


# 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  
T. M. Llewellyn  
Hilchey & VanDerstine

Town of Montague

**Tartan Skirts & Strides**

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

**THE FASHION SHOPPE**  
141 Great George St. Ch'town



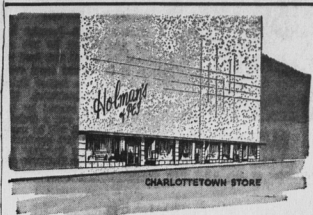
**HARNESS RACING**



**THIS WEEK'S RACES**  
JULY 3-6 - 8 P.M.



Beautiful scenery attracts many tourists to Prince Edward Island; aptly known as one of the loveliest Provinces in the entire Dominion of Canada. Scenes such as this one are typical and are to be found in every section of the Province. It is a small wonder many tourists travel here each year.



**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 ingenuity that make shopping here a pleasure... at typical Holmans prices.



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 menshirts

Moore & McLeod is 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

**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 "Tremolines"

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

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

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

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

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

On Route 1 adjacent Strathgartney Park

• SCENIC BEAUTY  
• GUIDED TOURS  
• GOLFING • FISHING

**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.

**PARKDALE PHARMACY**

open daily till 10 p.m.  
St. Peter's Rd., Parisdale

on your way to the NATIONAL PARK stop for

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

**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

**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

**Parkview**

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

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

See the Island with an in-lander. 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 - 65  
- "Moderate Rates" -

**Perfect for Picnics**



**BUCKET OF FRIED CHICKEN**  
10 PIECES 57¢  
\$3.95

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

**W.M. CONDON & SONS**  
65 Queen St. Dial 4-8713  
Charlottetown

WELCOME TO OUR ISLAND

**TOURISTS**

Your bank is THE BANK OF MONTREAL, Parisdale, 1000 St. Peter's Road and Palmer's Lane on Route 2 here ample parking and newly and efficient service are available. Tourists are especially welcome at "THE BANK" Parisdale and at Main Branch 114 Kent St., Charlottetown.

**MILTON'S OLD SPAIN**

"Where most people prefer to eat."

DIAL 4-7658

100 Kent St. Ch'town

**ABEGWEIT SIGHTSEEING TOURS**

Enjoy scenic guided tours of P. E. I. National Park, with stops at Delany, Stanhope and Brackley Beaches. Also a visit to Cavendish Beach and Grand Gables, "Home of Anne", made world famous by the novels of Lucy Maud Montgomery. Side tour to Woodliff Bayliss 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

**FINEST RESTAURANT**

189 Kent

**RENDEZVOUS**

For the Finest IN CAR CARE (SHELL) Use

**SHELL PRODUCTS**

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**  
Kent Street  
across from Eaton's

**Summer Cottons**

sizes 7-24 1/2

**The GLORIA**  
Ladies' Wear  
155 St. George St.

**Dows RESTAURANT**  
Grafton St. Ch'town

**FOR YOUR VACATION NEEDS**

Janzen Swim Trunks Sportswear, etc. See

**Winnipeg Mill Ltd.**  
Summerside

**MOTEL**

Deluxe Accommodation  
Sea Food and Steaks our Specialty.  
1 Miles from Montague

**KINGSWAY DINING ROOM**

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

**WOODLEIGH REPLICAS**

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

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

For a Fresh Frozen Treat  
Sundries Milk Shakes  
Banana Splits Sodas  
On Trans-Canada Highway  
Route 1 One Mile Inside City Limits

**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

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

**CHINESE FOODS**

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

Situated up-town

**ISLAND GRILL**  
Queen St. Ch'town

**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

**SOUTHPORT COUNTRY CLUB**

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

**DOWATT'S LOBSTER POUND**

Fresh Lobster, Fresh Lobster, Live Lobster to take out, Ship to N. E. Quebec, On Live or Cooked.

223 Queen St. Dial 4-7256  
Free Delivery

**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.

**GAUDET'S Tourist Lodge**

Near Sandy Beach  
Tignish, P. E. Island

Phone 66

Accommodations - Meals  
F. GAUDET, PROP.

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

DIAL 4-9223 Ch'town

Elm Ave.

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we invite you to stay at the

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- Island Tartans
- Harris Tweeds
- All wool sweaters

**Dows**  
Men's Wear  
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 4-9028 or 4-4115

**Deep Sea Fishing**

Two 5 hour trips  
Daily, \$3 each.  
Tackle supplied.

**AIDEN DOIRON**  
North Rustico Phone 21

**NORTH RIVER Drive-In**

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

**DOWATT'S LOBSTER POUND**

223 Queen St. Dial 4-7256  
Free Delivery

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

**Queen St. Meat Market**  
223 Queen St. Dial 4-7256  
Free Delivery

**FOR THE BEST IN MEALS BE SURE AND CALL AT MORELL DINEE**

and try the finest foods that will satisfy your appetite.

**MORELL DINER**  
Carl MacAdam, 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

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

Archer & MacDonald Ltd.  
Open 'til 9 every night  
Parisdale Dial 4-6315

**WE RE NT**

Televisions, Fridges, Washers, Stoves

**WE SELL**

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

**PIRESTONE**

**HOME & AUTO Co. Ltd.**  
Dial 4-9028 or 4-4115  
Ch'town - Next door to King Kola Laundry

**DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND**

**ICE**

For Your Picnic Needs

**MacLEAN'S GROCERY**  
Winstoe, 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