

Albertans view Island holiday

Earlier this year, when the Prairies were gripped by temperatures dipping to 40 degrees below, hundreds of Albertans crowded into Canadian National's Macdonald Hotel in Edmonton to see, among other things, films of tourists enjoying themselves on Prince Edward Island beaches.

The event was one of the travel organized by Canadian National to encourage as many

Westerners as possible to travel to the Maritimes this summer. It was part of CN's never-ending campaign to encourage Canadians - and the rest of the world to "See Canada First."

Canadian National has never felt that its responsibilities to Prince Edward Island - or the other nine provinces it serves - were solely to provide passenger service. It has consistently carried out a tourist promotion program to make as many people as possible want to visit the areas it serves.

These promotion efforts bring the railway rewards in the form of extra passenger revenue. But no visitor spends only his train fare. All tourist-based industries in the area benefit from the wooing done by CN.

Canadian National film crews have visited Prince Edward Island to make such travel promotion movies as "Memo to Mom," which covers all of the Island's major tourist attractions. As well as featuring in travel forums across Canada, these movies are distributed by CN officers in the United States and Europe. The Prince Edward Island film, for instance, was shown on dozens of television stations in the U. S. during 1965, ranging from Alaska to the Virgin Islands.

In addition, CN distributes scenic pictures of Prince Edward Island widely to newspapers and magazines in the U. S. and abroad.

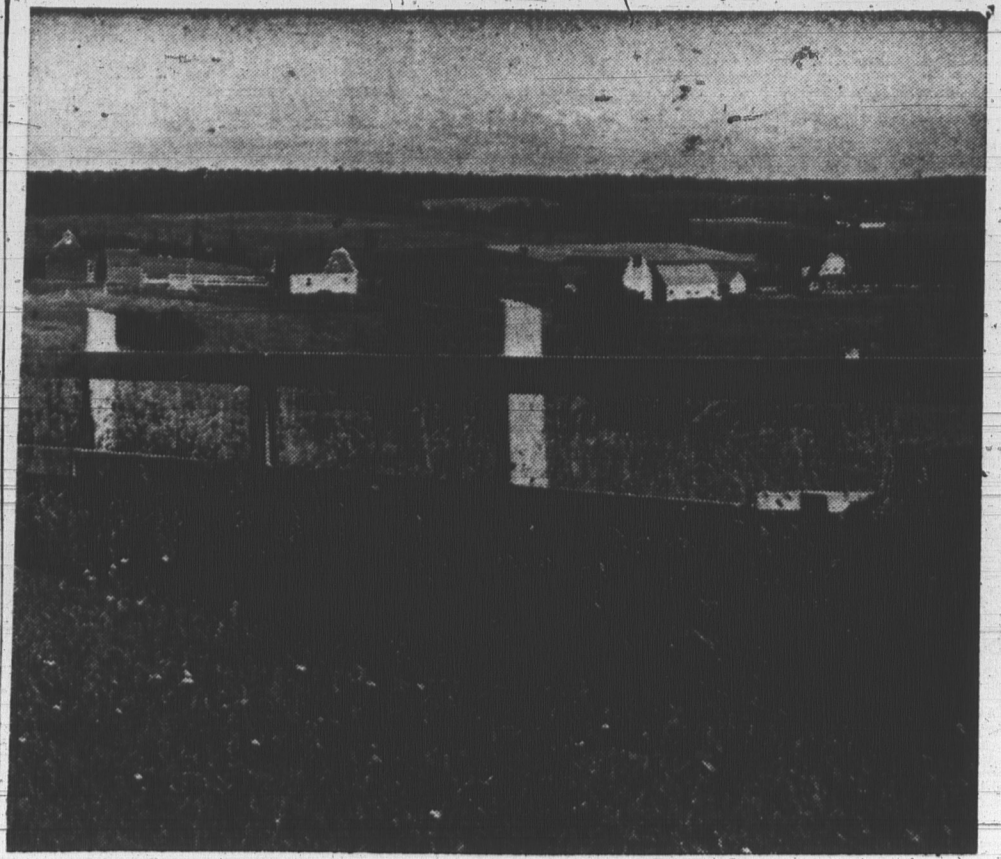
BACKED BY SERVICE

Publicity alone does not attract tourists; it has to be backed up by service. And here Canadian National has been anxious to ensure that travellers on its trains get the best. New equipment has been introduced on the main-line trains which bring tourists to the Maritimes. This has included the observation-type Skyview cars, new coach lounges and improved sleeping car lounges.

Canadian National's decision to provide a convenient bus service to take travellers from the Ocean Limited and Scotian to Prince Edward Island has proved popular. The bus service has



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All roads lead to S'side Lobster Carnival week

SUMMERSIDE - One of the main tourist attractions in Prince County is the annual week-long Lobster Carnival festivities held during the month of July.

This year is the 11th annual carnival and will be held the week of July 11 to 16 inclusive. As the name implies, lobsters the tasty crustaceans, are featured throughout the week with lobster suppers being served daily at Civic Stadium where a major portion of the festivities are held.

A new executive is elected yearly, consisting of representatives of various service clubs in the town who organize the annual event. President this year is W. Chester S. MacDonald of the Kinsmen Club who succeeded Francis MacNeill, a member of the Rotary Club.

The week-long festivities open

with large parade, consisting of many floats, bands, which winds its way through town on Monday afternoon of Carnival Week.

From that time until the end of the week, it's constant round of activities with a variety of events on the program to satisfy the palate of everyone attending.

BIG SUCCESS

Daily racing throughout the week draws a large crowd, especially the big free-for-all which draws all the top competitors from across the Maritimes. Inaugurated last year and offering the largest purse ever offered in the history of P.E.I. harness racing, it proved a n immediate success last year and race officials are optimistic that this year will be bigger and better than 1965.

Vaudeville acts performing in the stadium afternoon and evenings through the week have also proven a strong attraction throughout the years and generally draw a large audience for every performance.

This year a square dancing exhibition is tentatively planned with entries from various Maritime centers expected.

Situated in the stadium are numerous booths and displays ranging from a department of fisheries display to a photography booth which can keep a spectator occupied for a good portion of an hour.

This year's carnival officials have planned an Acadian Day, Scots Day, and Irish Day, as well as Children's Day and Farmer's Day and Sports Day.

Activities on Farmers Day will consist of events pertaining to the agriculture industry as well as the judging of cattle and other animals.

Generally there are displays of all types of farm machinery on the grounds on this day which farmers can examine at their leisure.

Another attraction is the selection of a Carnival Queen on Fri-

day on Carnival Week. Each service club participating in the carnival sponsor an entry in the contest and nightly until the final judging the young ladies attend various events.

Preliminary Judging is held at the stadium by a panel of three judges before the public. The coronation is climaxed by a Coronation Ball.

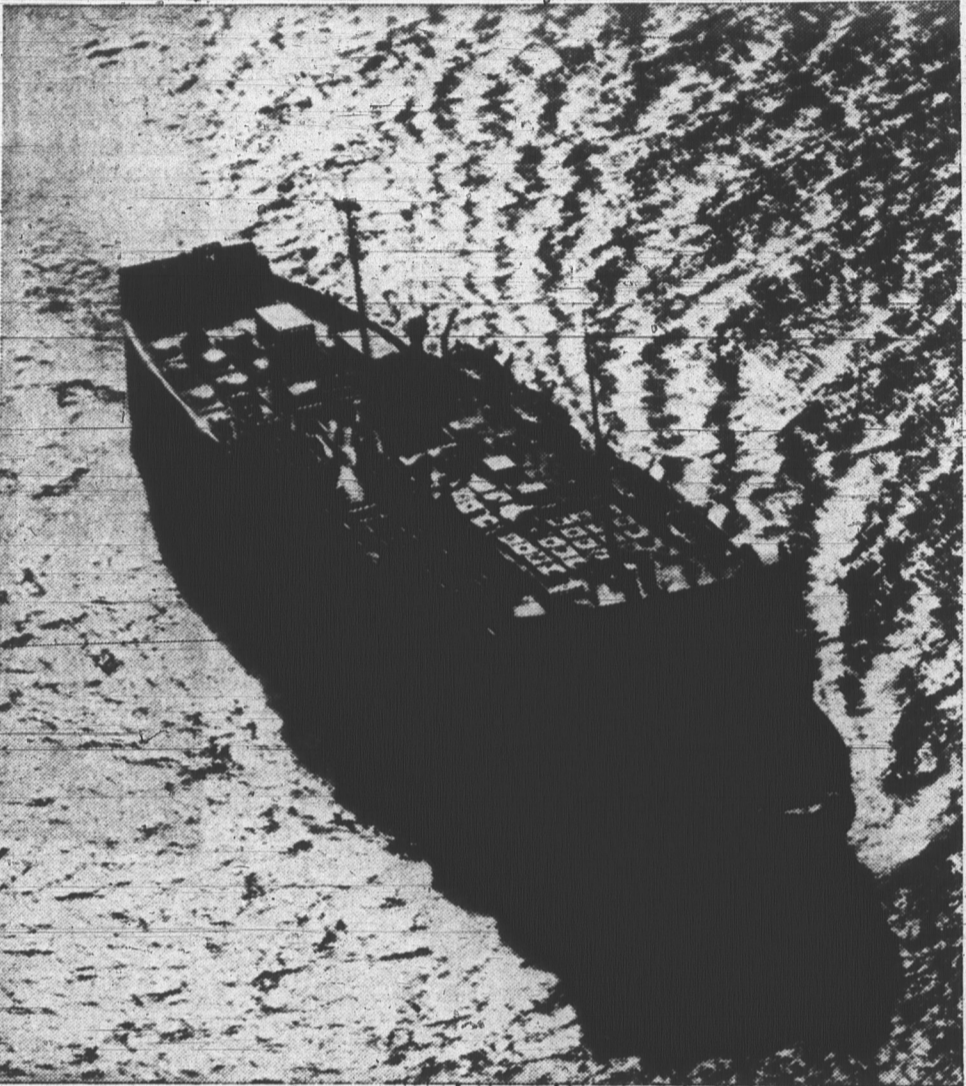
For the children and all the people young at heart, plenty of entertainment is provided for them by the Bill Lynch Circus with all types of rides, side shows, and all other trappings commonly seen at a carnival. For a week of fun the visitor to the Island will not want to miss the Summerside Lobster Carnival.

MARKS 42 YEARS AS G-MAN

WASHINGTON (AP)—J. Edgar Hoover, 71, quietly observed Tuesday the end of 42 years as director of the Federal Bureau of Investigation.

GIRLS BRIGHTEN COURTS

VANCOUVER (CP)—A smart new blazer uniform chosen by office girls and clerks in Vancouver's traffic court has greatly improved public relations, says Court Clerk Bill Edwards. The girls designed and paid for the blazers themselves.



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made it possible to reduce substantially the time required to travel between Prince Edward Island and such mainland points as Montreal. Since the introduction of the bus service there has been a steady increase in the number of passengers travelling CN to and from the Island, a sure indication of its popularity. During the past winter, for the first time, the bus service was continued through the winter to provide the same convenient service for Prince Edward Island passengers the year around.

Commenting on the outlook for the coming summer season J. G. Davis, manager of CN's Maritime area, said "We are doing everything possible to ensure that the Maritimes, including Prince Edward Island, will have service adequate to deal with the influx of tourists. We are as anxious as any other industry in the area to welcome as many tourists as possible this year, and to treat them in such a way that they will want to come back again and again."

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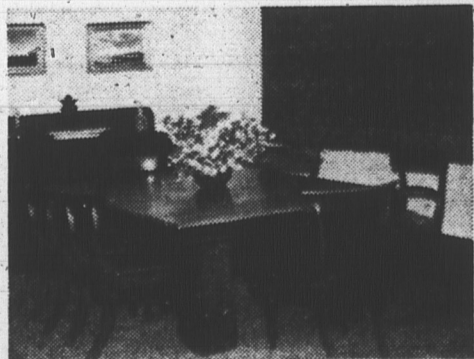
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