

High Spirits, Youth and Beauty Reign at Events Featured for Delight of Visitors to Island



SPIRITED HIGHLAND DANCERS



HIGH-STEPPING GOLD CUP AND SAUCER GIRLS WILL FEATURE GIANT OLD HOME WEEK PARADE



LOVELY MISS P.E.I. OF 1961

Colorful features set for '62

Two event packed summer months with emphasis on horse racing, highland games and boat racing await the visitor to Prince Edward Island this year.

The season gets into full swing on July 1 with a top horse racing card at Summerside raceway. A fisheries exhibition and regatta is slated for Souris on July 4 and the Lower Montague boat races on July 11.

Summerside becomes the centre of attraction from July 17 to 21 when the gala Lobster Carnival takes over the entertainment spotlight.

On July 25 two events are slated for the boating and water sport enthusiasts with Aquatic Day at Alberton and the fishermen's regatta at North Ruston.

Highland games at Eldon kick off the August event list with the Legion carnival at Tanish also slated for August.

From August 2 to 18 Scottish outdoor concerts will be presented at Highland College, Cavendish.

Old Home Week, major event of the summer season, gets underway in Charlottetown August 13 and runs until August 18. The giant show includes horse racing, livestock shows, handicraft exhibition, vaudeville and a giant midway.

GOLDEN HAWKS HERE
The famed RCAF Golden Hawks will hold a demonstration of aerobatics over Charlottetown on August 19 and on August 22 a Scottish concert will be presented at Eldon.

On August 22 and 23 the Prince County Exhibition will be held in Alberton and on the 26th the annual Crapaud exhibition will be held.

In addition, horse races will be held every Saturday through the Summer at Pictou and numerous race cards are slated for Charlottetown throughout the summer.

Early September will see the Kings County exhibition at Souris on the 8th and the annual provincial plowing match on Sept. 12 and 13.

1962 Vacation Guide

The Guardian

FIRST SECTION

CHARLOTTETOWN, P.E.I.

MAY 30, 1962



MORE THAN ONE THOUSAND MILES OF BEACHES MAKE P.E.I. A MAMMOTH PLAYGROUND FOR OLD AND YOUNG

Record year forecast by tourism minister

J. David Stewart, minister of tourist development, predicts that the value of the tourist industry to Prince Edward Island will be "five to 10 per cent higher" this coming season than in 1961, the greatest year in the history of the industry.

Last season's revenue to the province from visitors was an estimated \$8,500,000.

Pointing out that each year tourist revenue is increasing, Mr. Stewart said, "we are looking for the normal increase of between five and 10 per cent and early indications are that we will get it."

One factor that may help increase the rate of visitors is the eight-cent premium on the American dollar in terms of Canadian funds. "This should be a further incentive to American tourists," Mr. Stewart said.

LONG RANGE OUTLOOK
Taking a look at the long range picture for the industry, Mr. Stewart said that "prospects are excellent."

"Tourism will get a tremendous impetus from the 1964 Centennial celebrations, and the opening of the Confederation Memorial Building which is expected to be attended by many dignitaries of high rank from Canada, the United States and the United Kingdom."

Last year Mr. Stewart announced that Her Majesty Queen Elizabeth had been invited to participate in the opening ceremonies of the Confederation Memorial building. Recently he added that "a high-ranking official of the United States government has also been invited."

The minister said that the proposed Prince Edward Island-New Brunswick causeway "will put us right on the Trans Canada Highway, giving tourists a direct route from such centres as Montreal, Boston and New York."

TOURIST BUREAU IN LONDON

It was predicted by Mr. Stewart that within "four or five years" this province will be enjoying a large tourist trade from the United Kingdom. "The pace of modern travel and the closeness of major airport facilities under British Isles tourists only a few hours away from us," he said.

Mr. Stewart added that the Canadian Government will establish a tourist bureau in London which will carry tourist literature from this province.

One phase of the province's tourist industry that is overlooked to a great extent by summer visitors is the availability of "good, clean, farm home accommodation," according to Mr. Stewart.

He said that an ever-increasing number of farm owners are fitting out their homes to accommodate tourists in the summer months.

"A farm stay," said Mr. Stewart, "gives plenty of opportunity for a different type of experience for urban folk whose children have probably never seen a farm animal and farming operations."

Another fact not realized by visitors, according to Mr. Stewart, is that June, September and October are beautiful months in the province.

ISLAND AT 'BEAUTIFUL BEST'
"In June," he said, "the province is at its beautiful best; vegetation is new, clean and fresh and contrasts vividly with the province's red soil."

"In September and October, the ragweed index is the lowest in North America, making the province a happy haven for hay-fever sufferers. In addition, the later months of the tourist season are perfect times for the golf enthusiast."

"I might add that at these times for people who find it convenient to visit the province, there is a much wider variety of accommodation available than in July and August."

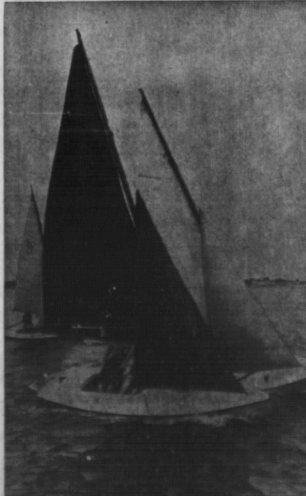
PLEASANT INTERLUDE PROVIDED
Mr. Stewart said that the province's fishing industry can provide pleasant interludes for visitors. "It is always interesting," he said, "for tourists from inland areas to visit our fishing villages and fish processing plants, where they can see the catch landed and processed."

"Also, fishing boats are available for charter trips for deep-sea fishing at various centres. Tourists can be taken out four or five miles and experience the unexcelled thrill of catching mackerel on a fly line."

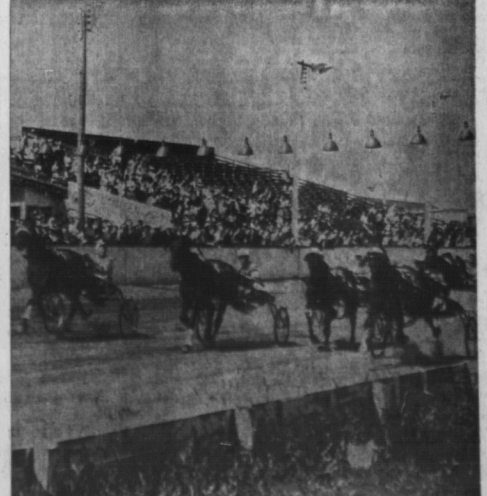
"Licensed charter craft are clean, comfortable and safe."



TOURISTS FLOCK TO HISTORIC CONFEDERATION CHAMBERS WHERE CANADA WAS BORN



REGATTAS SET IN SOURIS, MONTAGUE



RACE FOLLOWERS ARE LOOKING TO GREATEST SEASON EVER