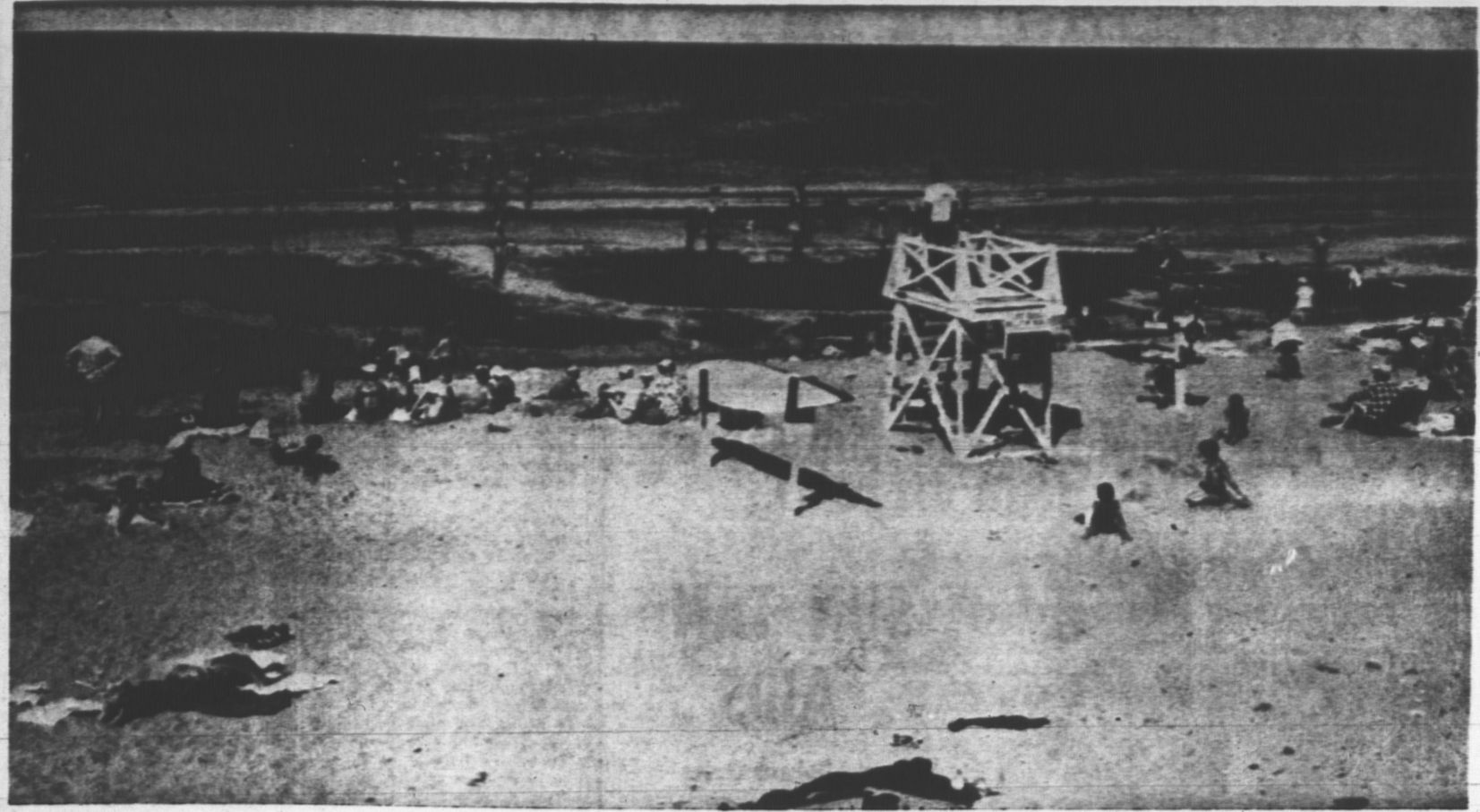




THE SCOTS TAKE OVER AT CALEDONIA GAMES



TYPICAL OF THE MANY BEACHES SURROUNDING THE ISLAND

Travel bureau nerve centre in guiding tourist industry

The nerve centre of the government's promotion program on behalf of the province's tourist industry is the Travel Bureau in Charlottetown.

The bureau, under the direction of George V. Fraser, is a beehive of activity practically throughout the year.

Close to 1,000,000 tourist publications are produced and distributed annually by the bureau. Mr. Fraser said that every year there is an increasing demand for literature to service the growing list of travellers. He said "the tourist is more mobile now than he has ever been before."

"Years ago, summer visitors were in the habit of taking long vacations to selected destinations, but today an unprecedented number of automobiles and a more restless type of tourist has changed the pattern. To keep up with this trend, it is necessary to have an up-to-date library of promotional and



GEORGE V. FRASER

guides and maps. This can be separated into two categories—literature and folders which are sent out to other Canadian provinces and to the United States to lure visitors into our area, and guides which give detailed information to tourists who visit here and want to know the places where to stay and visit. It is most necessary that we produce quality literature which is so important because of the competition which exists from every other area in North America."

Mr. Fraser said the bureau constantly strives to keep its tourists booklets and maps up to date and attractive.

He said "judging from the favorable comments we receive from those who obtain our literature, we continue to compare favorably with efforts being made by the other provinces."

"In 1964, the bureau distributed more than a million pieces of literature which includes pamphlets and other promotional

Lobster carnival a top attraction

SUMMERSIDE — For the tenth year in a row the main tourist attraction here this summer will be the annual Lobster Carnival, slated for the week of July 12 to 17. For the past two months Carnival committee members, headed by president Francis "Peg" MacNeill, have been planning this year's celebrations and the committee forecasts as successful a carnival as in the past years.

Again, as in past years the main feature will be the serving of lobster suppers. Since the carnival's inception, this has been a main carnival attraction and invariably draws many to the fair grounds.

The week-long program will be officially opened by Hon. Andrew MacRae, provincial minister of agriculture, Monday, July 12 at 7.15 p.m. The festivities, however, will kick off earlier in the day, with a mammoth parade winding its way through town beginning at 1.30 in the afternoon.

The parade route will include the business section and a large section of the residential area, thereby giving town residents an opportunity to view it without proceeding too far from their homes.

For harness racing fans there will be racing at the Summerside Raceway every night from Monday to Saturday inclusive and the executive of the Prince County Horsemen's Club, which operates the raceway, has a program which is expected to bring delight to each and every racing enthusiast.

Dancing, including the coronation ball at the Royal Canadian Legion Home, will be held every

night except Thursday night. That night is reserved for a mammoth bingo at the home and this being such a popular pastime in Summerside, it is expected to draw a sellout crowd.

Throughout the week there will be acts at Civic Stadium provided by Bill Lynch of Halifax. The carnival committee expects to hear soon from the Halifax promoter on what acts will be coming in a carnival spokesman said recently. The Lynch circus will also be in operation throughout the week with its many rides and numerous other attractions.

Also at the stadium daily will be displays of quilts, rugs, fancy work, handicraft, woodcraft, weaving and art work. Another feature will be a fishery display containing the largest fish aquarium ever presented in Eastern Canada.

Two features at the Stadium Friday night will be a fiddling and step-dancing contest and a pipe smoking contest sponsored by a national tobacco company. The pipe-smoking contest was held for the first time last year.

In the line of sports a Maritime invitational track and field meet will be held at the Summerside sports complex along with Carnival Little league play-offs at Elizabeth Park and a ladies and juniors golf tournament at the local golf and country club. A men's golf tournament will be held on Sunday, July 18th.

The climax of the week-long affair will be the crowning of the carnival queen, Miss P.E.I. for 1965. This year's queen will succeed Kay Newson of Summerside who was chosen over a bevy of beauties last year.

material supplied to us by tourist associations and operators throughout the province. For several years now, we have been producing our main booklet in the French language and this has proven to be very popular, especially among tourists from the province of Quebec."

Tourist publications produced and distributed during the year "Come to Prince Edward Island," 225,000 and 10,000 in French; highway map and tourist guide, 100,000; touring Prince Edward Island booklet, 15,000; accommodation booklet, 100,000; visit P.E.I. color folder, 30,000 coming events, 75,000; school children's booklet, 10,000; Charlottetown map and guide, 50,000; Summerside tourist map and guide, 15,000; fishing folder, 20,000; deepsea fishing folder, 75,000; campground folder, 100,000 and ferry schedules, 125,000.

Mr. Fraser said "in 1964, Prince Edward Island became the first province in Canada to inaugurate a province-wide two-way radio system to facilitate reservations for tourists. By

City plays big role in tourist industry

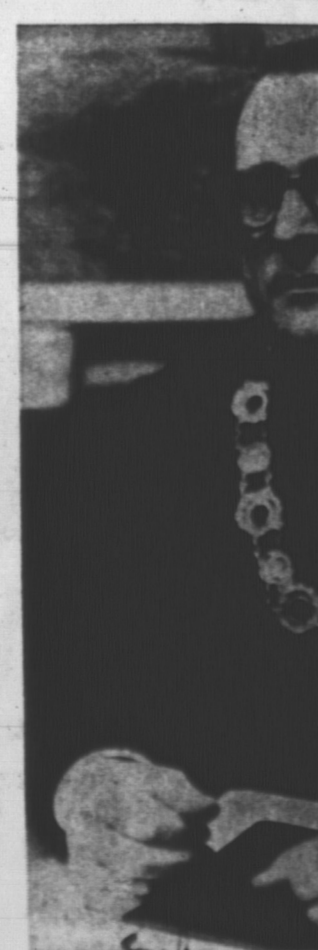
One of the greatest roles Charlottetown will have to play in the years ahead will probably be that of host to a constantly rising tide of tourists.

"It is undeniably true the accident of geography has made of us a people unlikely to forge ahead through industrial development. But it is equally true that same geography has given us a garden paradise, an agricultural economy and a shoreline which may well prove the greatest tourist attraction in Canada.

There is no denying the strong possibility the future economy of this capital city rests on the tourist industry. It is one for which the city, and the province surrounding it, is ideally suited to the role they must play as hosts to the many thousands of visitors we hope to see coming. It is also fortunate, and timely, that Charlottetown as the Birthplace of Confederation has two buildings which stand as national shrines.

The hallowed walls of the Provincial Building house the famed Confederation Chamber where the Founding Fathers first met; the massive Confederation Centennial Memorial commemorates forever the unified spirit of Canada. These are the structures which over the years ahead will draw the interest of tourists and bring them to our city.

As Mayor of Charlottetown I extend to our visitors at all times a warm welcome.



MAYOR WALTER OOX

Romantic house is focal point

Storied Green Gables, romantic farm home immortalized in the novel "Anne of Green Gables" by Island authoress Lucy Maud Montgomery, is located in the Cavendish section of the Prince Edward Island National Park bordering on the famous north shore beaches.

Almost every female tourist, and most males too, who visit Canada's Garden Province make it a point to spend some time going through Green Gables House. They visit the bedroom of Anne, Aunt Marilla and Uncle Matthew. These rooms are exactly as they were when Anne lived there with her vivid imagination.

The parlor and the old organ are in the same place as they were when the fictional redhead

occupied the place in the mind of the school teacher-writer Lucy Maud. An added attraction is the old fashioned typewriter which the authoress used to write a series of books based on the doings of the young orphan girl.

Mark Twain described the book "Anne of Green Gables" as being "the most memorable book on childhood ever written".

Anne's Haunted Woods, Lover's Lane, Shining Lake and other picturesque places all surround Green Gables House. Other such products of her imagination are perpetuated in the names given to the various holes on the 18-hole golf course covering the fields that were there when Anne was a girl.

A Guide For Tourists

The Guardian

SECTION 'A' SATURDAY, MAY 29th, 1965 PAGES 1-A to 6-A

Minister emphasizes public responsibility to industry

"All our citizens have a role to play in the success of the tourist industry," according to Tourist Development Minister J. David Stewart.

"The tourist industry," he said, "is a two-way street. While it is the responsibility of the government to bring tourists to the province in the largest possible volume at the right time, it is up to our citizens to house, feed and entertain the visitors."

While emphasizing that every effort should be made to have tourists' needs in housing, food and entertainment looked after, Mr. Stewart also said he would like to see "more community spirit involved in tourism." He said he would like to see communities take part in a "general clean-up."

He said "there should be programs of painting up and cleaning up in our communities. Unsightly buildings should be removed. I would also like to see more flags flown. We now have a provincial flag of our own and this should be featured prominently all over the province."

Pointing out that the government spends a great deal in advertising to lure visitors to the province, Mr. Stewart said "our most effective lure is word-of-mouth advertising. Tourists who are treated well here and like what they see will return again and again and tell others who will visit us."



HON. J. DAVID STEWART

Looking to the 1965 season, Mr. Stewart said he is expecting a "10 per cent increase in business over last year."

PEOPLE CURIOUS

Mr. Stewart said he sees two factors that lead him to believe that 1965 will be a successful year in the tourist industry. He said "I think there is a tremendous amount of curiosity among people all over North America as a result of the world-wide publicity this province received last year. Many people will want to come to see the places where Centennial celebrations were carried out, and the places visited by Queen Elizabeth."

"Another factor that may lead to a large number of visitors is that they may feel that the province will be uncrowded this year. It is assumed that many did not come to the province last year as they felt accommodation would be scarce."

Looking at the 1964 season, Mr. Stewart said "it was the most outstanding the province has ever experienced. A record 333,951 persons visited the province, spending a record \$12,687,430. This was an outstanding contribution to the economy and it was all in cash."

Mr. Stewart said that camping was popular last year with attendance at camp grounds breaking all records. He said that two out of the five campgrounds that had the highest attendance in the province last year were located in Kings County.

Clifton Corner, scheduled to open to tourists this summer.

Another project, carried out by the agricultural committee, was the designation of all farms in the province which had been in the same family name for a minimum of 100 years.

The century farm signs, displayed by some 600 farm owners "have been subject to much favorable comment both in the local press and from the many thousands of tourists who visited the Island this year," Mr. Stewart said.

He said major historic events of the year were the visit of the Queen and Prince Phillip, and the dominion-provincial conference of Sept. 1, which included a re-enactment of the original conference in the same chamber.

POST OFFICE AUCTIONS BEES

JERSEYVILLE, N.S. (AP)—Employees of the Jerseyville post office finally got the bees out of their bonnets today.

They auctioned an unclaimed beehive and bees for \$3—the high bid of Clifford Jewsbury, a farmer.

The bees were shipped from Georgia to a Jerseyville man who said he ordered them, but then cancelled the order.

He wouldn't accept them, when they arrived, Monday, so the post office had to hold the auction.

Postmaster Howard Perdue said the package weighed 2½ pounds. He said he did not know whether \$3 was a fair price.

"But anyway," said Perdue, "we can work without that buzz in our ears."

Cavendish pastorate site of pilot tourist project

One Sunday in the peak of last year's tourist season Cavendish United Church opened its doors to admit the people coming to regular morning service. Soon the seats filled up. And the people kept coming. They filled the aisles and spilled out on to the porch, and finally, some were turned away.

Last summer the minister, Rev. Frank B. Stiles, conducted services at two of the four churches in his charge each Sunday. This summer each of the four will have a service every Sunday and the Board of Home Missions of the United Church of Canada has sent a student assistant, Ronald Maund, to help out.

The Cavendish church has become a pilot project in ministry to tourists.

Mr. Stiles has found that "people are very loyal to the church even when they're away from home". He says that American visitors are especially interested in the fact that Congregationalists, Methodists and Presbyterians have united together in one Canadian church.

But he admits that, for many, a big attraction of the Cavendish church is its connection with Lucy Maud Montgomery. The author of Anne of Green Gables was an active member of the church—indeed she played the organ there and was married to its minister, Rev. Ewan MacDonald.

The church has also served as a proving ground for such famous clergymen as John Geddie, the first Canadian sea missionary, and Dr. John Sutherland Bonnell who, until three years ago was minister of the 5th Avenue Presbyterian Church in New York.

The Cavendish church also boasts an "excellent choir" under the direction of Mrs. Ralph Burdette, Mus. Bac.

TO THE HOUSE

Perhaps the greatest service the parish performs for the visitor is in a counselling capacity. The minister often finds a traveller coming to his house for a

friendly chat that inevitably turns-out to be a long talk over a disturbing problem.

Statistics show that in the summer months there are about 2,675 tourists in Cavendish at any given time, and Mr. Stiles has met many of them face to face in such discussions.

The congregations of the four churches, Cavendish, North Rustico, New Glasgow, and Stanley Bridge work together in many of the recreational projects the church undertakes.

LOBSTER SUPPERS

Lobster suppers, with the United Church Women catering, are among the most popular of these.

In the coming months the church plans to schedule a number of hikes and cookouts for young people, and movies are shown from time to time in the church hall.

This summer a new venture—vesper campfire services on the beach near or in the campgrounds—will be added to the program.