

TOURIST INFORMATION GUIDE

We Welcome You to Montague The Beautiful

Yes, here is nature's own paradise, situated among the low rolling hills of our P. E. I. countryside. This spot has long been a favorite of tourists from all over the world and we invite you to visit us in the coming tourist season.



This Message Published by Lúese Montague Firms - - -

MacDougall's Diner
Hooley's Men's Wear
Helaine's Millinery

Jo Anna Dress Shop
T. M. Llewellyn
Hilchoy & VanDerstine

Town of Montague

Tartan Skirts & Strides

In P.E.I., Nova Scotia, New Brunswick, Cape Breton, and other Tartans (Imported Wool Sweaters)

THE FASHION SHOPPE

141 Great George St. Ch'town



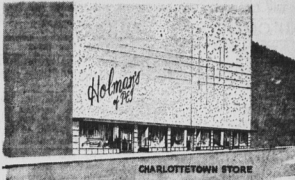
HARNESS RACING



THIS WEEK'S RACES
JUNE 15 - 8 P.M.
Wednesday nite next Ladies FREE



The Island offers ideal locations and facilities for thousands of visitors who enjoy camping. On the Island there are 22 provincial camping sites, and two federal camping areas, as well as several private locations. Accommodations may be obtained by the night or week, and some private concerns offer special rates for those wishing to camp for the season.




if you haven't seen Holmans you haven't seen The Island!

How do you get to know a strange place? You sightsee, you walk, you visit its attractions, eat its food and you shop in its great store. Because so much of the fun of being in a strange city is getting to know its people - and where can you do this better than in the store they shop?

You'll find a cordial welcome waiting for you at both our stores. Fresh is spoken, too. Before you leave the Island you'll want to stop by here - just as there's no province quite like Prince Edward Island, there's no store quite like Holman's.

Complete departments in ladies' wear, men's wear, children's wear, shoes, sporting goods, appliances, furniture, candy counter, cosmetics, hardware and testing, home furnishings - all the products of our integrity that make shopping here a pleasure - at typical Holman prices.



CHARLOTTETOWN STORE
119 Queen St., Charlottetown

SUMMERBROS STORE
119 Queen St., Charlottetown

the smartest things under the sun

IN SUMMER FOOTWEAR

- Summer Sandals
- Canvas Casuals
- Canvas Footwear
- Beach Things

WELCOME TOURISTS



LePAGE SHOE CO.

"The Home of Good Shoes Since 1920"

Plan to Attend Old Home Week Aug. 12 to 17

The Charlottetown Driving Park and Provincial Exhibition Association

SHORE ACRES MOTEL

Dining Room
OPEN DAILY

- LUNCHEON 12 to 1 p.m.
- AFTERNOON TEA 2 to 4 p.m.
- DINNER 5 p.m. to 8 p.m. 7 miles from Ch'town

Catering to Banquets and Wedding Receptions

Luxurious accommodations for guests
1 1/2 Miles from Cornwall on Route 19

Moore & McLeod Ltd.

Quality merchandise

- ladies' wear
- men's wear
- children's wear
- house furnishings
- tartans
- wedgwood
- souvenirs

on the Island's
Moore & McLeod Ltd.
Your Favorite Shopping Centre
119 Queen St., Charlottetown

Charlottetown's most exclusive shop - - - specializing in

AUTHENTIC TARTANS

Skirts - Bermudas - Strides - In imported wools from the British Isles.

- FURS
- LADIES' WEAR

island furriers ltd.
79 Grafton Street



Regular Dances ROLLAWAY CLUB

CHARLOTTETOWN
Mon., Wed., Fri. and Sat.
Music by "Tremontes"
9:30 - 12:30

Tues. and Thurs.
Record Hops
9:30 - 12:30

Also Regular Rings
Wed., Fri., Sat. 7:30

BOWLING
Mon. in Sat., "Automatic Pin Setters"

on your way to the NATIONAL PARK stop for

- All Size Film
- Suntan Lotions
- First Aid Products
- Prescriptions
- Souvenirs

PARKDALE PHARMACY
Open daily till 10 p.m.
St. Peter's Rd., Parkdale

PETER PAN

DRIVE IN GOOD FOOD

- Chicken in the Basket
- Seafood Basket
- Steak Maki Sandwich
- Steak Burgers

PETER PAN
Drive In Restaurant
Malpeque Road at the Trans-Canada Highway

Perfect for Picnics



BUCKET OF BOW'S KENTUCKEE FRIED CHICKEN
3 BUCKETS \$3.95

SMALL BUCKET
3 PIES \$2.50
Serves 3 to 4

BEFORE the wool comes to Condor's Woolen Mill

AFTER it has been in Condor Woolen Mill

Visitors Welcome

- Yarns
- Ante Rehen
- Island Tartan Blankets

Made at 100% Virgin Wool

WM. CONDOR & SONS
65 Queen St. Dial 4-9719
Charlottetown

A "MUST" - - - a visit to

STRATHGARTNEY HOMESTEAD

A prominent old homestead dating back to 1849 complete with much of its original furniture!

- SCENIC BEAUTY
- GUIDED TOURS
- GOLFING • FISHING

On Route 1 adjacent Strathgartney Park

P.E.I. Wild Life Park Inc.

Seals - Bears - Waterfowl - Caribou - and Moose

Native Birds and Wild Animals Displayed in Natural Surroundings

Charles O. Bartlett,
President and General Manager

North Rustico, P.E.I.
Four miles from Green Gables on the National Park Highway

WELCOME TOURISTS

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

NORMA'S
Kent Street across from Egan's

the finest shows to be seen on P. E. I. are at the

Let's All Go To The Dairy Queen

For a Fresh Frozen Treat
Sundays
Banana Split
Sodas
On Trans-Canada Highway
Route 1 One Mile Inside City Limits

Doow's RESTAURANT
Gratton St. Ch'town

TOURISTS

If you are looking for the best of bargains come and see us.

Free Delivery

E. N. Kays & Sons GROCETERIA
4-6284 Dial 4-6234
Upper Queen and Chestnut

TOURISTS

For Your Groc. Fruits & Veg.

S.N. KAYS
87 Pownall St. Ch'town

WELCOME TO OUR ISLAND

TOURISTS

Your bank is THE BANK OF MONTREAL, Parkdale, corner St. Peter's Road and Palmer's Lane on Route 2 where ample parking and speedy and efficient service are available.

Tourists are especially welcome at "MY BANK" Parkdale and at Main Branch 114 Kent St., Charlottetown.

CHINESE FOODS

- Snack Bar Service
- Full Course Meals
- Take Out Orders

Situated up-town

ISLAND GRILL
Queen St. Ch'town

HILLSIDE INN HOTEL MONTAGUE

"We Serve everything Especially Sea Food"

Air Conditioned Dining Room and Restaurant

Lunches Full Course Meals Banquets and Dinner Parties

A Glimpse of Britain on P. E. I.

WOODLEIGH REPLICAS

featuring large scale models of Britain's finest buildings and churches.

Open daily 8 a.m. - 10 p.m. Closed Sundays.

Near Kensington, and mid-way between Summerside and Green Gables in the National Park. Adults 50c-children free.

Drive In Theatre
Brackley Pl. Road
Route 15
Show Nightly at Dusk
Come Enjoy Yourself

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

at - - -
Doow's
Men's Wear
Good Taste in Fashion Costs Nothing Extra.

Southport Country Club

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS
Phone 4-9815

North River Drive-In

3 miles from Ch'town on the Trans-Canada Highway to Borden.

Deep Sea Fishing

Two 8 hour trips Daily, \$3 each.

Tackle supplied.

AIDEN DOIRON
North Rustico Phone 21

Be Sure to Go Dining at

MILTON'S OLD SPAIN

"Where most People Prefer to eat."

DIAL 4-7653

Kent St. Ch'town

MOTEL

Deluxe Accommodation Sea Food and Steaks our Specialty.

3 Miles from Montague

WELCOME TO OUR ISLAND

Be sure and drop in at the place where the people are most hospitable.

HOSPITALITY COURT
SOURIS
JOSEPH PAQUET MGR.

for your dining pleasure

Nightly Entertainment

MAX REEHER on the piano-accordion

European Food - Steaks

Flying Dutchman RESTAURANT
174 Queen St.

TOURISTS

we invite you to stay at the

Loch Dhu Haven Camping and Trailer Court

Red Point 6 Miles East of Souris

MILLER BROS. MUSIC DEALERS
DIAL 4-3535
Great George Street

ICM MacLEAN'S GROCERY
Windsor, P. E. I.

ROWANWOOD TOURIST HOME

Cavendish golf course and beach also Brackley Beach only 15 minutes drive. Private Camping Grounds. Telephone Hunter River 31-11 Prince Edward Island

FOR YOUR VACATION NEEDS

Janzen Swim Trunks Sportwear, etc.

Marjorie Mill Ltd.
Summerside

MR. TOURIST:

We can supply all your drugs and prescription needs. Call on us.

REDDIN BROS. DRUGS
132 Richmond St.

GAUDET'S Tourist Lodge

Near Sandy Beach
Tignish, P. E. Island

Phone 66

Accommodations - Meals

F. GAUDET, PROP.

WE RENT

Televisions, Fridges, Washers, Sires

WE SELL

Toys, Furniture, Tires & all Appliances large & small.

FIRESTONE HOME & AUTO Co. Ltd.
Ch'town - next door to King Kohn Laundry

HOWATT'S LOBSTER POUND

Fresh Lobster, Fresh Lobster Meat, Live Lobster in take out. We ship to N. B., Quebec, Ontario. Live or Cooked.

Victoria, P. E. I. Phone 38

FOR THE BEST IN MEALS BE SURE AND CALL AT

WORELL DINER

and try the finest foods that will satisfy your appetite.

WORELL DINER
Carl MacAdam, Prop.

BUYING FURNITURE for the FOLKS AT HOME?

Archer & MacDonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-8343

Maru's Tourist and Overnight Guests

Come and enjoy the Island Hospitality.

Montague Phone 43 for Reservations until June 15th, then Phone 538-2101.

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

RIVER VIEW ESSO SERVICE
35 Miles from Borden
CRAPAUD, P.E.I.

Kennedy's

--- ladies' fashions of distinction