


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 this 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
T. M. Llewellyn
Hilcey & Vaniderstine

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 19-22 - 8 P.M.
Wednesday nite next Ladies FREE



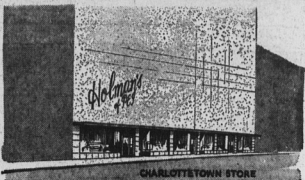
An Island Paradise to every tourist who likes the beach . . . who likes swimming . . . for here in P. E. I. are situated many of the finest beaches in North America, with waters known to be the warmest north of Florida. No trip to the Island is complete without a trip to any of these beaches.

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

How do you get to know a strange place? You sit down, 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 Holman's.

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 ingenuity that make shopping here a pleasure . . . at typical Holman prices.



CHARLOTTETOWN STORE

the smartest things under the sun IN SUMMER FOOTWEAR

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

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.

4 floors of Quality merchandise

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

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



SUMMERSIDE STORE

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.
A. FERNOON 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 1/4 Miles from Cornwall on Route 19

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 Bingo
Wed., Fri., Sat. 7:30

BOWLING
Mon. to 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 til 10 p.m.
St. Peter's 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"

Perfect for Picnics

BUCKET OF DOW'S KENTUCKIE 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

Visitors Welcome

- Yarns
- Blankets
- Island Tartan Blankets
- Made of 100% Virgin Wool

WM. CONDON & SONS
65 Queen St., Charlottetown
Dial 4-6718

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

Charlottetown's FINEST RESTAURANT

189 Kent RENDEZVOUS

For the Finest in CAR CARE (SHELL) Use

SHELL PRODUCTS
ICE For Campers and Picnickers

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

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
Ladies' Wear
Kent Street across from Eaton's

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"

TOURISTS

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

Free Delivery

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

SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

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

For your dining pleasure

Max Seeler on the piano-accordion

European Food - Steaks

Flying Dutchman
RESTAURANT
174 Queen St.

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!

Summer Cottons

sizes 7 - 24 1/2

The GLORIA
155 Gt. George St.

TOURISTS

For Your Groc., Fruits & Veg.

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

NORTH RIVER Drive-In

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

Be Sure to Go Dining at MILTON'S OLD SPAIN

"Where most People Prefer to eat."

DIAL 4-7653

Kent St. Ch'town

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

HOSPITALITY COURT
SOURIS
JOSEPH PAQUET MGR.

A Glimpse of Britain on P. E. I.

WOODLEIGH REPLICAS

Featuring large scale models of Britain's finest buildings and churches. 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 4-9228
Elm Ave. Ch'town

TOURISTS

we invite you to stay at the

Loch Dhu Haven
Camping and Trailer Court

Red Point 6 Miles East of Souris

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

Dow's
Men's Wear
Good Taste in Fashion Costs Nothing Extra.

COME IN AND TRY OUR

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

Larry's Restaurant
Free Delivery
Dial 4-9028 or 4-6416

MacLEAN'S GROCERY

Windsor, P. E. I.

Kennedy's

ladies' fashions of distinction

FOR YOUR VACATION NEEDS

Janitor Swims Trunks Sportswear, etc. See

Marine Mill Ltd.
Summerside

MR. TOURIST:

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

REDDIN BROS. DRUGS
182 Richmond St.

GAUDET'S Tourist Lodge

Near Sandy Beach
Tignish, P. E. Island

Phone 66

Accommodations - Meals
F. GAUDET, PROP.

Call Ch'town 4-8506

and place your message here in front of thousands of tourists.

MILLER BROS. MUSIC DEALERS

DIAL 4-3535
Great George Street

WE RENT

Televisions, Fridges, Washers, Stoves

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

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

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

Marr's Tourist and Overnight Guests Come and enjoy the Island Home.

Montague Phone 45 for Reservations until June 16th, then Phone 338-2101.

ROWANWOOD TOURIST HOME

Cavendish golf course and beach also Brackley Beach only 15 minutes drive.

Private Camping Grounds
Telephone Honier Road 31-11
Prince Edward Island

RIVER VIEW ESSO SERVICE

18 Miles from Borden
CRAPAUD, P.E.I.

One sixty-six Queens Charlottetown

HOWATT'S LOBSTER POUND

Fresh Lobster, Fresh Lobster Meat, Live Lobster to take out. We ship to N. E., 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 4-7356
Free Delivery

FOR THE BEST IN MEALS BE SURE AND CALL AT MORELL DINEER

and try the finest foods that will satisfy your appetite.

MORELL DINEER
Carl MacAdam, Prop.