



LOBSTERS LIVE IN FLOATING POUNDS TILL SHIPPED



MINE'S BIGGER

VISITORS FIND

(Continued from Page 1)
Island Edition." But the love felt for the island is rooted in many further things, some of them difficult to express, including these:

The tranquil enchantment evoked by pastoral beauty — the roll of red soil meeting the rampage of multiple shades of green, with each shade standing separate as the whole blends magnificently — and all this vivid splendor streaked and surrounded by the glowing blues of rivers, streams, harbors and the very waters of the sea.

THE PAST LINGERS
The past lingers in this province. The future drifts into position beside it, but never quite displaces it. A man coming from a centre where bustle prevails can step back into his childhood in an simpler age — into all the parts of it he cherishes in memory — while visiting the island. His son can join him there, or stay in the world of modernity, if he prefers. Because the past and the future live side by side on the island, do so in peace, without either doing violence to the other.

The life of the people is close to the soil and the sea, to timeless things, and the result shows in their nature. They extend a welcome to those in their midst that is generous rather than effusive. They share their riches of beauty and pleasure without "making a production" of the matter. (Many Islanders, for instance, stand ready to guide interested visitors to their own favorite fishing spots, without charge.)

Things that are lovely are cherished beyond those that are exciting. It will reward the visitor if he will let his spirit stay open to that proposition, if he falls among sweet

Island children, proud in the garb of Scotland, as participants in dance contests or musical festivals, and in a thousand other island situations.

SPECIAL AFFECTION
—With firm insistence, a and perhaps the greatest glory of them all, the island remains itself, no matter how much other places may change. That doesn't make it a backward place — not a bit of it — but a place that changes according to its own taste and quietly rather than the taste of others.

Thus it is that just the one "THE Island" exists for millions of persons, to exert a special pull upon their affections; to rank with them as "a land to love." It is this "THE Island," Prince Edward Island, that is extending a special invitation now to new thousands to discover and enjoy its charms this year while vacationing among them.

PORT LA JOIE
Port La Joie was settled by the French in 1719.

FIRST CENSUS
The first official census of the island in 1827 gave a population of 23,266 and that of 1871 a total of 94,021. By 1881 the population had increased to 109,076 but then it gradually decreased until, in 1931, there were only 88,038 people in the island. The 1951 census of Canada gave the population as 98,429. In 1956 it was given as 99,285.

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HOME OF SILVER FOX

The island is the home of silver fox farming. This industry was begun by two men, Charles Dalton and Robert Quinon, who were so successful that other followed their example. In recent years the fox industry has declined and is now of minor importance. There are now in the province a number of flourishing mink ranches.

MODERATE CLIMATE

The climate of Prince Edward Island is somewhat continental but more moderate than that of northern New Brunswick. On looking at the averages of the monthly rainfall and temperature for all stations on the island, one finds a uniform rainfall of from 25 to 35 inches per month and a range in mean temperature of from about 15 degrees F. in January to 65 degrees F. in July. With an average annual rainfall of 39.9 inches of which over 18 inches fall in the summer months, and very few days of fog each year, the island has a healthful and bracing climate.

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Beauty Rules Town Setting

Summerside is known by many as "The Town of Trees." Its beautiful parks and playgrounds and the general scenic beauty of the surrounding area cannot help but impress the summer visitor. Here one can find peace, contentment and tranquility.

Located on beautiful Bedeque Bay on the south and Richmond Bay on the north this island town of some 8,000 population has by its very geographical position much to offer in convenience and enjoyment to the tourist.

HAS EVERYTHING

As a tourist resort it ranks second-to-none in the Province. Situated near the outskirts of the town are to be found modern motels and up-to-date summer cabins. Within a short distance are fine, well cleared beaches where the visitors may enjoy the warm waters of Summerside's land-locked harbour in absolute safety.

The town boasts a very splendid shopping area and some of the finest stores anywhere are to be found here. It is the home of "The largest Small Town Store in the World" established by Holman's over a century ago. Modern theatres offer the tourist the latest in film fare.

The main town streets are paved and modern highways, leading in and out, provide for pleasant carefree driving to the many easy-to-reach beaches where bathing, swimming, boating and fishing may be enjoyed.

LOBSTER CARNIVAL

During the month of July, Summerside holds its now famous and popular Lobster Carnival. Each year more and more visitors through the streets to take in the many events. It is fast proving a major tourist attraction and this year enquiries from all parts of Canada and the United States indicate that its appeal is far reaching.

Centring at the Civic Stadium,

CARNIVAL DRAWS THROUG

Lobster Is Top Star At Summerside Fete

Introducing a link with agriculture and adding the word "Exhibition" to the four-day Lobster Carnival Program, this year the 4-H Clubs and Junior Farmers will compete on the first day of the program in safe driving, calf roping, pig catching and square dancing contests. Lobster suppers are served daily from 4.00 to 8.00 p.m. In the Summerside Stadium, headquarters for all indoor Carnival events, too, from a stage location will be nightly feature acts and dancing. Beside the Stadium building there will be a Carnival midway with games and rides providing entertainment for the younger fry.

SEA QUEEN

On the first evening of the Carnival the Princesses for the Sea Queen Contest will be chosen. The next night the Sea Queen will be selected from this bevy of beautiful girls. The following evening the lovely Queen is crowned and on the final evening the girls appear again to receive attractive prizes.

On Thursday, July 16th, the second day of the Carnival, the mammoth parade will highlight the afternoon activities, giving camera fans more than an hour-long opportunity to take pictures of the floats, the bands, the organizations, the decorated cars, sailors, firemen, Indians, Little League team members, Sea Cadets, Air Cadets, Boy Scouts, Girl Guides and other colorful attractions in the parade that will form on the large pier and follow a route of march ending at the Carnival headquarters in time for the lobster suppers.

FIREMEN

On Friday, July 17, the third day of the Carnival will feature Maritime municipal firemen in their annual tournament field in conjunction with an open invitational Maritime track and field program. The firemen from Prince Edward Island, Nova Scotia, and New Brunswick will compete in hose reel races, ladder races, hose coupling races, duty races in hip boots and helmets, various dashes and one mile Relay Race. The Maritime track and field program will include junior and senior events in practically every possible track and field competition.

On Saturday, July 18, the final day of the Carnival, the afternoon entertainment scene will shift to the waterfront where speed boats motor boats racing and water sports will provide a colorful conclusion to the daylight events of the Lobster Carnival program which will also have a soap box derby and a doll carriage parade on this final afternoon.

TANG OF THE SEA

The Carnival committee this year will provide something from the fisheries industry of the island to interest each and every member of the family. There will be fish cooking demonstrations

CARNIVAL IS ANNUALLY ASSOCIATED

with horse racing held at the Summerside Raceway, one of the most modern tracks in the Maritime Provinces.

The visitor will find the people of Summerside friendly and hospitable and anxious to do everything possible in the making of a memorable visit.

for ladies, a live fish and game exhibit for the children, marine and fishing equipment displays for the men, and the lobster suppers for the whole family, with fresh boiled lobsters, plenty of potato salad, hot coffee and other food attractions.

Summerside, scene of the Lobster Carnival, is located less than twenty miles from Port Borden, ferry terminal for the short nine-mile voyage across the to the mainland at Cape Tormentine, New Brunswick.

Summer holidays on an island where war blue waters lap gently along unlimited vistas of inviting sandy beaches, and newcomers feel like explorers who have discovered a unique vacation land... this is Prince Edward Island, Canada's smallest province.

Renowned for its lobsters, its oysters, its beaches, its scenery and its hospitality, the island has been described as the last frontier against commercialism in today's tourist industry.

WITH A CRUISE

Arrival and departure on Prince Edward Island presents a holiday divided in the form of a cruise along nine or fifteen mile routes where several voyages are made daily between the island and the mainland and the largest of the four ferries carries about 150 autos and 1000 passengers on a single trip.

A summer celebration in the appropriately named town of Summerside, the island's largest town, population 8,000, features its Annual "Lobster Carnival" July 15th to 18th, inclusive. The Carnival provides four days and nights of continuous organized entertainment designed to provide an original and diversified picture of the island, its people and their activities, with an interlude each evening when appetites take precedence and delicious lobster suppers command the enthusiastic interest of everyone.

ABEGWEIT

"Cradled on the water" is the translation of the name used by the Indians to describe Prince Edward Island, and legend tells us that its creator used his most bountiful paints to transform its landscape and coastlines into the unique red color that dominates its soil and contrasts in colorful harmony with its vivid green vegetation.

In this lovely setting, surrounded by beaches which offer some of the warmest salt water bathing north of Florida, the summer visitors arrive, and native sons and daughters return to what will always be for them, "The Island".

LOBSTER CARNIVAL

The idea for the Summerside Lobster Carnival was suggested by a member of the Summerside Board of Trade and supported by the local service clubs — Y's Men, Rotary, Kinmen, Lions, Canadian Legion, and Royal Canadian Air Force Association — who joined forces with the Board of Trade to assure the success of the undertaking. Apart from its growing popularity the annual Lobster Carnival is considered a success if for no other reason than its example of co-operative community effort. Feminine glamour is not neglected at the carnival, and from the moment when King Neptune and a pretty Mermaid emerge from the sea to commence the festivities, the selection of a sea Queen and Princesses, based on appearance, popularity and talent, becomes a part of the Carnival climaxing in a coronation parade and the crowning of a beautiful new Sea Queen.

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FLOAT PARADE

Members of the Royal Canadian Mounted Police in their bright scarlet tunics will head a large float parade on the second day of the Carnival. Forming in a Nautical setting on a large marine pier extending into Summerside Harbour the parade will be representative of many seagoing activities as well as other island interests and industries, and for the children, a touch of the imaginative past will include Indians from a nearby tribal reserve dressed in Indian costume and complete with a red birch bark teepee or wigwam.




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