

Province's Three Counties Vie In Offering Distinctive Attractions For Pleasure Of Visitors



EACH ANNE-FOR-A-DAY FINDS RAPTURE IN GREEN GABLES-LAND
Queens County scene of famous book draws throngs, ranks almost as shrine



WILD LIFE GROWS TAME AS UNIQUE GAME SANCTUARY FLOURISHES
Upwards of 5,000 geese, ducks sometimes feed at haven in Kings County



A WORLD OF WONDERFUL REPLICAS THRILLS WOODLEIGH VISITORS
Rare Craftsmanship Distinguishes this exhibit to be seen in Prince County



The Guardian

"Covers Prince Edward Island Like The Dew"
(With The Evening Patriot)



CHARLOTTETOWN, PRINCE EDWARD ISLAND, TUESDAY, MAY 19, 1959

PAGE 1A TO 14A



SMILING WATERS BY A HAPPY LAND

Visitors Find P. E. I. Is 'A Land To Love'

Bureau Set As Record Rush Seen

As the province prepares to welcome the biggest rush of vacation visitors in its history, the Charlottetown headquarters of the Prince Edward Island Travel Bureau, situated in the Y.M.C.A. building, ranks as one of the busiest departments of the government.

This peak of activity, however, with attention soon to centre on services to tourists, is viewed as merely reflecting the results of equally intense efforts of a different character at other seasons of the year.

Throughout the year, the ground work goes on as publications, and literature are prepared and edited for the next season. Reports and surveys must be made and all information brought, as near as possible, up-to-date.

Year round a busy staff replies to thousands of letters of inquiry. Many questions may be answered promptly, others take some research in order to provide necessary detail. Bookings are made and the Bureau co-operates with organizations planning conventions in the province.

The Bureau members must be courteous and factual in giving out information to the inquiring tourist, and in this regard, during the busy tourist season, sub-bureaus are manned at Aulax, N. B. and Wood Islands and Albany P.E.I. There is also a Bureau at Read's Corner operated by the Summerside Board of Trade.



THE HON. B. EARLE MACDONALD

Minister Extends Island Welcome

As the minister under whom the Prince Edward Island Travel Bureau functions, the Hon. B. Earle MacDonald, the provincial secretary, has issued the following message:

"It gives me much pleasure to have the opportunity, through this 'Treasure Island Edition' to extend an invitation to many people in other parts of Canada and the United States to visit our Province.

"Nature has been kind and we have much to offer in scenic beauty, bathing, swimming and fishing. There are, too, ample opportunities to engage in one's favorite sport.

"Entertainment includes harness horse racing, and nowhere are there more enthusiastic followers of the Sport of Kings than in Prince Edward Island. The night races have steadily grown in popularity and this year's program promises to out-do all others.

"Every community and district has something in the way of interest for the visitor and many of their attractions are outlined in these pages.

"On behalf of all our people I extend a hearty welcome and feel sure you will find here that hospitality which quickly breeds friendship and will speed your early return to our shores."

Unique Rewards Offered Visitors

With vacation time at hand, it could be important to grasp why many millions of Canadians and Americans think of only one island — no place other than Prince Edward Island comes to mind for them — whenever reference is made to "THE Island."

This acceptance tells alike of the Island's unexampled grip upon the affections of those who know it — of the unique rewards in pleasure it offers vacationists — and of the powerful pull of its "let's-go-back-again appeal," unmatched by other resort areas, to those who have sampled its delights.

It takes the compounding of many attractions and qualities to transform a playground, no matter how huge, or how varied its features, into "a land to love."

Yet that is the added reward, enriching all other pleasures, that is found almost invariably by Island visitors.

THE PLUS FEATURE

It is a plus feature that looks beyond the myriad uncrowded beaches stretching around some 1,100 miles of coastline — the fine swimming in sea water that is surprisingly warm — the splendid resorts and camping facilities, all of them at notably reasonable rates — the thrills galore for the sportsman, particularly the fisherman — the good fun at the track and elsewhere and the good food that are counted among the Island's attractions.

All these things, of course, are described in some detail in separate articles in this "Pleasure Island Edition."

(Continued on Page 3)

1,100-Mi. Coastline Top Holiday Lure

Planning a vacation, to most people, is a problem of time and finance, coupled with the aim of getting the most out of an all too short holiday sports-wise and recreation-wise.

Prince Edward Island could be the answer to today's tourist. This unspoiled vacation province on Canada's Atlantic seacoast is an idyllic land full of rural charm and unsurpassed pastoral beauty. On the Island visitors can relax and really enjoy themselves.

EASY DIS-ANCE

Distances are not great and one can operate efficiently and economically out of one headquarters taking in all major activities, sport and show places. One is less than a half an hour from the shopping centres of the urban areas to the beautiful beaches and shores that dot the coastline.

The broad beaches of hard, white sand, sloping into the warm salt waters of the Gulf, provide ideal playing grounds for children and adults alike; bathing and sand-modelling for the children, sun-bathing, swimming and boating for the grown-ups. There are those, perhaps, who would favor the South Shore with its attractive red sand, tranquil waters and cool breezes. In either case, can be found privacy and comfort. There is no danger of crowding along the Island's 1,100 miles of coastline. During the summer months the water temperature averages 70 degrees.

GOLF LINKS

If golf is your favorite sport, the Island provides for it. One of the finest golf courses in Canada is located at Cavendish in the National Park. Golfers from everywhere are familiar with the fairways at Green Gables and whether you are a novice or a seasoned pro you will enjoy your game when played in such pleasant surroundings.

Green fees at the Green Gables course are only \$1.25 a round, \$2.00 a day, \$7.00 a week.

Charlottetown and Summerside have equally as good golf courses as that of Cavendish. A ready welcome awaits the visitor at the Charlottetown Belvedere Club and at the Summerside Town and Country Club. Green fees for these courses are also set at \$2.00 per day. There are also private golf courses at resorts in Stanhope and Brackley where the enthusiast can find plenty of entertainment.

TENNIS COURTS

Tennis, a popular game here in pre-war days, is fast returning as a major sport. The clay courts at the Charlottetown club are a mecca for racquet-wielders. Situated at Victoria Park amid beautiful surroundings and nearby bathing facilities, the club is a centre of activity throughout the summer. Many resorts have their own courts where this pleasant vacation pastime may be enjoyed. Bowling on the green and shuffleboard are other amusements provided by some hotels for the benefit of their guests.

Baseball fans can enjoy themselves in their favorite sport during the summer months. (Continued on Page 3)

'IMMORTAL CHILD' LIVES ON

Throng's Visit Scene Of 'Anne Books'

Many tourists who come to the Island come not as strangers but as old friends. This is so because of the Creator of "Anne of Green Gables" and of the delightful series of "Anne" stories which have popularized Prince Edward Island scenes and characters throughout the world.

Lucy Maud Montgomery, in private life Mrs. Ewan MacDonald, was the author of "Anne of Green Gables," one of the world's best-selling and best-loved novels.

Born at Clifton, P. E. Island, Nov. 30, 1874, she passed away on April 24, 1942.

The publication of her best known work was not the beginning of her literary career, however. It dated back to school days when she was a famous character among her classmates as "that girl who writes stories for magazines—and gets paid for them". Her work continued uninterrupted in spite of the busy career of a Presbyterian minister's wife after her marriage to Rev. Ewan MacDonald.

GREEN GABLES

The home of her grandparents in the National Park, at Cavendish, the original Green Gables in which she spent most of her childhood, is a landmark for tourists and devotees of the simple style and fresh imagination of the girl who lived and wrote there. In later years she described the farm as "12 miles from a railroad station, 24 miles from the nearest town, but only half-a-mile from the sea."

After her marriage, the couple moved to Leaksdale, Ont., where their two children, Chester and Stuart, were born. Mrs. MacDonald' fame which earned her a place on the Honors List of King George V Silver Jubilee in 1934 and the Degree of Fellow of the Royal Society of Arts, made no change in her busy life.

The old farm at Cavendish was made a part of Prince Edward Island's National Park in 1939 and spots made famous by her writings, such as "Lover's Lane" and "The Lake of Shining Waters," preserved as they were described in the "Anne books."

The esteem of fellow artists is notably the lot of few, but one of the surest fruits of lasting success. Mark Twain described her "Anne of Green Gables" as "the sweetest creation of child life yet written," and Bliss Carman, the Canadian poet, said Anne "most always remains a one of the immortal children of fiction."