

Economic outlook bright as year of unprecedented progress ends

Prince Edward Islanders have every reason for optimism over their economic future, if the progressive strides of the past 12 months are to be held as an indication of what the future holds.

The past year, 1961, was one of unprecedented progress and this progress shared by practically every community, and evident in nearly every phase of Island life, was nowhere more apparent than in the Island's two largest communities, Charlottetown and Summerside.

Construction was at a peak in the two centres with Charlottetown enjoying a building boom that saw more than \$5,000,000 spent on new structures while Summerside hurtled headlong towards the status of a second city on the strength of a house building spree of nearly \$3,000,000.

OUTLOOK BRIGHT FOR 1962

The outlook for 1962 is even brighter in Charlottetown with at least \$10,000,000 slated to be spent on two buildings alone, the Provincial Building and the Fathers of Confederation Memorial Building. Other projects are expected to see an all-time record set in construction in 1962.

The march forward was pronounced in the tourist industry which enjoyed a record year. A record number of

visitors spent more than \$8,000,000 during the tourist season, a solid increase of more than \$500,000 over the previous record year, 1960.

The tourist boom was reflected by an all-time record traffic at both P.E.I. ferry terminals, Borden and Wood Islands, while the National Park led the entire nation from the point of view of the number of visitors with an astounding total of 952,000, more than nine times the population of the Island.

To accommodate this crush of sightseers, hundreds of thousands of dollars were spent on new motels that rose in points as far apart as Montague and Alberton; highways; provincial parks and great expansion at the government owned National Park.

AGRICULTURE GETS NEW LOOK

The Island's most vital industry, agriculture, began to take on a new look as fresh new ideas, concepts and attitudes began to change its face.

The infant still experimental tobacco industry, continued to show the progress that leads experts to believe that it will become a source of great wealth to the province in the years to come. Some 80 highly productive acres were

planted last year, mostly in the Montague area, and the current year will see up to 300 acres planted.

Fresh looks were taken at the beef and dairy industries and the department of agriculture has urged greater beef production. Livestock experts estimate the Island can handle upwards of 250,000 head of beef cattle with a view to supplying the needs of Islanders and share economically in the booming beef business of the Maritimes where a shortage of up to seven million pounds of beef annually exists.

New concepts of marketing have not only made it possible for Island potatoes to hold a premium price in Ontario and Quebec markets, but have opened new fields to the sale of other Island produce.

TRADE WAS NEVER HIGHER

Island trade with northern markets has never been higher with an increase of 43 per cent last year, and continued growth for years to come assured.

A new awareness of the vital role played by education was obvious through the Island and regional high schools began to dot the landscape of community after community. Vocational school training was not forgotten, with a new

structure started in Summerside and another planned for Charlottetown in 1962.

The resources development program spurred ahead. Several pilot projects were put into operation and at the year's end it was reported that no province in Canada could match the Island's progress in this field.

This held true also for this province's state of readiness to participate in the federal government backed Agricultural, Rehabilitation and Development program.

NEW INDUSTRIES ADDED

New industries were added with Seaman Bros. of Canada establishing a new frozen foods plant near Kensington while Enamel and Heating Co. of Sackville set up a branch in Charlottetown to service Sabre Jet aircraft at the rate of some 12 per year.

In the western part of the Island, O'Leary made strides towards the establishing of a potato processing plant while West Prince Ferries Ltd., began a movement to establish a new ferry service between West Point and a port in New Brunswick.

This was 1961 on Prince Edward Island — a year to remember.

BUILDING DESCRIBED AS AWARD CANDIDATE

If the new Fathers of Confederation Memorial Building wins the coveted Massey Medal in architecture, it will come as no surprise to Provincial Town Planner Walter deSilva.

Mr. deSilva points out that careful examination of the plans and photographs of the building indicates that it would be an outstanding piece of civic architecture when it is erected.

"I would be very much surprised if it does not qualify for a Massey Medal in architecture and, if it does, I believe, it would be the first building in the Maritimes to qualify for this coveted award," he says.

He points out, however, that to qualify for the award the quality of construction should be matched by the design and drawings which rests a great deal in the hands of contractors and the supervising architects.

DIGNIFIED, MODEST EDIFICE

The town planner notes that when the building is completed, one can visualize a dignified and modest edifice, a true monument to confederation, where Canadians from the four corners of the country will mingle in a civic plaza in the birth place of the nation.

"It will present a busy scene, particularly during the summer months, perhaps a little crowded by day and at night will transform to a well lit enclosed square of activity that will enhance the urban scene," he observes.

He hopes that both the provincial and civic governments will take adequate steps to see that any future development around Queen Square will be in keeping with the proportions of the historic surroundings and that the gardens will be well maintained.

When construction of the building was first proposed it was noted that the building would provide a suitable memorial to Confederation along with a complete face lifting of the public gardens, squares, Victoria Park, Government Pond and the government buildings.

This, it was said, was necessary if there was to be a proper celebration in Charlottetown in 1964 of Confederation.

The idea eventually resulted in 47 Canadian architects entering designs in a competition for the proposed building, with the winners being announced in January 1962.

After taking into consideration six basic factors, a seven man jury named a Montreal firm headed by Ray Affleck and Dimitri Dimakopoulos, winners of the competition.

The two architects stated that the basic concept in designing the building was to continue an Island quality that existed rather than create a monument which would contradict it.

THE NATION BEGAN HERE

They said as the basic seat of Canada's early formation, they wished to give people entering the area an emotional feeling that it was here the nation began and that this was really the key part of the entire plan.

The site of the new building includes an area of slightly more than six acres in the heart of Charlottetown, bounded by Queen, Richmond, Church and Grafton Streets. The construction of the building is expected to begin early this summer. An invitation has been sent by the province through Lieutenant-Governor F. Walter Hyndman to Her Majesty Queen Elizabeth to officially open the building in 1964.

Among the main items called for in the specifications are a theatre, art galleries, libraries, museum and archives, a memorial entrance hall and a restaurant.

The theatre, or auditorium is to be designed to seat 1,000 people. A revolving stage is to be installed. It is pointed out that such a stage will facilitate scene changes.

Outside caterers will provide meals in a restaurant to seat 80 persons.

According to the Foundation, it can be assumed that this restaurant is a service for persons attending conventions as well as for summer visitors to the building. An everyday service, coffee and sandwiches etc., will be available, but dinners and lunches will be provided when required.

EVERY PRECAUTION TAKEN

Every possible precaution will be taken to make the construction of the building fire resisting. Heating for the building and the provincial building will be from a central heating plant in the Memorial Building.

It has been indicated that a director will be appointed to be in charge of all operations — theatre, library, gallery, and museum — with persons under his directions in charge of the other activities of the building.

Provision will be made for the development of a garden and its maintenance as a setting for the new building and the provincial building.

In the section of the art gallery it is stated that works of sculpture will be obtained and displayed outside the building to add to the decoration of the landscape. Included in the interior gallery section will be exhibition rooms, a reception and board room, an art library, and committee room, a kitchenette, a work area, a general office and a lecture room which will be a small auditorium seating 300 persons.

HISTORIC MUSEUM

Included in the library area will be a main adult reading room, circulating and reference area; a children's library and story hour and film room; the legislative library; a cataloguing room; general staff quarters; and a room for photography, which will include a darkroom.

The museum will function mainly as a historical museum with displays changing from time to time. The museum will contain a main gallery and two small galleries.

The archives section is to contain a curator's office, a committee room, a general records office, an archivist's office, a storage area, a repair room, a fumigation room and other space for work necessary to the preservation of records.

1961 Progress Edition

The Guardian

CHARLOTTETOWN, P.E.I.

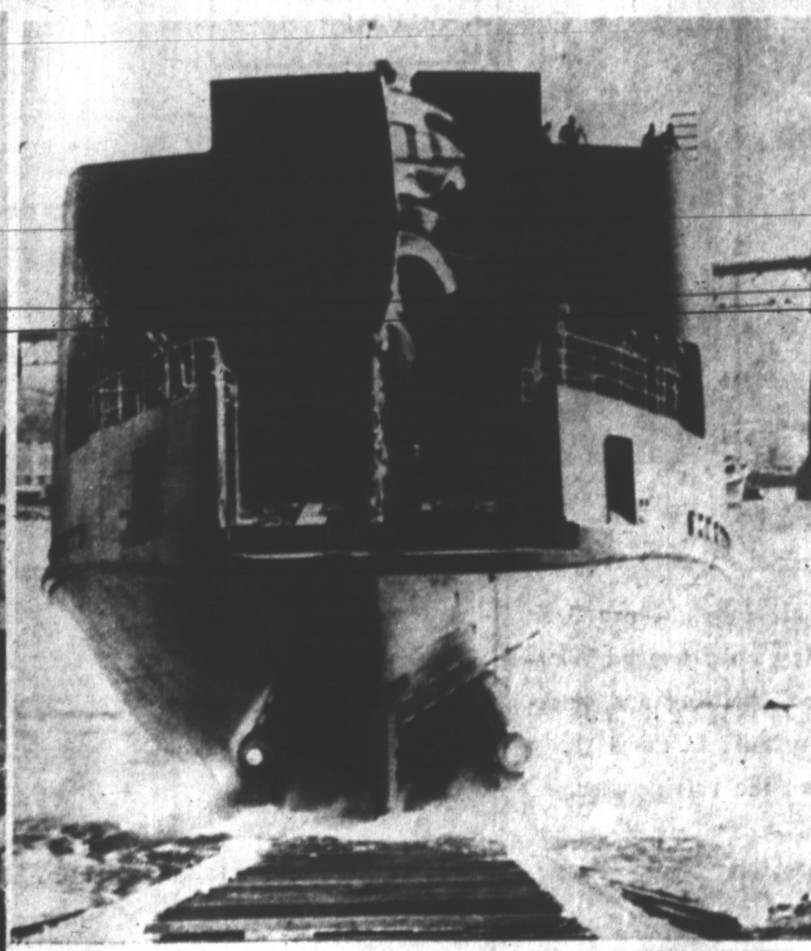
PAGES 1A to 24A



AWARDING OF THE DESIGN CONTRACT FOR THIS MAGNIFICENT \$5 MILLION MEMORIAL BUILDING CLIMAXED 1961



JAM-PACKED FERRIES COMMONPLACE IN TOP YEAR



CONFEDERATION WAS LAUNCHED IN SEPTEMBER

Tourism booms to record high

Prince Edward Island's third ranking industry, the tourist trade, brought an estimated \$3,384,000 to the province last year. It was an increase of \$600,000 over 1960. In releasing the figures, the Hon. J. D. Stewart, provincial secretary and minister of tourist development, looked for an even greater expansion in 1962.

The total number of cars coming into the province, though Borden and Wood Island, reached 80,793 in 1961, an increase of 7,000 over the previous year.

Tourist parties visiting the province were estimated at 63,000 persons, an increase of 6,000.

"All the way along the line the figures show a substantial growth," the minister stated. "It is interesting to note that 2,500 people came here by plane to vacation. Rail travel brought 1,950 vacationers, while a total of 83 bus tours accounted for 2,177 people."

Improved roads, transportation, parks and recreational facilities were regarded basic needs. A trend toward farm vacations was in evidence and the tourist department envisioned farm people increasing their incomes in opening their homes to families of tourists.

The department also recognized many opportunities in the field of entertainment. These included boating and fishing and dining in attractive restaurants. Old homes, museums and historic spots also held an allure for many tourists.

The future of tourism was held unlimited by those working close to the situation and it was emphasized that all suggestions and ideas would be welcome and, if considered feasible, action taken.

Already long range planning for the celebration of the 100th anniversary of the confederation meetings in Charlottetown was underway. Everybody in the province would have a role to play in this great event in 1964.

Mr. Stewart saw the development of the tourist trade playing an ever increasing role in the economy of the province. He called for the co-operation of all levels of government and the people in general. "The job of this department," he said, "is to advertise and promote."

The popularity of camping was cited a major factor in the development of the industry. Federal and provincial camp sites experienced an explosive season. This is expected to continue for many more years.

"It is our intention," the minister said, "to move with this

\$3,000,000 ferry 'MV Confederation' to operate in 1962

Tourists visiting Prince Edward Island this summer will have a brand new ship with a fine old name to carry them across the Northumberland Strait.

She is the MV Confederation, latest addition to the fleet used by Canadian National Railways between Borden and Cape Tormentine.

The \$3,000,000 Confederation is probably one of the most unusual ships used since the CN took over the ferry service in 1916. But her unconventional design makes it possible for her to cut down on manoeuvring time at both terminals.

"A floating bridge" is one of the names applied to the Confederation, and it is not inappropriate. She is double-ended, which means that vehicles are driven on through one entrance and out through another at the opposite end of the ship.

The Confederation has two propellers, two rudders and a bridge at either end so that she can be navigated as easily stern first as in the conventional manner. She shuttles across the

strait without having to turn around, travelling stern first and bow first alternately.

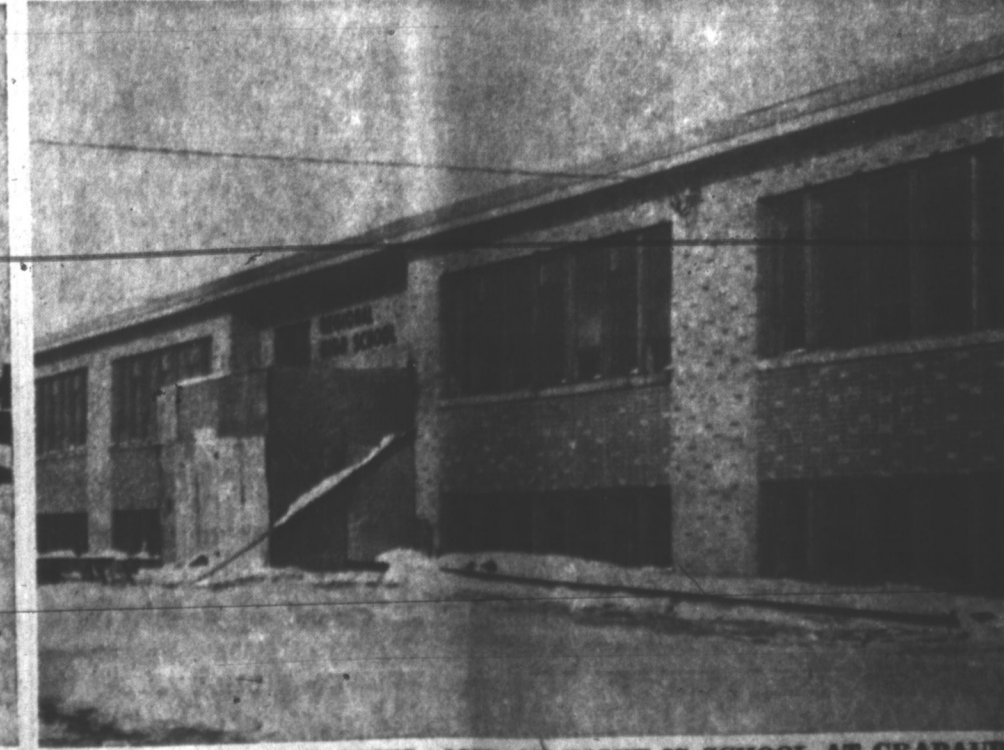
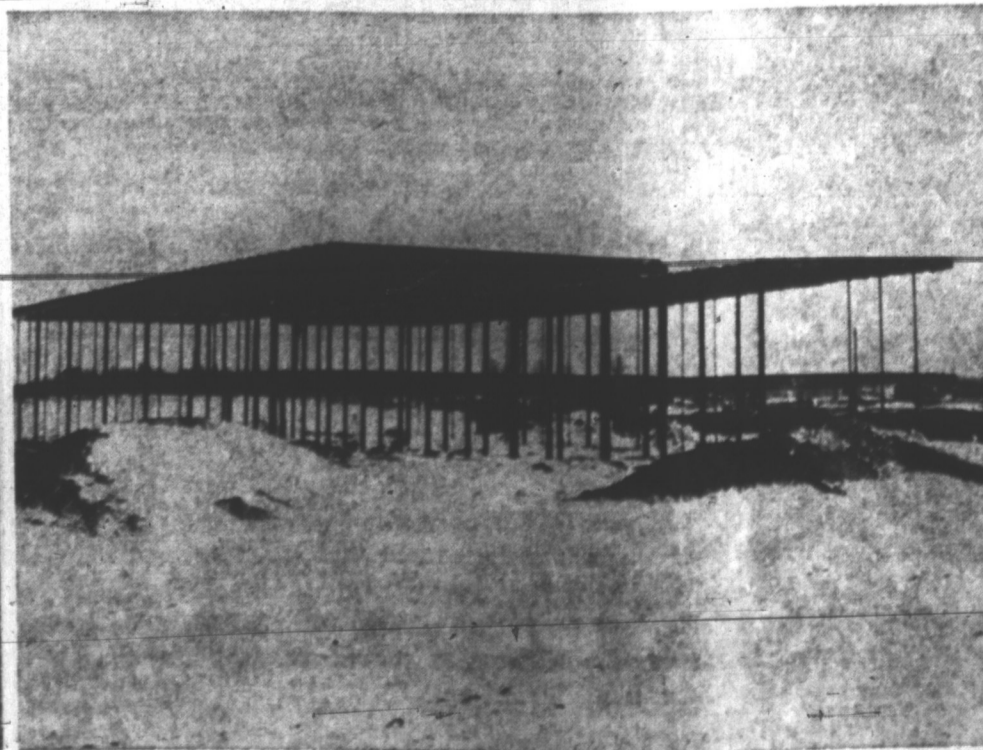
She carries 80 vehicles and 300 passengers, was built for the island service in Halifax Shipyards. She is specially strengthened as an ice-breaker.

For those used to the Confederation's senior sisters — the MV Abegweit, SS Prince Edward Island and SS Scotia II — the newcomer's appearance will come as a pleasant surprise.

She is the first ship of the CN fleet to be included in the company's redesign program, and will sport the bold new colors and designs that have won awards and praise across the country.

Her funnel is red with the new CN symbol in white. Her superstructure is sparkling white, and the main part of her hull is blue.

The smart, fast new ship will make her presence felt during the peak traffic season this summer, when she will make seven round trips a day.



UNDERLINING THE VITAL ROLE PLAYED BY EDUCATION, SCHOOLS ROSE ACROSS ISLAND. LEFT IS O'LEARY SCHOOL, CENTRE S'IDE'S NEW VOCATIONAL SCHOOL RISES; AND AT RIGHT IS SCHOOL AT CRAPAUD