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## Day dream island : day dream steps to happiness

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# DAY DREAM I S L A N D



DAY DREAM

STEPS *to*  
HAPPINESS



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Step to

# The Isle of Enchantment . . . .

A HOLIDAY WHICH IS

NEW

UNIQUE

UNUSUAL

A natural colour photograph showing a typical Whitsunday island. The amazing variegations of green in the foliage are reflected in the deep waters close to the shore, and the large splashes of colour on the cliffs are as vivid as the imagination—of a fisherman.





# DAY DREAM ISLAND

AND TOURS TO OTHER  
ISLANDS AND REEFS OF  
THE WHITSUNDAY GROUP  
GREAT BARRIER REEF

**B**ECOME a Day Dream Island beachcomber on your next holiday. Don your shorts and an old shirt and enjoy carefree happiness. We can take you to places where few have been before, show you scenery which is different, and assist you to enjoy an incomparable holiday—memories of which will return to gladden your ripper years.

Come exploring among the thronging Enchanted Isles of the Great Barrier Reef regions; Rove the "Australian Main," with Day Dream Island as your home port! Here you will find wild tropical scenery and the glamorous beauty of the regions north of Capricorn. Towering peaks and tranquil cobalt seas; the riotous splendour of jungles and "rain forests;" precipitous pine-clad slopes of long inlets resembling fiords, coral gardens tinted with delicate pastel tones of breath-taking beauty; bizarre, oddly-shaped coral fish, brilliantly coloured; reefs and rock pools instinct with bewildering marine life; gorgeous tropical sunsets, and all the wealth of colour for which the Whitsunday regions are noted.

Here you can aquaplane on sun-kissed seas which are like a gigantic mobile plane of turquoise; swim in translucent tonic waters; sunbake on secluded silver beaches; gather delectable oysters or dainty Barrier Reef shells; and fish in what is indeed an angler's paradise—giant Spanish mackerel and other game-fish in the deep water, and an endless variety of fighting reef fish.

One of the outstanding features of a holiday on Day Dream Island is cruising. Situated in the midst of all the wonders of the Whitsunday Group—an archipelago of 70 islands which has no equal along the 13,000 miles of Australian coastline—this entrancing Isle of Dreams offers perfect conditions for island-studded sea-roving.

And if you feel lazy, the lazing is delightful on Day Dream Island, where evenings fall peacefully "like tired eyelids upon tired eyes," only more merrily than in Tennyson's lotus-land. You lose all your cares and half your years; and then return to your everyday life feeling that your sojourn in this marine Eden was—

**NEW**

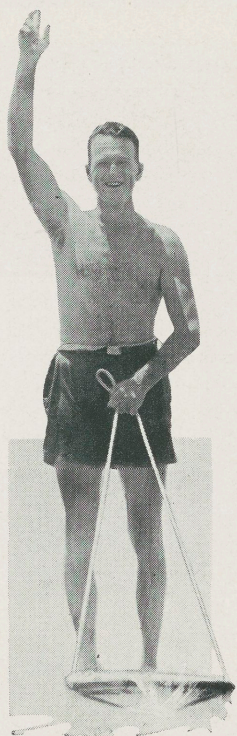
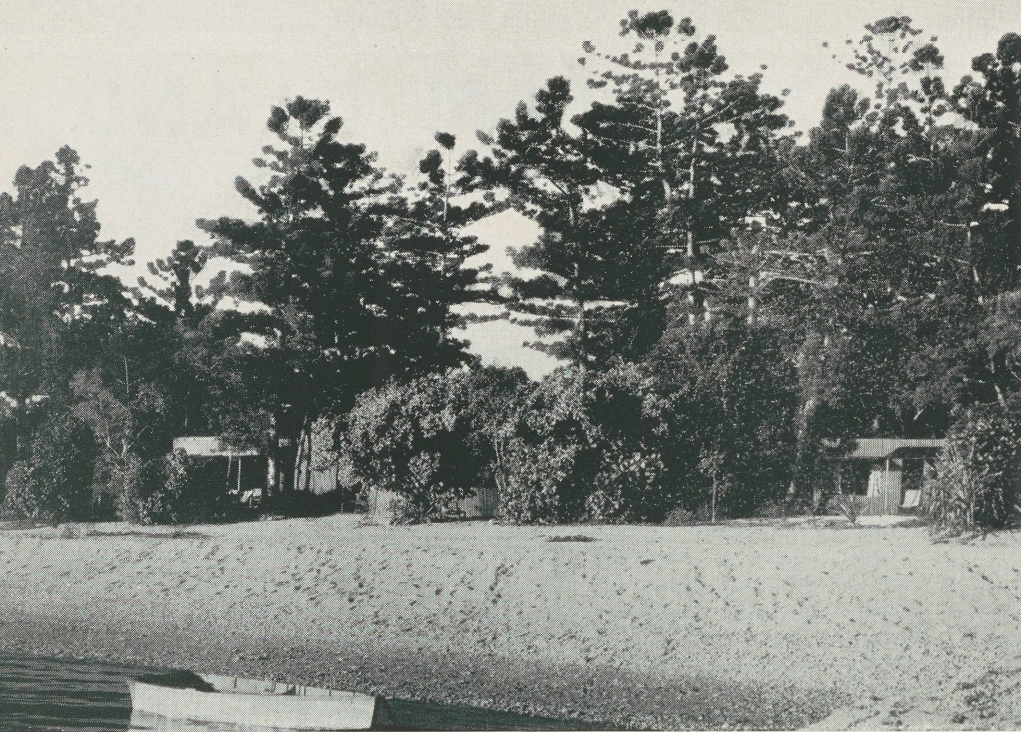
**UNIQUE**

**UNUSUAL**



Enjoy the freedom of Camping De Luxe  
with all the comforts of a first-class hotel.





A sylvan setting for the Day Dream Island settlement, with a background of beautiful hoop pine trees. This view shows the landing beach, dining room, lounge and amusement hall adjoining, with one of the cabins fringing the bathing pool and coral sand beach. The evenings are passed with cards, dancing, games, mock trials, wireless concerts and lectures on topical subjects. Moonlight cruises are undertaken in favourable weather. There is a free library for the use of guests.

Refrigeration and electric light are installed, and the comfort of guests receives every consideration. Cuisine is definitely first-class.



The still waters of Shute Harbour are ideal for safe aquaplaning, and here our genial host, Mr. E. M. Catherwood, shows how it is done and waves a friendly greeting.



# YOUR COMFORT AND HAPPINESS OUR FIRST CONSIDERATION

**D**AY DREAM ISLAND TOURS have been organised by E. M. Catherwood to give you a really different kind of holiday, and your complete comfort and happiness is his first consideration. He wants you to visit "Day Dream Island" and to leave there with the feeling that you have experienced the best holiday of your life. The magnificent yacht, "Day Dream" is specially commissioned for these tours. There is also the "Pimpernell," a fine 25 foot motor launch. Both are capably handled by a certified master. Both the yachts "Day Dream" and "Pimpernell" are used to convey guests on cruises and fishing trips to the adjoining islands and beauty spots of "The Great Barrier Reef.

## WHAT DAY DREAM ISLAND OFFERS YOU !

Situated in the Molle Channel this Glorious Dream Island has a great and dominant beauty of its own which surprises one with its superb loveliness. Nature's marvellous handiwork remains practically untouched, and the winding paths, which run here and there through scenes of fairy enchantment, bring restful delight to those whose normal life is spent 'midst the dust and din of crowded cities. From the look-outs on the higher elevations there are entrancing views of Whitsunday Passage with its numerous islands fading into the distance.

"DAY DREAM" ISLAND makes so many appeals to guests that it is not fair to place one delight before another. You do just as you feel inclined. Here is an isle that will fill you with sweet content. Should you feel lazy, **"The Lazing is Perfect."** For the more strenuously inclined there are mountains to climb, picnics to make, fish to be caught, sunlit coral seas to swim and cruise in, the Island to explore (this is a rare and beautiful experience), coral gardens and lagoons to inspect, and other islands to visit. There are oysters in abundance, and the fisherman finds at last an Angler's Paradise. Life on "DAY DREAM" ISLAND is charming and unique, for, whilst decorum is not dispensed with, there is a delightful freedom of thought and action that will appeal to all temperaments.

*"An isle of charm is calling,  
Come, answer to its call !  
You, too, will chant our slogan,  
'Day Dream, the best of All' "*





Rocky Bay, one of the beauty spots on the Island, showing one of the outlooks for points of interest among the surrounding islands. Several short walks on Day Dream delight the visitor with their tropical beauty.



The boating man's paradise is glimpsed in this view from North Molle, showing the protected waters around Day Dream and the 700ft. peaks on South Molle.



Our first sunset will probably be viewed from this angle, with the mainland only two miles away to the west. The magnificent yacht, "Day Dream," 50ft. in length, runs pleasure cruises nearly every day to beauty spots in the Whitsunday Islands too numerous to mention.

For the energetic people who like mountaineering there are several peaks from 600 to 1400 feet in height that are worthy of their stoutest efforts. In any case the magnificent views obtained will repay for the energy expended.







DOUBLE CONE I.

MIT I.

WHITSUNDAY

PIONEER BAY

DAY DREAM I.

NORTH MOLLE

MID MOLLE

MOLLE I.

CID I.

CID HARBOUR.

WHITSUNDAY

GULNARE INLET.

HENNING I.

DENT I.

HAMILTON I.

PINE I.

PORT MOLLE  
TRAMMEL BAY.

LONG I.

LONG ISLAND SOUND.

SHUTE HARBOUR

SHINGLY BEACH.

CANNON VALLEY

CANNON VALE

## DAY DREAM ISLAND TOURS

Every day of the year is a cruising day on the "Day Dream," and our map shows the various beauty spots which delight the tourist with their tropical grandeur. The tourist steamers actually pass between West Molle and the mainland, and even the most timid sailor need have no qualms about trans-shipment from the steamer in these protected waters.





The coral gardens at the north end of Day Dream are one of the finest on the great Barrier Reef. The low tides during the winter months expose the reef as in this photo, and many an entrancing hour can be spent in viewing the wonders of nature at close quarters. The summer tides are not low enough to uncover the coral, but waterscopes are then available, and we drift lazily above a wonderful world of colour and beauty.

The sandy beaches of Shute Harbour are breeding grounds for turtles during the summer. Turtles are frequently seen near the boat when out fishing or cruising.





# WHAT DAY DREAM OFFERS YOU

**Cruising, swimming, sunbathing, aquaplaning, sailing, fishing, exploring, mountain climbing, shell gathering, sightseeing on reefs—all these are included in your "Day Dream" holiday. There are no extras to pay for.**

Can any other holiday resort offer such an amazing number of attractions as this glorious island of romance?



The culinary welfare of the guests is in the experienced hands of Mrs. Catherwood, whose dining room offers the comforts of a first-class hotel. No matter how hearty your appetite or fastidious your palate, the large refrigerator ensures appetising desserts, with luscious tropical fruits and salads.

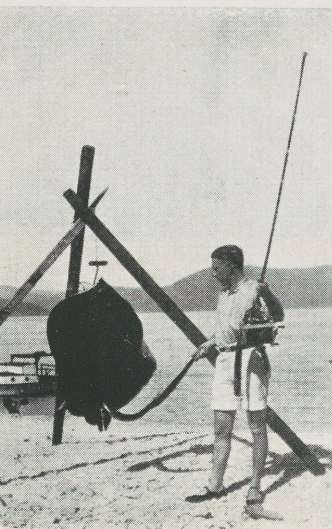




## SOME FISH • •

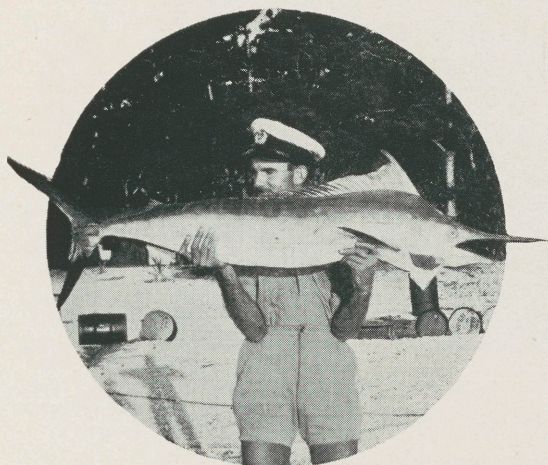
And if you have time amidst all this sightseeing, the following photos may induce you to wet a line. Of course, the big game angler will not require any further invitation, but whether at daylight or midnight his needs are fully catered for, and the m.v. "Pimpernel" is available for trolling or ground fishing.

Whether your tackle comprises a £50 big game outfit or a shilling gut line, your taste is catered for. Dinghies are available for fishing close to the island where parrot and coral trout are always hungry.





# • • THAT DIDN'T GET AWAY

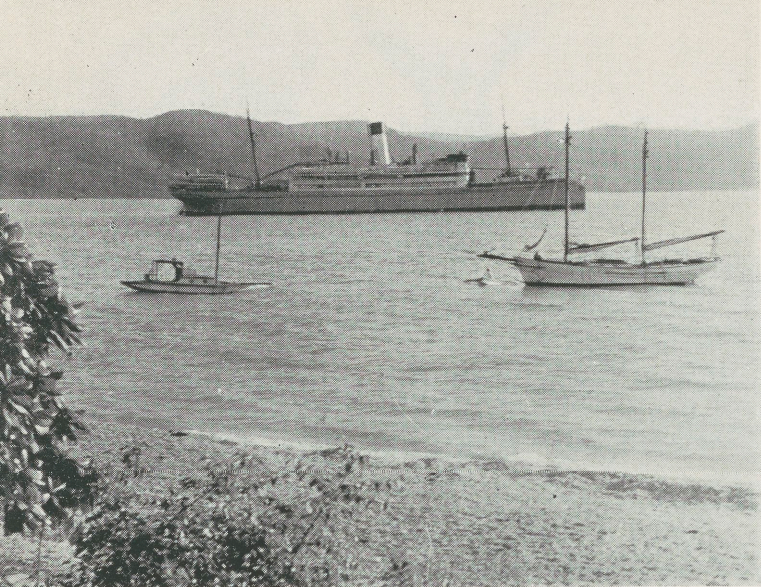


Certain fish, such as **cod**, **groper**, **parrot**, are available all the year round, and the following list gives an idea of fish available throughout the year.

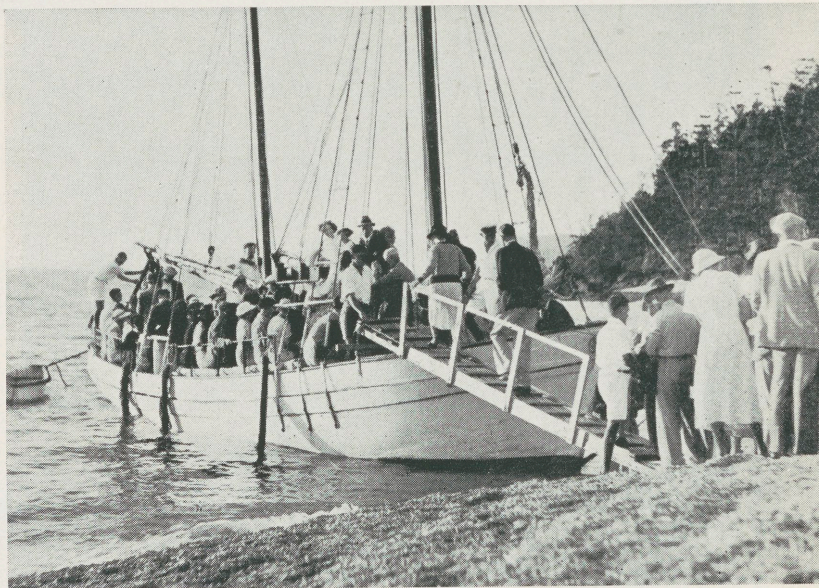
**Marlin and swordfish**, October; **mackerel**, **tunny** and **other surface fish**, July to October; **red emperor**, **spangled emperor**, **red throat emperor**, etc., **red deep sea perch**, **pike**, **trevalley**, **squire**, **coral trout**, **coral cod**, **rock cod**, **parrot** and **other reef fish**, throughout the year, but particularly during summer and autumn months.

All flora and fauna, terrestrial and marine, on "Day Dream" Island are protected by an Order-in-Council.





The coastal steamers pass quite close to Day Dream, and the mountainous surroundings afford safe protection to tourists in all weathers. No difficulty is experienced in transferring tourists to the Island with perfect comfort and safety.



The auxiliary yacht, "Day Dream," landing passengers at the bathing beach, within a few yards of the guest house.



# ACCOMMODATION AND SERVICE

The accommodation on this tropical gem consists of cabins, each containing 2 bedrooms, which hold 2 beds each. A limited number of single cabins are available.

They are comfortably furnished and are designed especially to suit the climate. These cabins are situated in selected beauty spots, and each has a small loggia. Conveniently placed central dining hall, lounge and social halls have been erected. Indeed, the proprietor, Mr. E. M. Catherwood, has not overlooked one item that means comfort and convenience to his guests. The cuisine is in the hands of an efficient Chef, and the varied menu will appeal to the most fastidious palate.

There are fish and oysters in abundance. Fresh meat, vegetables and fruit are always available. The island is practically self-contained as regards fresh food supplies. Wells and tanks ensure a regular supply of fresh water. There is an ample, efficient staff to cater for your slightest need. Frigidaire Refrigeration, Electric Light and Wireless have been installed.

Mr. Catherwood specially wishes to emphasise the fact that the meals, service and accommodation are strictly first-class. The auxiliary yacht "Day Dream," 50ft. by 14ft., and 20 tons, is used to convey guests (**without extra cost**) on fishing and picnic trips, also on cruises through the Whitsunday Passage, and its wonderful coral reefs. "DAY DREAM" is in charge of a Certificated Master and capable seaman. Small boats are available free for fishing near the island, and Water Scopes may be had to view the Coral Gardens.

There is also a free Library for use of guests.

## WHAT TO BRING WITH YOU !

Canvas shoes, khaki shirts and shorts, slacks, bathing suit, sun hat, goggles, torch, fishing gear and cameras, sinkers and Nos. 4/0 and 5/0 hooks.

Tobacco and cigarettes, films, fishing lines, also sunburn lotion, may be procured from the Island Store.

## THE COST

The cost of the first week's stay on "DAY DREAM" ISLAND **includes all services**, i.e., transport from ship to island and return, all fishing trips, all cruising, and one week's accommodation and meals on the Island. There are no other charges.

1st Week, inclusive cost by steamer ..... **£6/10/-**

By rail, **£1** extra for return transport from Proserpine to Cannonvale.

Extra period ..... **15/-** per day

Should the visitor desire to leave on the return journey of the same steamer, the cost will be **£1/1/-** per day. Present summer time-table allows 3½ days at "DAY DREAM" ISLAND.

Special tariff for organised parties.

**Any** or **every** train will be met, **without extra cost**, providing sufficient notice is given.

## STEAMER FARES

The inter-State steamers on the Northern Route will disembark passengers at "DAY DREAM."

Fares From—	Minimum 1st Class Return	2nd Class Return
Melbourne .....	<b>£25 12 6</b>	<b>£18 2 6</b>
Sydney .....	<b>18 10 0</b>	<b>12 17 6</b>
Brisbane .....	<b>11 0 0</b>	<b>7 12 6</b>
Cairns .....	<b>6 0 0</b>	<b>5 5 0</b>
Townsville .....	<b>4 0 0</b>	<b>3 7 6</b>

NOTE—"Ormiston" and "Orungal" carry 1st class passengers only.

"Canberra," "Kanimbla" ..... 1st, 2nd and 3rd class  
 "Manoora" ..... 1st and 2nd class



## WHERE TO BOOK

QUEENSLAND GOVERNMENT TOURIST BUREAU, Adelaide St., Brisbane, B 2361  
17 Martin Place, Sydney, B 5219

247-249 Collins Street, Melbourne, Cent. 2896

Railway Offices, Rockhampton

"Kodak," Flinders Street, Townsville

Abbott Street, Cairns

Adelaide, Perth, Wellington and Christchurch

The "Australian Women's Weekly" Travel Service, St. James' Building, Elizabeth Street, Sydney

Burns, Philp Travel Department, Brisbane, Sydney, Melbourne

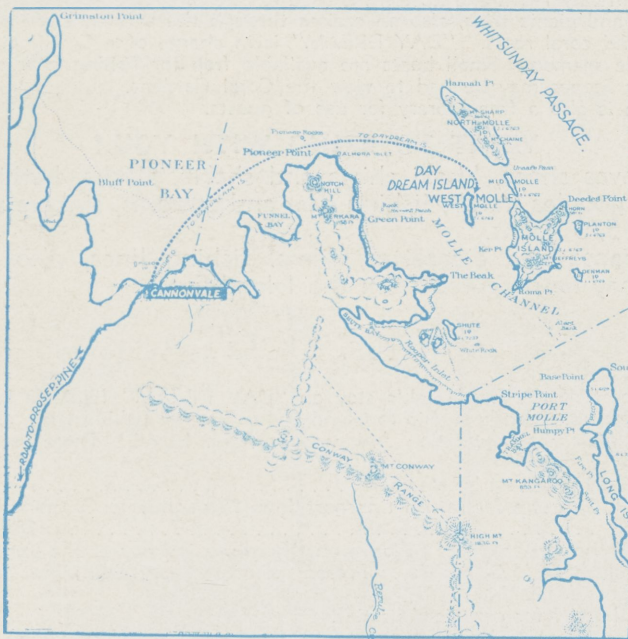
Cooks' Travel Service, Brisbane, Sydney, Melbourne, Adelaide, Perth, Wellington, and Christchurch

Economy Printers Pty. Ltd., 179 Elizabeth Street, Brisbane

**Postal Address—Day Dream Tours, Box 99, P.O., Proserpine, North Queensland.**

Concession rail fares are available from any Queensland Railway Station under certain conditions.

There is a weekly inter-State Steamer Service to the Island, also a regular rail service to Proserpine connecting with the Island launch.



Section Map of Queensland Coastline showing Route to "Day Dream" Island and Great Barrier Reef by motor car from Proserpine (14 miles) and motor yacht "Day Dream" from Cannonvale.

Boat passengers are disembarked on the yacht "Day Dream" in the Molle Channel right opposite the Island.

## HOW TO GET THERE

Guests may arrive by an inter-State steamer on the Northern Route which lands them right on "DAY DREAM," or they may travel by Townsville Mail to Proserpine, then by service car to Cannonvale, where the yacht "DAY DREAM" embarks them for the Island.



DAY DREAM (WEST MOILE) ISLAND.

TARIFF - £5. 0. 0d. per week

15/- per day.

A WEEKLY service is maintained between Proserpine and Day Dream Island, leaving Proserpine on SATURDAY mornings and returning on FRIDAY evenings.

CONNECTING RAIL SERVICE FROM BRISBANE.

Leave Roma Street station by the Townsville Mail on Thursdays at 8. 0 p.m., arrive Proserpine late Friday night or early Saturday morning. Leave Proserpine at 9.30 a.m. Saturday by bus and launch service. Arrive Day Dream Island Saturday midday. Leave Day Dream Island the following Friday afternoon. Join train due to leave Proserpine at 3.25 a.m. on Saturday. Arrive Brisbane 6.20 a.m. on Sunday.

INCLUSIVE COSTS FROM BRISBANE  
WITH TRANSPORTATION AND SIX DAYS ON DAY DREAM ISLAND.

With 1st class rail - £15. 0. 4d. With 2nd class rail - £12. 2. 7d.

Costs cover rail, road and sea transportation from Brisbane to Day Dream Island and return; reserved seats on trains; meals during the railway journey; transportation and accommodation at Proserpine while awaiting connecting services; and accommodation on Day Dream Island. Cruising while at Day Dream Island is not included, but cruises are arranged at moderate additional cost.

Every effort will be made to secure hotel accommodation for the waiting periods at Proserpine, but it cannot be guaranteed. Waiting rooms are provided at the Railway station for those who cannot secure accommodation at hotels.

Costs are increased by £1. 7. 8d. (1st class) or 8/8d. (2nd class) if sleeping berths are provided on forward and return journeys.

For further information and bookings apply

QUEENSLAND GOVERNMENT TOURIST BUREAU,  
Adelaide Street, Brisbane.

5th January 1946.



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