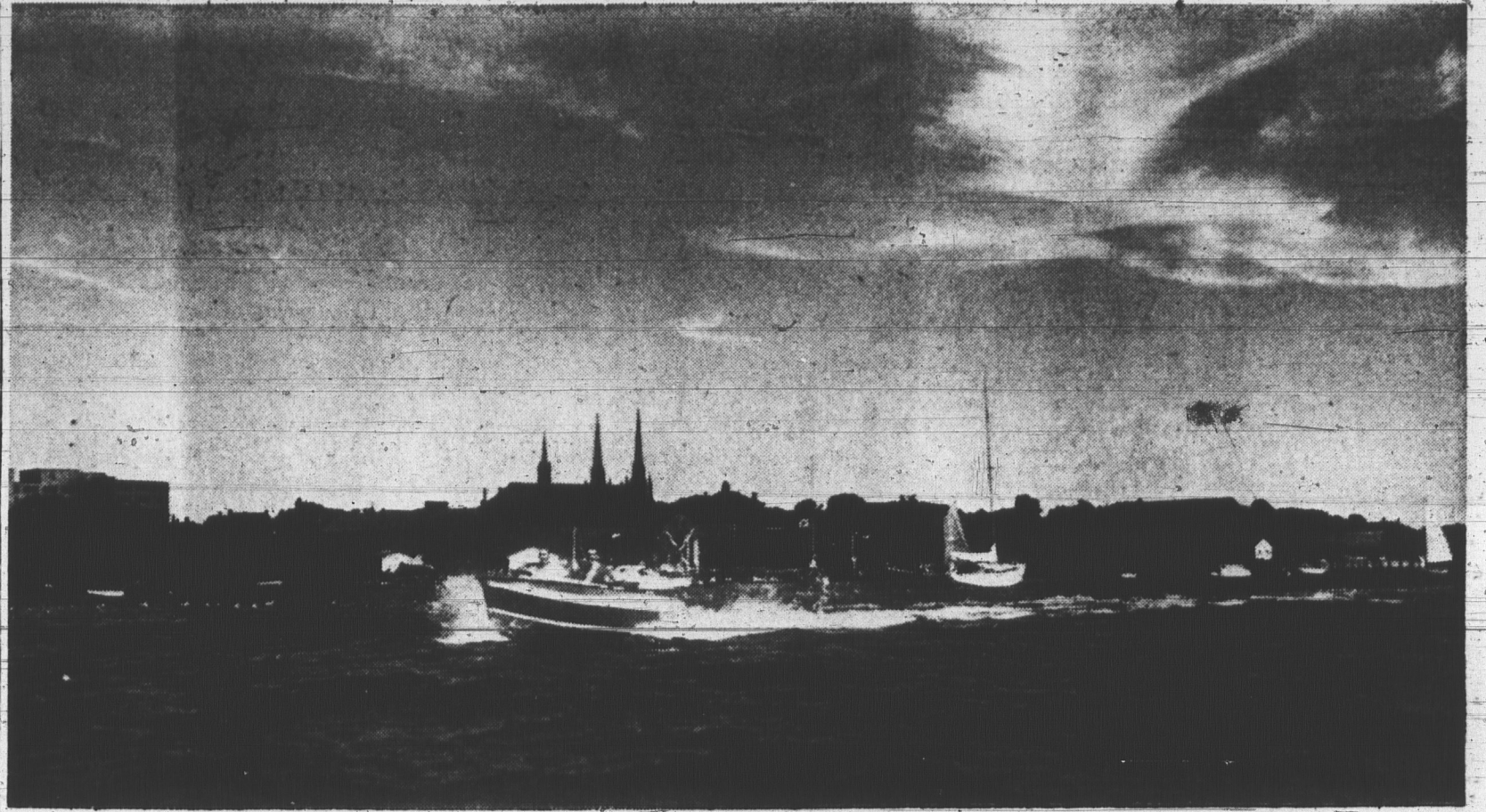


# Prince Edward Island Offers Vacationers Tranquility And Fun



CHURCHES ADD TO ISLAND BEAUTY—ST. JOHN'S, BELFAST (CN Photo)



CHARLOTTETOWN HARBOR AND CONNECTING RIVERS IDEAL FOR BOATING. (CN Photo)

## TOURIST EDITION '66 The Guardian

"Covers Prince Edward Island Like The Dew"

SECTION 'A'

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### Can. National predicts record-breaking season

Already 1966 looks like being another record-breaking year for Canadian National's Prince Edward Island ferry service. The busy ships which ply between Bordier and Cape Tormentine, N. B., make a habit of carrying more passengers and vehicles each succeeding year. In 1965, the total reached 672,664 passengers, the highest ever recorded and a 10 per cent increase over the previous year's record.

This figure, six times the island's population, was regarded by some people as an ultimate high tide mark. But already in 1966 each monthly total has exceeded by a wide margin the equivalent month last year, and the main tourist season has yet to begin.

In the first four months of this year, for example, the CN ferries carried 406,572 passengers and 49,990 vehicles. In the same period last year the totals were 304,464 and 41,303.

One of the major reasons for this increase was CN's decision to operate a two-ship service with twice as many crossings during the winter months. In past years one ship has maintained the service during the winter with ten crossings a day. This winter the frequency was stepped up to 20 a day by using two ships.

While the doubling of frequency together with associated increased costs did not by

any means produce a doubling of traffic, a greater number of people than before used the service.

The men who run the ferry service are looking forward to an even busier time from June 24 on when the full summer schedule of 38 trips daily goes into effect. Operating three ships with varying speeds and loading characteristics between two terminals a relatively short distance apart requires an unsuspected amount of planning, experience and timing. Schedules have to be strictly adhered to. If delays occurred and were allowed to snowball, the operators could find themselves with all the ships on one side of the strait and all the traffic on the other—a situation which can't be allowed to arise.

The Canadian National ferry service in itself is a considerable employer of local labor. At the peak summer period it provides jobs for more than 500 local people.

Earlier this year representatives of CN's employment department visited the Island to interview candidates for the temporary jobs created by the seasonal increase in service. They recruited people for jobs ranging from engine room firemen to snack bar waitresses.

The ships of the CN fleet are all being spruced up for the summer season. The Abegweit will

be fresh from her annual refit in the Halifax Shipyards when the peak season begins.

The Confederation, newest ship on the service, passed a significant milestone earlier this year when she logged her 100,000th mile since her completion at the Halifax shipyards in 1962. The total meant she had made nearly 11,000 crossings, carrying close to three quarters of a million passengers and 319,000 vehicles.

If the ship had been sailing around the world, instead of crossing the Northumberland St., she would have circumnavigated the globe four times!

The Prince Edward Island, which celebrated her fiftieth anniversary last fall, is still giving yeoman service to the province whose name she bears. Although the oldest of the ships on the service, her opulent passenger accommodation has made her the favorite of many regular travellers. As one remarked: "Her four upright smoke stacks and mahogany panelling give her all the charm of a Mississippi riverboat—with just as much speed and convenience as some of her younger sisters."

Whether they make their crossings in the 50-year-old Prince Edward Island or the four-year-old Confederation, all visitors will share the same degree of smooth and efficient service.



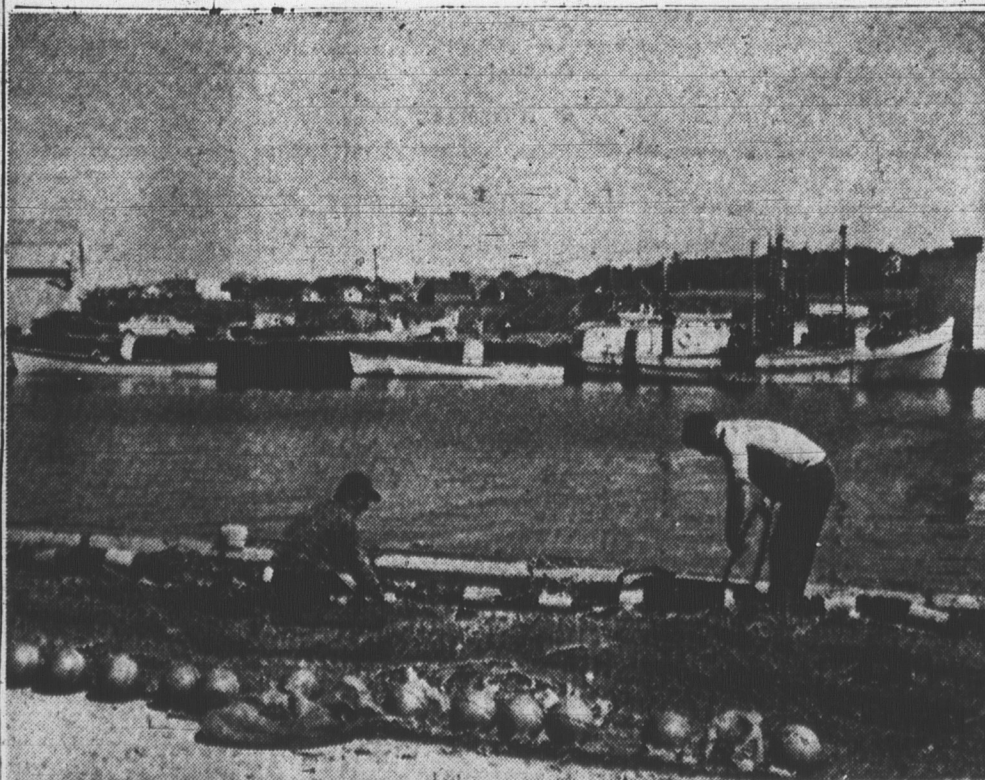
Commented one traveller recently, "There is nothing quite like approaching your destination by sea. A sea crossing gives you the feeling that you are going to some place, that is completely new and different, and Prince Edward Island rarely disappoints you on this score."

### IDEAL OPERATIONS CENTRE

Both a trading centre and an ideal location for tourists to use as a base of operations, Montague has several features to offer the camera bug and sightseer. Located in the southeast section of the province—a popular site which gets hundreds of viewers is the Garden of the Gulf Museum shown here in one of the oldest buildings of the historic town.

### BE A GOOD ISLANDER

Extra copies available, mail them to your friends and relatives



### SOURIS PROVIDES PLENTY OF COLOR

Located near the north-eastern tip of the province, Souris is the home of a large dragger fleet and waterfront activity brings colorful

interest to visitors. Here, fishermen prepare their nets while druggers and lobster boats are moored in the background.

### Annual Ch'town festival major artistic adventure

By JACK McANDREW

For many years now the pleasant pastoral landscape, the placid, restful atmosphere and the magnificent white sand beaches of Prince Edward Island have acted as a gentle but powerful magnet, attracting ever increasing numbers of Canadians and Americans from the major population centres of North America.

The Island has truly ranked as an ideal get-away-from-it-all place, a restful haven ideally suited for the recharging of the run down machine.

And now to this already superb blending of vacation ingredients, something new has been added, something new that fills in and splendidly complements the bountiful beneficence bestowed on the Island by nature.

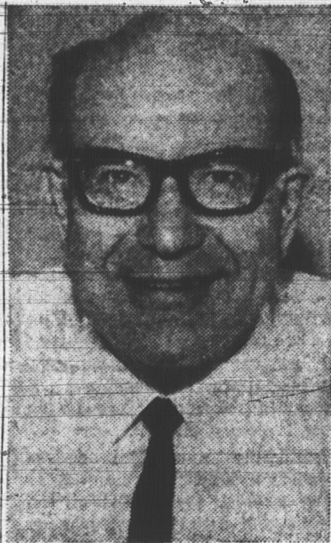
Last August the drama critic Nathan Cohen noted in a feature column that "something wonderful has happened in Charlottetown". He was referring to a new and unique "something" ... the Charlottetown Summer Festival in the Fathers of Confederation Memorial Centre.

Began in 1964 as part of the centennial celebrations, the Charlottetown Festival last year established itself as one of the major artistic adventures in the country with a full seven-week program in the Theatre and Art Gallery of the magnificent memorial to the Charlottetown Conference of 1864.

With Mavor Moore as Artistic Director, assisted by those anti-Canadian John Wayne and Frank Shuster, the Charlottetown Festival dedicated itself to the performance of Canadian themes by the finest of Canadian writers, actors and musicians.

INCURABLE OPTIMIST

Moore, an incurable optimist who considers himself a realist, was convinced that if a platform were provided in the proper setting, the thousands of visitors to the Island would find their way to Confederation Centre and



MAVOR MOORE

plunk down good Canadian money to see good Canadian performances.

It appears his optimism was realistic after all.

Over last year's seven week run more than one hundred thousand people visited Confederation Centre to tour the national memorial, take in a theatrical performance or visit the Art Gallery.

The theatre rocked with appreciative applause as Spring Thaw, The Wayne and Shuster Show, John Drainie's "An Evening With Stephen Leacock", and the new musical comedy "Anne of Green Gables" graced the stage with music and laughter.

That in fact is the tenor and tone of the festival—a festival of music and laughter, or as veteran showman Moore puts it, "This is the festival you want to attend—not ought to attend."

In fact there is no conflict between "want" and "ought", and the Charlottetown Summer Festival already ranks as the top tourist attraction on the Island. It uniquely fits the relaxed tone of an Island vacation where days of sunny sand and sparkling surf are neatly counterpointed with rainy day tours of the magnificent national shrine and the Art Gallery, and evenings of gay entertainment in the theatre as well as the accompanying amenities.

A perfect way for the theatre-goer to wind up an evening comes down on the stage performance of the festival cabaret and special entertainment. Here the stars of the festival will perform in individual specialties in a relaxed night club atmosphere with the accompanying amenities. A perfect way for the theatre-goer to wind up an evening comes down on the stage performance of the festival cabaret and special entertainment. Here the stars of the festival will perform in individual specialties in a relaxed night club atmosphere with the accompanying amenities.

when a new Canadian musical comedy gets a world premiere. It's the latest Donald Harron—Norman Campbell effort (they did the music and book for "Anne") "The Adventures of Private Turvey" an adaptation of the Canadian comedy Classic Turvey by Earle Burney. With Jack Duffy as the hapless World War II buck private and a strong cast list that includes Dean Regan, Jane Casson, Kate Reid, Don Harron and Barbara Hamilton, Turvey has a theme that will create an immediate affinity for anyone, with passing acquaintance of the armed services. Knowledgeable theatre people are already freely predicting that "Turvey" will equal the success of "Anne" at last year's festival.

The festival will offer other attractions as well.

### ENTERTAIN KIDDIES

Every afternoon will see marvellous performances by Howard The Turtle and the Canadian Puppet Theatre who return for a third season. An attraction of special interest to children, the Puppet Theatre has made a hit with adults as well, with its infusion of hip humour.

Every Wednesday evening the Ladies of Confederation Fashion Parade takes to the portable stage in the Memorial Hall.

The unique and original contribution by a local hospital auxiliary organization, was first staged with tremendous success during 1964's Centennial celebrations. Last year the ladies toured parts of Western Canada, and it's expected they'll be sent on a 1967 tour by the Centennial Commission.

The hour-long show re-creates the modes of the Confederation era as worn by the wives of the delegates to the Charlottetown Conference. Costumes were created by the ladies of the auxiliary, and an accompanying commentary researched and scripted by the group as well.

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CN FERRIES BRING VISITORS TO ISLAND PLAYGROUNDS (CN Photo)

There's nothing remotely like anywhere in Canada. In fact, the Charlottetown Festival is a showcase for Canadians involved in all the visual performing and creative arts and every feature of the festival is stamped on Canada's trademark. It's a fitting home for a festival created in the national shrine built to commemorate the conference that led to the founding of Canada as a nation.

But more importantly, performers on stage until July 25, naps, it's just plain good fun.