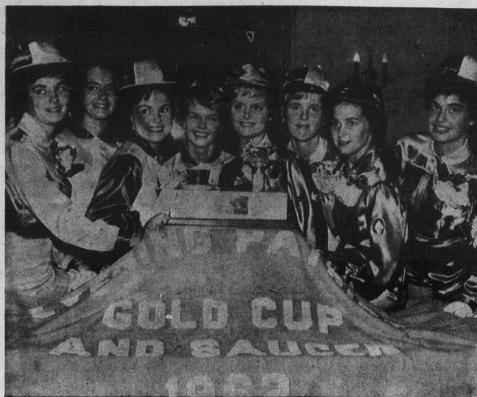


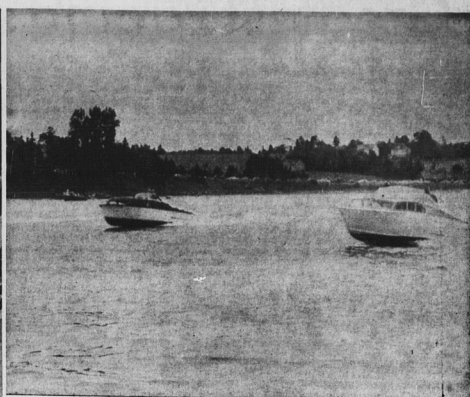
Holiday Spectacles Span Province—Spectacular Swim of Northumberland Strait Slated



SUMMERSIDE LOBSTER CARNIVAL—SEE PAGE 12A



GOLD CUP AND SAUCER PARADE — SEE PAGE 1A



THRILLING REGATTA AT LOWER MONTAGUE — SEE PAGE 6A

1963 Vacation Guide

The Guardian

P. E. I. Has
Everything

P. E. I. Has
Everything

PAGES 1A—16A

CHARLOTTETOWN, P.E.I., FRIDAY, MAY 31, 1963

THIRD SECTION



ISLAND'S 1,100 MILES OF BEACHES PROVIDE EASY-TO-REACH SWIMMING—SEE PAGE 14A

Color, Gaiety Features Island Summer Events

Records to fall officials expect

Value of the tourist industry to Prince Edward Island is expected to show a normal increase this year, according to Hon. J. David Stewart, minister of tourist development.

Anywhere from an eight to 10 per cent increase in revenue over the previous year is considered normal.

Last year, approximately 252,000 tourists came to the province and tourist revenue was estimated to be close to \$10,000,000, more than a nine per cent increase over 1961.

A larger influx of tourists than ever before is expected this year. "We're preparing for it," said Mr. Stewart.

In addition to the province's natural attractions — unexcelled beaches, superb scenery, pastoral country, tide and quaint fishing villages—things to do for tourists are stressed. There is horse racing, trout and deep sea fishing, golf, tennis and other recreation, entertainment, good food and good accommodation.

Added to this are the old stand-bys that are always crowd pleasers — the Summerside Lobster Carnival, the Souris Regatta, Old Home Week and the many agricultural fairs of the fall season.

DRAW VISITORS

It is expected, too, that construction of the Fathers of Confederation Memorial Building in

Charlottetown will draw a considerable number of visitors to the site of Canada's birthplace.

An innovation in the transportation of tourists to the province this year will be ocean-going liners.

Through the efforts of Mr. Stewart, the first liner, the SS *Homeric*, is expected to bring 300 vacationers to Charlottetown in August. "The beauty of this," said Mr. Stewart, "is that they bring their own accommodation with them."

Mr. Stewart said that special events for this 500 will be arranged. Later, in September, according to Mr. Stewart, four or five more trips by liners will be made to Charlottetown.

Events of next year — Centennial Year — will be stressed in tourist promotion efforts this season, said Mr. Stewart. Already mention is being made of the special year — the prelude to national celebrations in 1967 — in tourist promotion advertising.

A series of advertisements, which has received much favorable comment, is now appearing in *Time Magazine*. Each one, showing a typical Island scene or activity of the tourist season, carries a plug for Centennial Year. "We have to think of 1964 now," said Mr. Stewart, "and actually much of this season will be a trial run for next year."



MR. STEWART

One event, shaping up for late 1964, could provide the setting for the most distinguished gathering in the history of the province. That event is the official opening of the Fathers of Confederation Memorial Building.

When Dr. Frank MacKinnon announced several years ago that the memorial building would be gone ahead with, Mr. Stewart suggested that Her Majesty, Queen Elizabeth, in a consent to open the building. Since then, it has been learned that Her Majesty, through official channels, has received such an invitation.

Mr. Stewart also suggested about a year ago that "a high-ranking official of the United States Government" will be invited to attend the opening.

Gold Cup Parade to highlight week

Visitors to Prince Edward Island this summer will be treated to one of the most event-filled vacations in the Island's history.

In addition to a new event that has already attracted nationwide attention, visitors will be treated to plant spectacles such as the Summerside Lobster Carnival (July 15-20), featuring parades and beauty queens and Old Home Week (August 12-17), the highlight of which will be the spectacular Gold Cup and Saucer Parade.

This parade staged in full regalia for the first time last summer drew an estimated 22,000 spectators who lined the parade route through Charlottetown.

FEATURES BANDS, BEAUTY

The parade features bands, from as far away as Bangor, Me., a wide variety of floats, marching groups, and the Gold Cup and Saucer girls, as beauteous a group as has ever been seen in a Charlottetown parade.

This year the Gold Cup and Saucer Parade will be held on the morning of Friday, Aug. 16.

The newest event to be added to the already well filled calendar is the Northumberland Strait swim scheduled July 27. This event is expected to attract long distance swimmers from all across the nation.

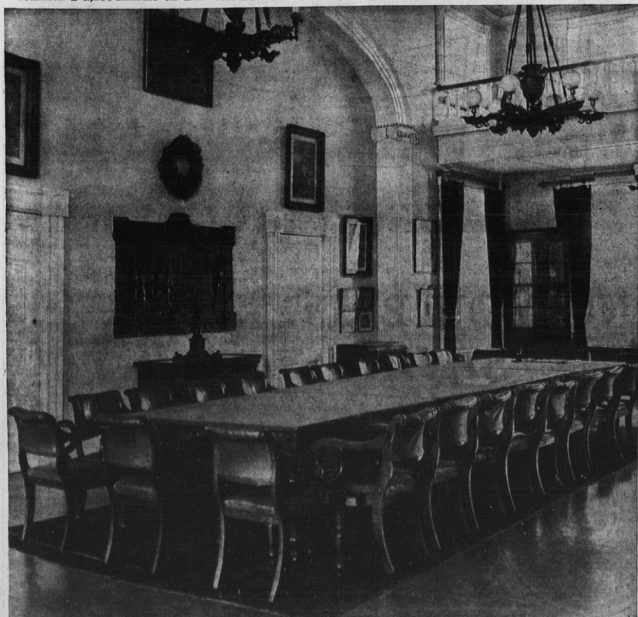
Following is a list of some events and dates:

JULY

- 5-6 Fisheries Exhibition and Regatta, Souris.
- 10 Regatta, lobster boat racing, Lower Montague.
- 15-20 Lobster Carnival and Livestock Exhibition, Summerside.
- 24 Fishermen's Regatta, North Rustico.
- 27 Northumberland Strait swim, Borden.
- 28 St. Anne's Day, Lennox Island.
- 31 Aquatic Day, Alberton.

AUGUST

- 7 Highland Games, Eglar.
- 7 Legion Carnival, Tignish.
- 12-17 Old Home Week, Charlottetown.
- 13-14 Scottish Festival of Music and Dance, North Rustico.
- 16 Gold Cup and Saucer Parade, Charlottetown.
- 21-22 Prince County Exhibition, Alberton.
- 23 Livestock Exhibition, Crapaud.



CANADA WAS BORN HERE—CONFEDERATION CHAMBER, CHARLOTTETOWN—SEE PAGE 7A



HOME OF LUCY MAUD MONTGOMERY AT GREEN GABLES ATTRACTS THOUSANDS OF VISITORS ANNUALLY