

# Tourist Industry Deserves Fullest Co-operation

## General Public Can Assist Development

"Prince Edward Island will put its best foot forward this year in impressing on the tourist the high standards of service which this vacation area offers visitors from below the Border and from other parts of Canada," stated Hon. J. Wilfred Arsenault, Provincial Secretary in commenting on Tourist Service Week, which will be observed May 25 to 31.

"A buoyant and prosperous tourist business in this region," he continued, "is not just the private concern of a few hotelmen, restaurateurs, merchants and service station operators. It is the public concern of all of us who live and work in this community."

Mr. Arsenault said that our stake in the tourist trade has to be safeguarded and he suggested several things which would help in that respect. Among them was assuming our share of external tourist promotion while seeking our own natural tourist "markets." He also advised making sure our accommodations are up to the required standards both as to bed and board.

The Provincial Secretary also mentioned the desirability of interesting and colorful menus featuring variety and proper balance of foods with special attention being given to meals for children.

Keeping our hometown surroundings fresh looking and attractive and preserving and dramatizing historic landmarks were also discussed.

The importance of fish and game conservation to provide an assured yield from forest and stream was stressed in order to provide sport for visitors and local residents alike. Mr. Arsenault referred briefly to the necessity of all car drivers operating in a safe and sensible manner so visitors will not feel that they are being endangered by poor car driving. And he added that everyone should practise courtesy at all times when dealing with tourists who were spending their money here.

While the Legislature was in session last April Hon. Mr. Arsenault told members of the House that food was one of the biggest items in the tourist business and as a result the industry meant a great deal to all the farmers of the Province.

At that time he expressed his belief that it was an erroneous idea that most of the visitors were former Islanders. He thought the majority of tourists were outright visitors and pointed to the large number of automobile license plates in evidence each season.



### YOU CAN HELP ...

Are you familiar with the Tourist Attractions of our Province? YOU should acquaint yourself with our accommodations, our fishing, hunting, golfing, and the numerous other outdoor activities. Tell people about the many holiday possibilities in your community.

Canada's Tourist Industry is an assurance of prosperity. Make them WANT to come back!

## ARTHUR ROPER'S IMPERIAL SERVICE STATION

Corner Gt. George & Euston Sts.

## TOURIST SERVICE WEEK

May 25th to May 31st

The Tourist Season is again at hand. It is estimated that in 1951 our Province benefitted to the tune of over four million dollars from this source. This year we are all looking forward to another busy season.

Your City Council heartily endorses "Tourist Service Week". Tourist business is everybody's business and we would like to have all our visitors treated like personal guests. They will come again and bring others.

Our splendid reputation for friendliness and hospitality to visitors should be maintained, and wherever possible extended in order that all our visitors may be assured of a courteous welcome.

In commending Tourist Service Week to all citizens, I would ask their co-operation in again actively supporting our tourist industry. It is the public concern of all of us who live and work in this community.

J. D. STEWART,  
Mayor.

**CABS**

For  
\* Courteous  
\* Efficient

**TAXI SERVICE**

Phone  
**861**  
**YELLOW**  
**CAB**

**TOURIST CATERING**

Is  
Our Specialty

This Summer bring your visitors to the Queen Hotel for a delicious, home-style meal at reasonable rates.

It's a pleasing experience to dine at—

**THE QUEEN HOTEL**

**SANDY'S**

**OPENING SUNDAY**

**SOUTH SHORE LOBSTERS**  
(EXTRA LARGE)

To Take Out Or Eat Here

**POOLE HOTEL**

**MONTAGUE**

Welcomes Tourists and Travellers to Prince Edward Island.

Home Cooking A Specialty

Hot and Cold Water in Bedrooms

Home Atmosphere.

**EXCELLENT TROUT FISHING IN STREAMS AND DAMS IN NEAR VICINITY**

WHEN IN MONTAGUE

STOP AT

**LANE'S TOURIST COURT**

On the banks of the beautiful Montague River. Excellent scenery. One of the best fresh and salt water fishing centres on P. E. I. Boating, Swimming, Tennis.

Home Cooked Meals.

You Are Home at LANE'S Tourist Court

**THE CHARLOTTETOWN**

CHARLOTTETOWN, P. E. I.

A Modern Fireproof Hotel

Centrally located — excellent cuisine — featuring fresh sea foods — fine accommodation and distinctive service.

A Convenient Convention Centre.

Reasonable Rates.

All rooms with baths.

Information from any C. N. R. Agent or Write Manager

**THE CHARLOTTETOWN HOTEL**

CHARLOTTETOWN, P. E. I.

A CANADIAN NATIONAL HOTEL

**THE TOURIST BUSINESS IS VERY IMPORTANT TO OUR ECONOMY**

It is with pleasure that we salute

**NATIONAL TOURIST SERVICE WEEK**

MAY 25th to MAY 31st

**J. T. DAVIES**

McCOLL-FRONTENAC (TEXACO) DEALER

Corner Gt. George & Fitzroy Sts.

**THE BISON. QUICK LUNCH**

**MONTAGUE**

WELCOMES ALL TOURISTS TO P. E. I. AND MONTAGUE

We offer you select foods at select prices.

Meals as you have at home. Pleasant surroundings, booths, lunch counter, music while you dine.

Open every day and evening—From 8 A.M. to 11 P.M.

Sundays and holidays included.

Prince Edward Islanders are famous for their friendliness and kind hospitality. Let us keep this fine reputation by supporting the aims of

**TOURIST SERVICE WEEK**

throughout the entire Tourist Season.

**SOUTHPORT CABINS**

Southport Phone 622

**It's Your Opportunity . . .**

WOULD YOU LIKE TO SHARE IN FOUR MILLION TOURIST DOLLARS? YOU DID IN 1951!

What are YOU going to do during 1952 to better that figure? We ALL have a job to do! Treat our visitors with utmost respect and cater well.

Canada's Tourist Business is GOOD  
Business — EVERYBODY Benefits

**MILTON'S OLD SPAIN**

"The Landmark For Hungry Canadians"

**Support The Local Tourist Effort . . .**

YOU can play your part! Be courteous, co-operative and friendly with our visiting tourists.

"TOURIST BUSINESS IS EVERYBODY'S BUSINESS"

**The Village**

**Rendezvous Rendezvous**

Charlottetown Southport

EATING OUT IS FUN!

**"TREAT TOURISTS LIKE PERSONAL GUESTS"**

EACH YEAR THROUGH NEWSPAPERS, MAGAZINES, RADIO AND FOLDER "THE ISLAND" IS MADE FAMILIAR TO THOUSANDS OF PROSPECTIVE TOURISTS THROUGHOUT CANADA AND THE UNITED STATES. EACH AND EVERY CITIZEN SHOULD "BACK-UP" THIS CAMPAIGN. TREAT OUR TOURISTS LIKE PERSONAL GUESTS.

THEY WILL COME AGAIN AND BRING OTHERS

—P. E. I. TRAVEL BUREAU