

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
Hooly'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




HARNESS RACING

NEXT RACING
JULY 22-25-27 - 8 P.M.



Three Majorities 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.

Perfect for Picnics



BUCKET OF DOW'S KENTUCKEY FRIED CHICKEN
15 PIECES SERVES 5-7 **\$3.95**

SMALL BUCKET
8 PIECES SERVES 3 to 5 **2.50**

Dow's RESTAURANT
Grafton St. Ch'town

BEFORE
the wool comes to Condon's Woolen Mill

AFTER
it has been to Condon Woolen Mill

Visitors Welcome

- Yarns
- Blankets
- Auto Robes
- Island Tartan Blankets

Made of 100% Virgin Wool

WM. CONDON & SONS
65 Queen St. Charlottetown Dial 4-8718

the smartest things under the sun

IN SUMMER FOOTWEAR



• Summer Sandals
• Canvas Casuals
• Dress 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

Moore & McLeod Ltd.

- LADIES WEAR
- MEN'S WEAR
- CHILDREN'S WEAR

HOUSE FURNISHINGS
TARTANS
WEDGWOOD
SOUVENIRS

4 floors of Quality merchandise

Moore & McLeod Ltd.
Your Favorite Shopping Centre

119 QUEEN ST CHARLOTTETOWN

TOURISTS

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

Free Delivery

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

Charlottetown's most exclusive shop - - - specializing in

AUTHENTIC TARTANS

Skirts - Bermudas - Strides - 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

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

Cash & Carry

ICE CUBES

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

S. R. JOHNSON'S FINE STATION
St. Peter's Rd. Parkdale
"On Your Way to Brackley Beach"

TOURISTS

For Your Groc. Fruits & Veg.

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

Complete FISHING INFORMATION

- Fly & Bait Supplies
- Rod and Reels
- Licence Sold Here

THE BIKE SHOP
Great George St. Ch'town

Rowanwood TOURIST HOME

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

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

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

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

Thousands of Tourists Will Visit P. E. I. This Summer!

Place Your Message Here

In This Convenient Tourist Information Guide

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, Stenoppe 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 Woodliff Replicas and other points of interest. This tour also includes: - - - a stop at Rustico, "an Acadian fishing village".

Phone 4-9966

HILLSIDE INN HOTEL

MONTAGUE

"We serve everything Especially Sea Food"

Air Conditioned Dining Room and Restaurant

Lunches Full Course Meals Banquets and Dinner Parties

Let's All Go To The

Dairy Queen

For a Fresh Frozen Treat

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

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

Parkview

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

CHINESE FOODS

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

Situated up-town

ISLAND GRILL
Queen St. Ch'town

Be Sure to Go Dining at

MILTON'S OLD SPAIN

"Where most People Prefer to eat."

DIAL 4-7655

Kent St. Ch'town

MOTEL

Deluxe Accommodation

Sea Food and Steaks our Specialty.

3 Miles from Montague

WINGSWAY DINING ROOM

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

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 \$6c - children free.

TOURISTS

you invite you to stay at the

Loch Dhu Haven Camping and Trailer Court

Red Point 6 Miles East of Souris

Men's Wear

Dow's

Good Taste in Fashion Costs Nothing Extra.

COME IN AND TRY OUR

- Pizza Pies
- Spaghetti with Meat Sauce
- Lobster Pie
- Southern Fried Chicken
- Smoked Meat
- And many other dishes

Larry's Restaurant
Free Delivery
Dial 4-9628 or 4-8415

FOR YOUR VACATION NEEDS

Jantzen Swim Trunks Spirtswear, etc. See

Marcor Mill Ltd.
Summerside

HOSPITALITY CORNER SOURIS

JOSEPH PAQUET MGR.

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

REDDIN BROS. DRUGS
132 Richmond St.

FOR ALL YOUR BARBECUE NEEDS

FORD'S MEATS

DIAL 4-9223
Elm Ave. Ch'town

WE RENT

Televisions, Fridges, Washers, Stoves

WE SELL

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

FIRESTONE HOME & AUTO Co. Ltd.
Free Delivery
Ch'town - Next door to King Koin Laundry

Buy Television, Fridges, Washers, Stoves

Mary's Tourist and Overnight Guests
Come and enjoy the Island Hospitality.

Montague Phone 45 for Reservations until June 16th, then Phone 835-2101.

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 4-2338
Free Delivery

FOR THE BEST IN MEALS BE SURE AND CALL AT

MORELL DINER

and try the finest foods that will delight your appetite.

MORELL DINER
Carl MacAdam, Prop.

BUYING FURNITURE for the FOLKS AT HOME?

see

Archer & MacDonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-6245

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.