

ENJOYING AN OUTING AT ONE OF MANY PROVINCIAL PARKS

Island tourism soars over \$10 million mark

Prince Edward Islanders have been urged to retain some of their individuality and originality while striving to meet the demands of the modern tourist.

Provincial Secretary J. David Stewart, who is also head of the department of tourist development, was commenting on the province's multi-million dollar tourist industry that has almost quadrupled in value during the past 10 years.

The provincial secretary sees the Centennial celebrations ushering in a new era in the tourist trade this year, and expressed the hope that "Islanders would seize the opportunity to promote the province's many attractions, and continue to show visitors the kindly and friendly hospitality that has earned us high praise."

While the province enjoyed a revenue estimated at over 10 million dollars in 1962, it was believed that this would be greatly exceeded this year.

Over 119 conventions, regional and national, were booked for the province and these alone



J. D. STEWART

would result in bringing thousands of extra visitors. The many special events arranged, particularly for the summer months, would provide a variety of enter-

tainment, especially for the sports-minded.

Last year, and also in 1962, it is estimated that there were over a quarter of a million visitors. Traffic this year is expected to break all records.

Another important factor that should help boost the flow of visitors is a modern new ferry on the Wood Islands-Caribou run—the Prince Nova. It is designed to carry 60 vehicles and along with the Selkirk should give a much improved service. Three ferries operate on the Borden-Tormentine crossing. They are the Abegweit, the Confederation, and the Prince Edward Island.

While the National Park reported another record-breaking year for campers or tenters, the 21 provincial parks and camp grounds were also thronged. In the latter it is estimated that some 12,984 tents were pitched for a total of some 48,776 campers.

The listings for tourist resorts totals about 300 with accommodations reckoned close to 7,300.

Kings firm now worth \$100,000

Fortitude, hard work, expansion and progress are synonymous with Kings Building Materials Ltd., Montague. The business started at a value of less than \$10,000 and is now worth well over \$100,000 and still expanding.

Everett King, owner and manager had served five years overseas and when he returned ran a grocery business and was a potato inspector for several years. He then purchased MacKenzie's Mill in 1951, a mill which was then engaged in custom sawing, and this he carried on until 1954 when he expanded into the building material business.

He erected six warehouses and a new sawmill in Montague when he found that his space was inadequate. In 1960 he built two large warehouses in Southport for the convenience of customers in the Charlottetown area. The business now carries a supply everything for building from the foundation up, with the most up to date supply system on the island.

To supply this service he has a large trailer truck making twice weekly trips to mainland suppliers, and four more trucks which are used for local delivery. Mr. King states that "by regular weekly trips we are able to pick up special orders and we feel this is a very useful service to the public."

The firm has recently completed a 35 by 65 expansion to its office building which will allow considerable space for display, and recently purchased a new \$12,000 industrial loader and backhoe for use in the Kings county area next year.

Mr. King is married to the former Sadie Elizabeth Gillis and they have a family of five girls and three boys. They live near the mill in Montague.

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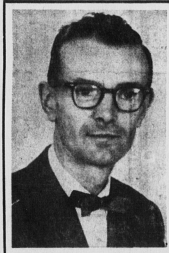


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