


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 Jo Anna Dress Shop
Hoolby's Men's Wear T. M. Llewellyn
Helaine's Millinery Bilechey & 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
JUNE 27-29 - 8 P.M.

Thursday Night This Week - "LADIES FREE"



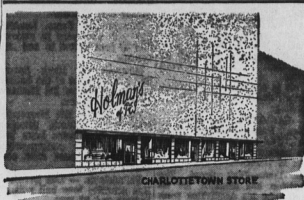
The Island offers ideal locations and facilities for thousands of visitors who enjoy camping. On the Island there are 22 provincial camping sites, and two federal camping areas, as well as several private locations. Accommodations may be obtained by the night or week, and some private concerns offer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

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

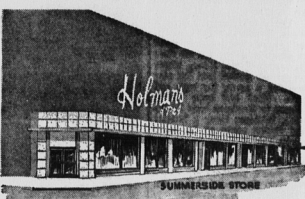
How do you get to know a strange place? You sightsee, you walk, you visit its attractions, eat its food... and you shop in its great stores. Because so much of the fun of being in a strange city is getting to know its people... and where can you do this better than in the store they shop?

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



SUMMERVILLE STORE

the smartest things under the sun

IN SUMMER FOOTWEAR



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

Quality merchandise

Moore & McLeod Ltd.
Your Favorite Shopping Centre

101 QUEEN ST. CHARLOTTETOWN

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

Regular Dances ROLLAWAY CLUB

CHARLOTTETOWN
Mon., Wed., Fri. and Sat.
Music by "Tremontes"
8:30 - 12:30

Tues. and Thurs.
Record Hops
8:30 - 12:30

Also Regular Bingo
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.

• 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

FINEST RESTAURANT
189 Kent

RENDEZVOUS

on your way to the NATIONAL PARK stop for

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

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

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

Cook & Curry ICE CUBES

For

- Your cooler, or at the Beach or your social evenings.
- Staked Meat Sandwich
- Steak Burgers

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

Perfect for Picnics



BUCKET OF DOW'S TURKEY FRIED CHICKEN
15 PIECES SERVES 3-5

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
- Auto Robes
- Island Tartan Blankets

Made at 100% Virgin Wool

WM. CONDON & SONS
65 Queen St. Dial 4-8713
Charlottetown

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.

AREGWEIT SIGHTSEEING TOURS

Enjoy scenic guided tours of P. E. I. National Park, with stops at Delwally, Stanhope 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 Woodleigh 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

Luncheons 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 \$60 - children Free.

For the Finest IN CAR CARE SHELL Use

SHELL PRODUCTS

For Campers and Picnickers

ICE

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

for your dining pleasure

Nightly Entertainment

MAX SEELLER on the piano - European Food - Steaks

Flying Dutchman RESTAURANT
174 Queen St.

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 Eston'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" -

Summer Cottons sizes 7-24 1/2

The GLORIA Ladies' Wear 155 Gt. George 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.

1 Mile from Montague

WAY DINING ROOM

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

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

DIAL 4-9223
Elm Ave. Ch'town

Dairy Queen

For a Fresh Frozen Treat

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

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

FOR YOUR VACATION NEEDS

Jantzen Swim Trunks Sportswear, etc. See

Marce Mill Ltd
Summerside

HOSPITALITY COURT SOURIS

JOSEPH PAQUET MGR.

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

REDDIN BROS. DRUGS
112 Richmond St.

FOR THE BEST IN MEALS BE SURE AND CALL AT

MORELL DINEE

and try the finest foods that will satisfy your appetite.

MORELL DINEE
Carl MacAdam, Prop.

FOR ALL YOUR BARBECUE NEEDS

FORD'S MEATS

DIAL 4-9223
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 Stiles

TOURISTS SHOP FOE

- Island Tartans
- Southern Fried Chicken
- Smoked Meat
- All wool sweaters

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

COME IN AND TRY OUR

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

Larry's Restaurant
Free Delivery
Dial 4-9028 or 4-8415

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 28

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

Queen St. Meat Market
223 Queen St. Dial 4-7338
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 DINEE
Carl MacAdam, Prop.

Call Ch'town 4-8506

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

BUYING FURNITURE for the FOLKS AT HOME

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

WE RENT

Televisions, Fridges, Washers, Stoves

WE SELL

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

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

DRIVE SAFELY WHILE ON

PRINCE EDWARD ISLAND

TOURISTS

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

Free Delivery

E. N. Kays & Sons GROCERIES
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
87 Pownall St. Ch'town

NORTH RIVER Drive-In

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

For Your Picnic Needs

MacLEAN'S GROCERY
Winslow, P. E. I.

ROXANWOOD 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

RIVER VIEW ESSO SERVICE

15 Miles from Borden

CRAPAUD, P.E.I.

... ladies' fashions of distinction

One sixty-five Queen Charlottetown