

Tourist industry marching ahead at record speed

Prince Edward Island's mushrooming tourist industry has almost quadrupled in value during the past ten years and all the signs point to continued expansion in the years to come.

In 1953 the dollar value of the tourist business was between two and three millions. The present revenue from this basic island industry is bordering on the \$10,000,000 mark. Some idea of the soaring revenue from summer visitors to the Garden of the Gulf is shown in figures for the past four years, which are as follows: 1953 value \$7,500,000; 1950 value \$7,800,000; 1951 value \$9,384,090 and 1952 value \$9,400,860.

Indications are that 1953 will continue to show the same steady increase in the more than a quarter of a million visitors who came here last summer. Traffic into the province in 1954 for the Centennial of the first meeting of the Fathers of Confederation, held in Charlottetown, will undoubtedly break all existing records.

BIG BOOST

This special events year should produce a higher than average increase in tourism, much as 25 per cent. The next plateau in the island's tourist trade will be reached three years later—Confederation Centenary in 1967. Despite the rainiest season in years, the province still enjoyed an excellent tourist year in 1952. All records were topped. The number of visitors shot up from 230,000 to 252,000. Tenders in the National Park and provincial and private camp grounds totalled more than 50,000 a big increase over 1951. The increase in the National Parks alone, which is the number one yardstick, was 3,000. Three more Provincial Parks and nine new private campgrounds will be opened in 1953.

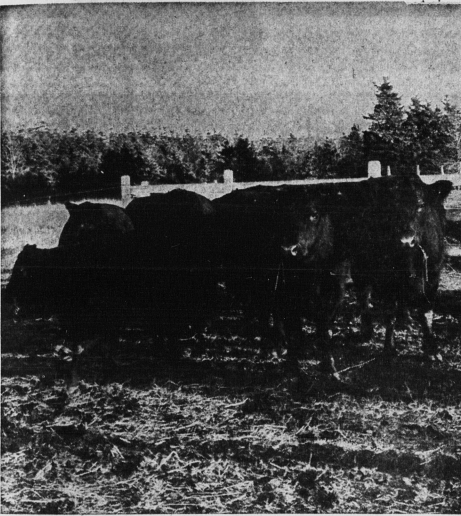
RESORTS INCREASE

The total number of resorts, hotels, motels, cottages, lodges and cabins—in Prince Edward Island in 1952 was 226. The capacity was in the vicinity of 2,170 units. Most of these were filled every night during the height of the tourist season. Many campers, because of the wet weather, helped boost the occupancy rate at resorts during the summer. In many cases, however, clients cut short their vacation time because of the unfavorable weather. But, all in all, the majority of managers were satisfied that the season was an exceptionally good one and they report that most visitors did not complain about the weather and realized that it was generally all over the Maritime area and beyond. They avowed their intention of returning another year.

An additional ferry M.V. Confederation, bringing the total to five operating this summer. This helped speed up traffic at the Borden terminal. All three ferries were operating at capacity during the rush season and the two ferries at Wood Islands made extra runs most of July and August in an effort to handle all the vehicles travelling via that route.



RECORD FERRY TRAFFIC REFLECTS BOOMING TOURISM



Elite potato farm definite success;

Looking back on a first-year effort of unqualified success, the province's potato marketing board in co-operation with seed potato inspectors are now considering what new varieties may be added this year to the production program at the province's Elite Potato Seed Farm.

The farm ideally located on Fox Island in Western Prince County, is on a peninsula that juts out into the salt water, and is thus pretty well isolated from land-borne diseases and pests. The sponsors were delighted with the average 400 bushels field-run they got per acre and even more pleased with the fact that culls averaged only 30 bushels per acre, though the standard set by Inspector Alan Ravner, O'Leary was higher than is normally demanded for sprouts that go to regular seed markets.

Enough seed has been retained for planting requirements this year and the rest of the product was distributed to some 14 of the province's best producers.

RESULTS PROMISING The farm produced Sebagoes, Kennebec, Cobblers and Hunter varieties last year. The latter is a new variety of which 40 acres were grown in the province last year. Results to date have been promising although, top potato men agree it is too early yet to place a final stamp of unqualified approval on them.

B. L. Burge, chairman of the potato marketing board, was delighted with the first year of effort. "It was an unqualified success," he said with an unusual show of enthusiasm.

Agriculture Minister Andrew MacIsaac told the recent potato conference at Summerside there

will be enough top quality seed grown from eye-indexed sprouts to supply the planting needs of the whole province in five years time.

The minister and others who are closest to the industry feel that the Elite Seed Farm development will help this province to maintain the sizable premiums it has commanded in Toronto, Montreal and Ottawa markets for many years.

BEEF, TOBACCO IN FARM SPOTLIGHT — PAGES 26A, 28A



IN FISHING, CATCH WAS DOWN BUT EARNINGS GOOD — PAGE 13A

New provincial bldg. seen rival to memorial

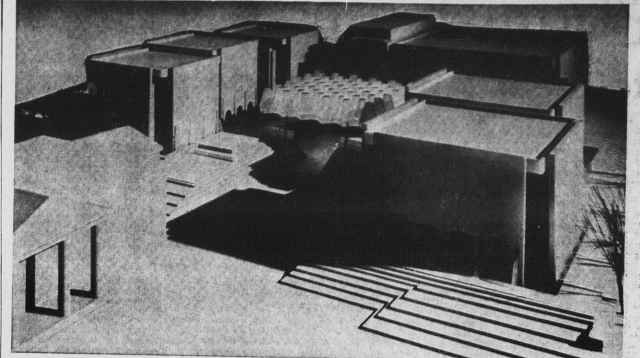
June of this year will see the start of construction of a multi-million dollar building that could very well rival in prominence the Fathers of Confederation Memorial Building on Charlottetown's Bayline.

It is the proposed provincial government office building to be constructed on the West Kent School block, on land bounded by Kent, Rochford, Fitzroy and West Streets.

At the last session of the Legislature, a corporation, known as the Crown Building Corporation, was formed to plan details for the buildings construction. Corporation president is Public Works Minister Philip Matheson and Provincial Secretary J. David Stewart acts as liaison between the corporation and the government.

The firm of architects that designed the Confederation Memorial Building, Affleck, Desbarats, Dimakopoulos, Lebonsold and Sise, was commissioned to design the office building.

FOUR STORIES It has been indicated that the first phase of the office complex will be a building four stories high, running along Rochford Street from Kent to Fitzroy. This building will house all government departments except health. The health department will be in a separate building which contains the heating plant



ALL PROVINCES CONTRIBUTED TO THIS MAGNIFICENT MEMORIAL TO CONFEDERATION 'ENORMOUS EDUCATIONAL VALUE' STRESSED

Memorial building's cultural impact is seen far reaching

"Because Canada's first century was taken up with economic development, special efforts have been made in the last 10 years to catch up in the field of culture and national traditions. It is therefore very appropriate that the Fathers of Confederation building which commemorates the work of the fathers and is being built on the eve of Canada's centenary should be devoted to the tradition, history, literature and drama of Canada," says Dr. Frank MacKinnon, president of the Fathers of Confederation Memorial Foundation.

In an interview Dr. MacKinnon outlined the cultural impact of the building on the province and Canada as a whole. "This is a national memorial to the founding fathers, he said, not a local cultural centre, and as such, it is hoped that this building will be one of the finest centers of its kind in Canada. Work on the \$5,000,000 structure is now underway. Many cultural benefits will derive for the people of the province, however. The facilities will not only be most attractive to the thousands of visitors from all parts of Canada and to the cast of dramatic and musical groups that come here every year, but will also be of enormous educational value to the young people growing up in Prince Edward Island."

They will have the opportunity, he continued, of seeing the best available plays, operas and musical presentations, also paintings, art objects and artifacts connected with the history of Canada and the province. Moreover, it is hoped that the library will contain not only the general offerings of a library, but a first class library of Canadiana in history and public affairs.

An effort is being made to secure books, paintings and articles of historical value. It is planned to have the interior decor and furnishings representative of all Canada. Interior decor refers to murals, sculpture, furnishings, etc., which lend themselves to expressions of the arts in all fields. The theatre, in Dr. MacKinnon's opinion, will be one of the finest in North America, and it will be possible to bring to it national companies of all kinds. Local groups will have a worthy stage on which to produce their own enterprises.

SPECIAL FIELDS Similarly, the art gallery, museum and library will provide opportunity for local groups to invite or put on displays in their special fields.

It is important to note that in addition to the large theatre with 1,000 seats, there will be a small highly flexible 300 seat auditorium for special productions and meetings. The library will contain a special section of children's books. "This, we hope, will be widely used by our schools."

In addition to display space in the gallery, he noted, there is a large area for storage of paintings, enabling revolving exhibitions to be held, making for a "live" gallery, with constantly changing exhibitions.

A unique structure, he continued, is the memorial hall in the centre of the project. It features a glass pyramid roof and stepped stoned sides engraved with quotations of the founders of the province.

The code was recently approved by the provincial government and adopted under the authority of the Public Health Act.

OTTAWA FIRM Result of the meeting that the Ottawa firm of J. L. Richards and Associates was engaged to make a survey of the pollution problem.

The four major projects of the year was the drawing up of a plumbing code for the province. The code was recently approved by the provincial government and adopted under the authority of the Public Health Act.

A long-time problem in the Charlottetown area is harbor pollution. Last year, an important move was made to do something about it. In July, representatives of Charlottetown and the surrounding communities met with health officials to discuss the problem.

One of the department of health said that Prince Edward Island is the only province in Canada that has a province-wide meat inspection program in effect.

Growth of government services over the years led to the need for the new building. Twenty-five years ago, the province's budget for ordinary expenditures was \$1,942,041; last year it was \$15,596,553. The expansion is matched by corresponding increases in capital account, personnel and office space.

At present, government offices are scattered all over the city, with various departments or sections of departments using space in at least 14 buildings. Disadvantages of this scattering are that departments, or parts of departments, lack contact with the policy-making people, with consequent delay and lack of efficiency; and secondly, which is considered more important, the public is put to great inconvenience, particularly if more than one department has to be visited.



DR. MACKINNON, FOUNDATION PRESIDENT

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SCORES OF BUSES NEEDED AS HIGH SCHOOL BUILDING MUSHROOMS—PAGE 9A

PREMIERS STANFIELD, LESAGE AT SOD - TURNING CEREMONY