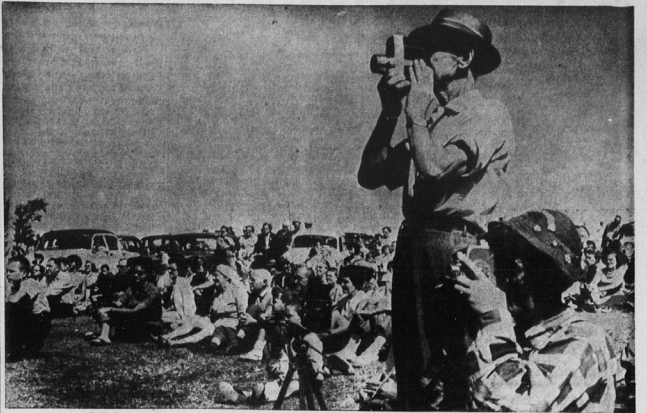


# Bring Your Camera With You



P.E.I. PROVIDES A FIELD DAY FOR SHUTTER BUGS, FOR INSTANCE . . .



THE TOURIST INFORMATION CENTER AT ALBANY IS ONE OF SEVERAL STAFFED BY THE P.E.I. TRAVEL BUREAU

## Bureau makes vacationing easier; staff ready to help with inquiries

George Fraser, director of the Prince Edward Island tourist bureau, is looking forward to a record year in the Island's tourist trade.

"With a little good weather this summer we expect the revenue from the tourist industry to surpass last year's record of \$10 million," he said, "as well as progress the figures for the past four years are as follows: 1959 value \$7,500,000; 1960 value \$7,800,000; 1961 value \$8,354,000; and 1962 value \$9,420,000.

Mr. Fraser said that nothing very startling has been added to the tourist bureau's activities for this summer, but commented over a period of years the tourist association had been trying to encourage as many new events as possible.

**TWO ADDITIONS**

He said however, that there were two new attractions outside and separate from the activities of the bureau that he felt sure the association would back all the way. He was speaking about the P. E. I. Wild Life Park, situated at North Rustico, and Charlottetown's new Shaw Festival that opens this summer for the first time.

The Charlottetown Shaw Festival will present three plays written by the great Irish playwright George Bernard Shaw at Prince of Wales College beginning on July 4 and running for five weeks.

The three plays, "Candida", "Arms and the Man" and "You Never Can Tell" will be seen three times each week and feature a group of professional Canadian and American performers as well as local talent.

The festival has as its main objective to develop into a home for Shaw as Stratford has become for Shakespeare.

**TRAFFIC COUNTS**

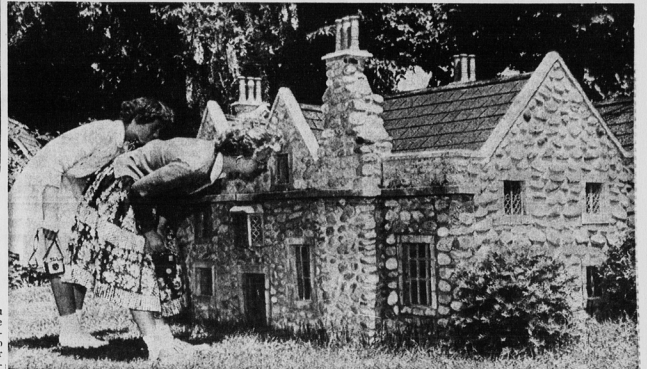
The bureau will again this year take traffic counts at the Borden and Wood Islands ferries in an attempt to determine where the visitors are coming from. It has been found in past years that approximately 70 per cent of the visitors were from other provinces with the American tourists increasing every year.

Literature available to tourists includes a 40-page booklet containing a quantity of valuable information, a tourist accommodation booklet, a tour book, a detailed road map, a camp site and trailer park booklet as well as various pamphlets promoting the Island individual summer activities.

"Spot radio advertisements throughout the Maritimes will be given this summer," said Mr. Fraser, "in an attempt to interest persons in our neighbouring provinces to become conscious of the Island's facilities."

"We want to learn more about our visitors," said Mr. Fraser, "so we joined with Nova Scotia and New Brunswick to carry out a survey of our guests so we can plan for future years by adjusting gradually to their wants."

The department sent out 3,000 questionnaires to people who visited the Maritimes last year.



... THE MEMORY OF THE WOODLEIGH REPLICAS CAN BE HELD ON FILM

### VISITORS COMMENTS

More than 250,000 tourists visited Prince Edward Island last year, and all of them left with some definite thoughts and ideas in connection with their stay.

A great many of the guests left their comments about such things as the Island's weather, appearance, the people and things in general in the record books of the P.E.I. tourist bureau.

Here are some people who had comments to make about Island weather which was unusually wet, cold and dark in 1962. Mr. and Mrs. Peter Barbus, Roselle, N.J., "Too much rain"; Mr. and Mrs. W.A. Morrow, Dun Kirk, N.Y., "No sun"; and a question from T.W. Hamilo, Quebec City, "What are your winters like?"

Scenery drew zoned comments in almost all cases, with the following as examples: Mrs. C. C. Dufford, St. Joseph, Missouri, "A lovely green island"; Anne Provoost, Barrie, Ont., "Every

scene on P.E.I. is like a picture of all the Islands"; and Mr. and Mrs. Laurin, "Beautiful country, but wish it would stop raining." Comments from here and Wilson, Woburn, Mass., "So pretty"; Mr. and Mrs. A. Angus, "there went this way, the savage clean"; Brian Price, Winnipeg, Long Beach, Calif., "King Family, Chincoteague, Va., "All Man, "Pretty girls".



ISLAND BEACHES ARE A GIANT SANDBOX . . .



... FOR THE YOUNGER SET WHILE MOM AND DAD SWIM

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## Victoria Park is local beauty spot

Charlottetown's Victoria Park is a spot of natural loveliness which yearly attracts numerous tourists provides a playground for both youngsters and adults.

Surrounded on three sides by water and possessed with a natural growth of white birches, it has been further beautified by the addition of a two-lane driveway and a beautiful floral garden.

The park actually belongs to the Crown but the city has been given its use in return for its preservation and upkeep.

## Victoria Park is local beauty spot

It is within its boundaries that a slately government house is situated and a short distance from it is Fort Edward which stood as a rampart against invaders in the early colonial days.

Ancient cannons still top the site of the fort and the old powder magazine has been a landmark for two centuries.

During the last decade the City Council has been realizing the importance of Victoria as a city playground and tourist attraction began in earnest to redevelop the area.

## Best Things are Well Planned . . .

That's our way of saying "come visit with us." Here on Canada's "Sunshine Island," rich in beauty, sandy coast line, good trout streams, fine accommodations and good paved roads. You'll spend a holiday long to be remembered. Do come in and see us! We'd be most happy to serve you and your family.



Two Modern Food Markets at Your Disposal  
**CUDMORE Grocery** P.J.'S LTD.  
 C.O.D. Orders Accepted Dial 4-3831 Corner Kent & Prince Sts. Dial 4-855-6  
 1 Elm Avenue

# WELCOME TOURISTS

Check your local paper to see what's playing at your two favorite Entertainment Centres on The Island

Enjoy A Night Out  
 Visit The North River Drive-In  
 SHOWS EVERY NIGHT



- A modern and up-to-date Drive-In Theatre—
- 444 cars
- Modern Snack Bar
- Individual Speakers
- Every convenience to make a trip to this Drive-In a pleasure!

- First class movie entertainment
- Featuring special movies for young and old!
- Special Saturday matinee for kiddies!
- Modern Candy Bar for your sweet tooth!

**NORTH RIVER Drive-In**  
 8 miles from Charlottetown on Trans-Canada Highway

**CAPITOL THEATRE**  
 Corner Grafton & Great George Sts.

