighting fixtures, soft colors and adequate shopping space, continuous background music will be piped throughout the center as an addition to a pleasant shopping atmosphere.

Entrance to each store from the main mall is gained through large sliding glass doors, some of which are six feet wide and 10 feet tall.

The lighting throughout the shopping center is fluorescent and the heating system consists of unit heaters situated in the ceilings which give a uniform flow of heat when required.

### Fishing Firm Profits Rising

HALIFAX (CP) — Ocean Fisheries Ltd., which recently purchased three lobster producing plants in the Maritimes, through a subsidiary firm reported today its net profit had nearly doubled in the business year ending Sept. 30.

R.G. Smith, president of Ocean Fisheries and its subsidiary, National Sea Products Ltd., said the net profit increased to \$1,090,128 from \$518,914 in 1964. Consolidated sales reached an all-time high of \$48,509,914, an increase of about \$15,500,000.

During the past year the company entered the lobster fishing industry by purchasing Maritime Packers of Pictou, N.S., E. Paterson Ltd. of Shediac, N.B., and Conley's Ltd. of St. Andrews, N.B.

### Increased Exports Of Lumber Are Expected To Netherlands

OTTAWA (CP) — Six Dutch lumber merchants toured Canada this autumn and federal trade department officials who accompanied them think the prospects of increasing lumber exports to The Netherlands are reasonably good.

The department's report points up the value of bringing prospective foreign purchasers to this country for on-the-spot discussion of their problems and needs, so that Canadian industries can better match competition from other countries.

In the case of softwood lumber importers in The Netherlands, there are special problems to which Canadian exporters perhaps have not paid sufficient attention.

The Netherlands has no domestic lumber industry. Its principal sources of softwood lumber are the Scandinavian countries.

Spruce is widely used in The Netherlands, and the Scandinavian countries can supply it sawn to extremely close-size tolerance, well dried, and shipped aboard small coastal steamers that can travel the inland waterways and deliver the product directly to inland destinations.

But the better grades of Scandinavian spruce, used by Netherlands importers for mill and joinery products, are growing scarce. The group visiting Canada found Canadian spruce is of good quality. But there is a lack of uniform grading, particularly

in Quebec and the Maritime provinces.

"It was this wide variation in product quality that mission members found difficult to understand and caused them the most concern in considering Canadian spruce as a possible substitute for their Scandinavian spruce that now forms the bulk of their purchases," says the department's report.

"It would appear, however, that construction grades of both Eastern and Western spruce, and Western hemlock, could be successfully marketed in The Netherlands and that the better grades of Western hemlock could perhaps be introduced as joinery material."

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