



Travel bureau boosts effort to bring tourists to Island

Publicity and promotion on a large scale than ever before is being undertaken in 1966 to publicize the tourist attractions of Prince Edward Island, according to George V. Fraser, provincial director of tourism.

The sum of \$275,637.00 has been voted for this year's Travel Bureau operations. This is the largest proposed expenditure to date.

"The money will be spent to increase advertising and publicity designed to reach the tourist markets and extend coverage in our primary areas," Mr. Fraser explained. "An extra \$40,000 is being spent in eastern Canada on a cost-sharing basis with the Canadian Government Travel Bureau to foster a greater interprovincial tourist business. A large circulation, national Canadian magazine and several metropolitan newspapers have been added to our advertising media in the United States; another mass circulation magazine has been chosen for 1966 as well as newspapers in Boston and New York. Radio and television are also being used extensively to get the Island's tourist message across to prospective visitors. This year, for instance, the Travel Bureau, in a combined advertising program with the Travel Bureaus of Nova Scotia and New Brunswick, is participating in a 48-thousand-dollar television program in Ontario and Quebec, the largest travel TV advertising program in Canada. This is part of the Maritime Co-Operative program which also includes space in large city newspapers," the Travel Bureau Director said.

JOINT PROJECT
The Island is once again receiving excellent space in the Atlantic Provinces advertising campaign, a joint 360-thousand dollar program paid for by the Canadian Government Travel



GEORGE V. FRASER

Bureau. This covers all the eastern United States.

"Altogether about half a million dollars are being spent directly to promote, through these various programs, the tourist attractions of Prince Edward Island," he added.

Mr. Fraser went on to say that the Travel Bureau's two-way radio coverage will be extended immediately to include stations in Summerside, Kensington and Montague. This will give these centres direct voice contact with all other Information Bureaus in the province and with Aulac, New Brunswick, where the Island operates a tourist bureau on the Trans Canada Highway at the junction of the roads leading from New Brunswick and Nova Scotia.

Reviewing the prospects for 1966, Mr. Fraser said "Although no one can predict with any certainty what will happen, it looks like another good tourist season in 1966. Enquiries for tourist information so far this year exceed those for the same period of 1965.

However, the biggest unknown factor, and the one that makes or breaks a tourist season, is the weather.

With good weather, the season will undoubtedly surpass last year. Tourist operators report that bookings are better than last year's - which is a good indication of a successful year to come."

ATTRACTIVE PROGRAM
A wide variety of recreational events and entertainment await visitors to Prince Edward Island once again. Horse racing, summer theatre, fishing,

golfing, boat races, fairs and festivals are on the summer agenda. Every week features at least one or two events and the list has continued to grow for several years.

Natural and man-made attractions also provide ample scope

for sightseeing tours by summer visitors. These are located in all parts of the province and include such things as Woodleigh Replicas, the Micmas Village, Garden of the Gulf Museum, the Old Homestead, Linden Lea Museum, Cabot Museum, the Acadian Museum, Fairyland, the House of Dolls, and the Wildlife Park.

There are 328 establishments catering to the accommodation needs of tourists spending a vacation on the Island. These range from modern luxury motels to clean, comfortable farm tourist homes. Many of them are located near the province's famous beaches where warm, salt-water bathing is available. Transportation to and from the Island is handled by five large, modern ferries. Each summer about three times the population of the province come over on these ferries to join the growing list of families coming to Prince Edward Island for a seaside vacation.

TWO-WAY RADIO ASSISTS TOURISTS

An important service for visitors to this province, the quick locating of accommodations, is provided by the Prince Edward Island Travel Bureau by means of a two-way radio system connecting all the main tourist information centres with each other. Through this medium of fast

communication travellers no longer need to shuttle from place to place searching for an ideal place to camp, park a trailer or rent a cabin or room, such information is obtained within minutes by the courteous staffs who are on duty almost around the clock.

Busy rural town provides many tourist attractions

By LILLY PROFITT
KENSINGTON - Situated in the midst of a rich farming country on the paved highway joining the Borden ferry terminal and Cavendish in the National Park, Kensington is a busy little town with a population of approximately 800.

The local tourist bureau located in the center of the town, dispenses not only information on where to stay and what to see, but also offers a wide variety of handicrafts made in the local area comprising the town and eleven surrounding districts. Hand woven goods made by Ken Ule, composed of a small group of women, paintings of local scenes, hooked rugs, pottery, woodcrafts, quilts, knitted articles in all types and sizes, are only a few of the objects offered for sale at the tourist bureau and handicraft centre.

Mrs. Glenwood MacLeod, an authority on many of the crafts, and her assistant are always glad to help with information when required.

WHERE TO STAY

Farm homes open to summer visitors abound in the area, and there are as well several tourist homes in the town. The Belmont Motel is located a mile west of the town, and Margate Motel is about two miles east, both on

the main highway. Both offer housekeeping units.

Approximately six miles south of Kensington, Bernard's Motel and housekeeping units are situated at Freetown. Housekeeping cottages overlooking Cabot Park and Malpeque Harbour offer an opportunity for a relaxed vacation. Both public and private camping and trailer sites are available at Malpeque.

Here also may be found one of the many lovely sandy beaches which border the area on the North. About four miles west of Kensington, Rayner Park provides tenting and trailer sites and a forty foot cruiser for sight seeing and deep sea fishing. Clinton Heights Motel and Motor Lodge situated near the Southwest River, at Clinton, three miles from Kensington on the road to Cavendish offers the best in entertainment.

WHAT TO SEE

An attraction rarely missed by visitors to the Island is the famed Woodleigh Replicas at Burlington, which is located on a paved road four miles from Kensington. Lieut. Col. E. W. Johnstone, as a hobby, began building replicas of famous structures found in Britain. He developed the idea until the grounds surrounding the farmhouse have become a showplace attracting

many thousands of visitors each summer. In the adjoining district of Long River, the old mill, now idle, has been purchased by Ernest Dunning and is being reconstructed to represent its original purpose complete with water wheel and a beautiful pond. On the other side of the Southwest River at New London, the birthplace of Lucy Maude Montgomery was furnished with period pieces and is open to the public.

WHERE TO WORSHIP

Numerous churches in the area provide Sunday services for those of both Roman Catholic and Protestant faiths. The Geddie Memorial Church at New London attracts many visitors each year for its historic value. Service clubs centered in Kensington and claiming members from a wide area include the Kensington Lion's Club, and the Kensington branch of the Royal Canadian Legion. The Kensington Area Board of Trade plays a vital part in the life of the community. A healthy AA organization meets in the old town hall on Saturday nights. Vigorous masonic and Eastern Star fraternities meet regularly in the local Masonic Hall.

WHERE TO EAT

Svend's Inn and Caseley's diner within the town serve attractive meals and lunch rooms are to be found in the various districts. Meals may also be obtained at many of the tourist homes.

At the Kensington Community Center, still under construction at time of writing, a restaurant is also planned as well as bowling, billiards, movies and other recreations.

The newly renovated Legion Home holds dances on Saturday nights and other attractions during the week including a dance for young people on Thursday night.

Deep sea fishing is available in the area, and the many ponds and streams afford relaxation and sport for the angler.

For those who read for information or relaxation the public library located in the Federal Building which also houses the Post Office offers a wide variety of books.

Clinical studies reveal oral contraceptives safe

CHICAGO (AP) - How safe are the oral contraceptives?

Medical literature reports numerous clinical trials and studies that have adjudged the pills safe and effective.

But some investigators have questioned whether long-time use of oral contraceptives would tend to produce such serious side-effects as blood clots in the legs, long-lasting sterility or susceptibility to cancer.

However, the pioneers in clinical studies of the drug, Dr. John Rock of Harvard and Gregory Pincus of the Worcester Foundation for Experimental Biology, Shrewsbury, Mass., say their long-term followup studies have failed to bear this out. Pincus said his studies indicate the pills are "safe, effective and reversible" and that their long-term use "certainly does not suggest carcinogenic (cancer-causing) potential, and certain evidence might even be considered as indicating an inhibiting effect."

A report of a World Health Organization scientific group, giving the views of an international group of experts, recently issued these general conclusions on the safety of the pill:

"Laboratory studies of users of oral contraceptives have revealed a number of deviations from established norms, but few if any, of these appear to have pathological significance. Serious adverse experiences of various kinds, such as thromboembolic phenomena (blood clots), have been reported in users of oral contraceptives, but no cause-and-effect relationship has been established either by available statistics or by experimental evidence."

"It should also be noted that, despite obvious merits of currently available oral agents, they should be considered merely as the first major step toward even more generally useful methods of fertility control."

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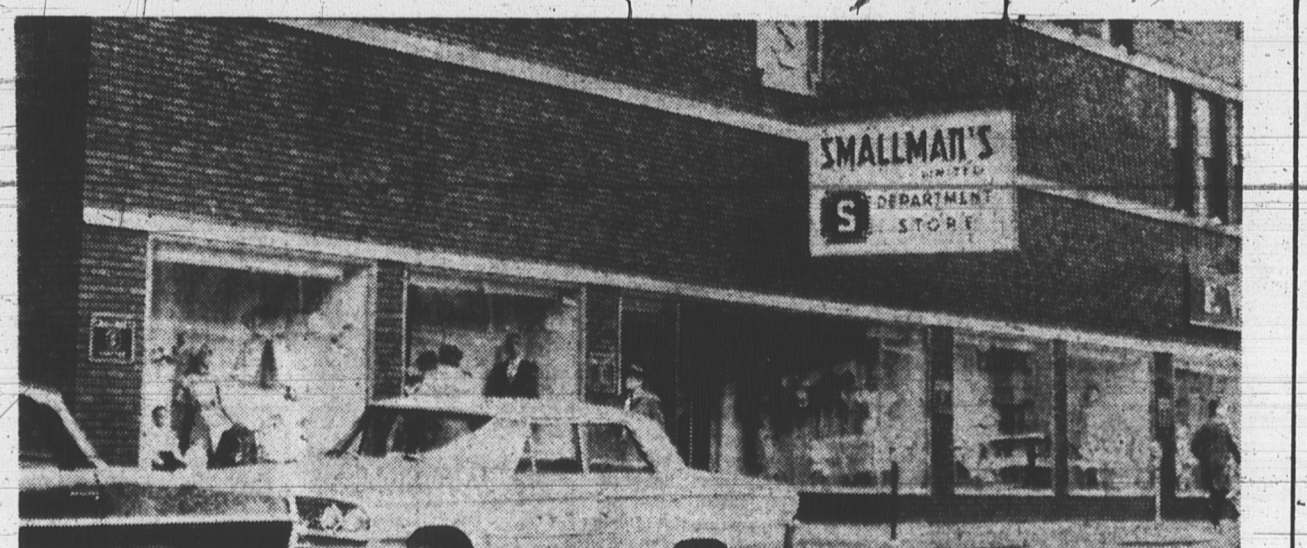
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