


# 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 These Montague Firms - - -

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

Jo Anna Dress Shop  
BELLE'S SHOP  
Hilchey & 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



**HARNES RACING**



**THIS WEEK'S RACES**  
JULY 8 - 11 - 13 - 8 P.M.



Three Majorettes who will form part of the Colorful Lobster carnival next Monday afternoon, July 15 in Summerside. A truly great day of entertainment for Tourists now visiting the Island.

**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. French is spoken, too. Before you leave the Island you'll want to stop by here . . . for just as there's no province quite like Prince Edward Island, there's no store quite like Holmans'.

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



CHARLOTTETOWN STORE



SUMMERSIDE STORE

the smartest things under the sun  
**IN SUMMER FOOTWEAR**

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

WELCOME TOURISTS

**LePAGE SHOE CO.**



**Plan To Attend Old Home Week Aug. 12 to 17**

The Charlottetown Driving Park and Provincial Exhibition Association

**Moore & McLeod Ltd.**

LADIES WEAR  
MEN'S WEAR  
CHILDREN'S WEAR

HOUSE FURNISHINGS  
TARTANS  
WEDDWOOD  
SOUVENIRS

Quality merchandise

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



**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

**Regular Dances ROLLAWAY CLUB**

CHARLOTTETOWN

Mon., Wed., Fri. and Sat.  
Music by "Tremettes"

9:30 - 12:30  
Record Hops 9:30 - 12:30

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

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

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

A "MUST" - - - a visit to **STRATHGARTNEY HOMESTEAD**

Campers Supplies, Store, Gifts, Novelties

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

- SCENIC BEAUTY
- GUIDED TOURS
- 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

Charlottetown's **FINEST RESTAURANT**

189 Kent

**RENDEZVOUS**

For the Finest IN CAR CARE (SHIELD) Use **SHELL PRODUCTS** For Campers and Pleckers

**ICE** TRANS-CANADA SHELL SERVICE STATION Cornwall P. E. I.

WELCOME TO OUR ISLAND TOURISTS

Your bank is THE BANK OF MONTREAL, Parkdale, corner St. Peters 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.

**ABEGWEIT SIGHTSEEING TOURS**

Enjoy scenic guided tours of P. E. I. National Park, with stops at Dalvey, Strathgates and Brackley Beaches. Also a visit to Cavendish Beach and Green Gables, "Home of Anne," made world famous by the novels of Lucy Maud Montgomery. Side tours to Woodside Replicas and other points of interest. This tour also includes . . . a stop at Rustico, "an Acadian fishing village."

Phone 4-9866

**HILLSIDE INN HOTEL MONTAGUE**

"We serve everything Especially Sea Food"

Air Conditioned Dining Room and Restaurant

Lanches Full Course Meals Banquets and Dinner Parties

**TRANS-CANADA SHELL SERVICE STATION**

Cornwall P. E. I.

for your dining pleasure

Nightly Entertainment

MAX SEALER on the piano-accordion

European Food - Steaks

**Flying Dutchman RESTAURANT**

174 Queen St.

Be Sure to Go Dining at **MILTON'S OLD SPAIN**

Where most People Prefer to eat.

DIAL 4-7653

Kent St. Ch'town

**MOTEL KINGSWAY**

Deluxe Accommodation

Sea Food and Steaks our Specialty.

2 Miles from Montague

**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.

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.

**FOR ALL YOUR BARBECUE NEEDS FORD'S MEATS**

DIAL 4-5223

Elm Ave. Ch'town

**FOR YOUR VACATION NEEDS**

Jantzen Swim Trunks Sportswear, etc. See

**Maurice Mill Ltd.**

Summerside

**HOSPITALITY CORNER**

SOURIS

**JOSEPH PAQUET MGR.**

MR. TOURIST:

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

**REDDIN BROS. DRUGS**

125 Richmond St.

**GAUDET'S Tourist Lodge**

Near Sandy Beach  
Tignish, P. E. Island

Phone 66

Accommodations - Meals and F. GAUDET, PROP.

**FOR THE REST IN MEALS BE SURE AND CALL AT MORELL DINER**

and try the finest foods that will satisfy your appetite.

**MORELL DINER**

Carl MacAdam, Prop.

**HOWATT'S LOBSTER POUND**

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

Victoria, P. E. I. Phone 38

**IF IT'S FISH, AND CAN BE CAUGHT - "WE HAVE IT!"**

**Queen St. Meat Market**

223 Queen St. Dial 4-7258

**Eastern Kings ARTS and CRAFTS**

Kingsford, P.E.I.

Beautiful scented drive. Watch for sign at Kingsford, Souvenirs and handicrafts. 8 miles east of Souris.

**BUYING FURNITURE for the FOLKS AT HOME!**

**Archer & MacDonald Ltd.**

Open 'til 9 every night

Parkdale Dial 4-6255

on your way to the NATIONAL PARK stop for

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

**PARKDALE PHARMACY**

open daily til 10 p.m.

St. Peters Rd., Parkdale

**PETER PAN**

**DRIVE IN GOOD FOOD**

- Chicken in the Basket
- Seafood Basket
- Smoked Meat Sandwich
- Steak Burgers

**PETER PAN**

Drive In Restaurant

Malpeque Road at the Trans-Canada Highway

**ICE CUBES**

For

- Your cooler or at the Beach or your social evenings.

**S. R. Johnston's FINA STATION**

St. Peter's Rd. Parkdale

"On Your Way to Brackley Beach"

**Clermont Motel**

1 1/2 Miles West of Kensington on route 1 Summerside Highway.

**12 Modern Units**

Rates \$5.00 and up

Phone Kensington 156

Mr. J. K. Pidgeon Mgr.

**WELCOME TOURISTS**

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

**NORMA'S**

Kent Street across from Eaton's

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

**Campbell's Personal Guided Tour of P.E.I.**

See the Island with an Islander. Transportation available to all tourists on any sight-seeing tour of our Island Province.

Accommodation for picnics, fishing, or day at the beach. For further particulars

PHONE 894-4703 or New Haven - 6

"Moderate Rates"

**Let's All Go To The Dairy Queen**

For a Fresh Frozen Treat

Sundae Milk Shakes  
Banana Spills  
Sodas  
On Trans-Canada Highway  
Route 1 One Mile Inside City Limits

**Drive in Theatre**

Brackley Pt. Road  
Route 15

Show Nightly at Dusk

Come Enjoy Yourself

**THE GLORIA**

Ladies' Wear

155 St. George St.

**TOURISTS**

we invite you to stay at the

**Loch Dhu Haven Camping and Trailer Court**

Red Point 6 Miles East of Souris

**TOURISTS SHOP FOE**

- Island Tartans
- Harris Tweeds
- All wool sweaters

**Dow's**

Men's Wear

Good Taste in Fashion Costs Nothing Extra.

**ISLAND GRILL**

Queen St. Ch'town

**MILLER BROS. MUSIC DEALERS**

DIAL 4-5555

Great George Street

**WE RENT**

Television, Fridges, Washers, Soves

**WE SELL**

Toys, Furniture, Tires & all Appliances large & small

**PIRESTONE HOME & AUTO Co. Ltd.**

Ch'town - Next door to King Kola Laundry

**Larry's Restaurant**

Free Delivery

Dial 4-9253 or 4-6415

E. REYNOLDS

Radio & TV Sales & Service

Phone 75, Murray River, P.E.I.

Attention Visitors & Tourists

We have available a large selection of fully reconditioned TV sets of various makes. Ideal for use in summer cottages. Priced reasonable to sell fast. We also offer a prompt car radio service.

**Perfect for Picnics**

**BUCKET**

DOW'S KENTUCKY FRIED CHICKEN

15 PIECES SERVES 5 - \$3.95

**SMALL BUCKET**

Serves 2 to 3

**2.50**

**Dow's**

RESTAURANT Ch'town

Grafton St.

**BEFORE**

the wool comes to Condon's Woolen Mill

**AFTER**

It has been to Condon Woolen Mill

Visitors Welcome

- Yarns
- Auto Robes
- Blankets
- Tartan Blankets

Made of 100% Virgin Wool

**WM. CONDON & SONS**

55 Queen St. Dial 4-6713

Charlottetown

**TOURISTS**

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

Free Delivery

**E. N. Kays & Sons**

GROCETERIA

4-6234 Dial 4-6234

Upper Queen and Chestnut

**SOUTHPORT COUNTRY CLUB**

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

**TOURISTS**

For Your Groc., Fruits & Veg.

**S.N. KAYS**

57 Pownall St. Ch'town

**NORTH RIVER Drive-In**

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

**ICE**

For Your Picnic Needs

**MacLEANS' GROCERY**

Windsor, P. E. I.

**Kennedy's**

--- ladies' fashions of distinction

**RIVER VIEW ESSO SERVICE**

15 Miles from Borden

**CRAPAUD, P.E.I.**

One sixty-six Queen Charlottetown