


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 & Vandierstine

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
JULY 3-6 - 8 P.M.



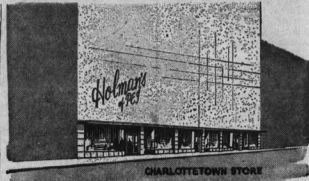

Beautiful scenery attracts many tourists to Prince Edward Island; aptly known as one of the loveliest Provinces in the entire Dominion of Canada. Scenes such as this are typical . . . and are to be found in every section of the Province. It is a small wonder many tourists travel here each year.

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 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.

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
- WEDDWOOD
- SOUVENIRS

4 floors of Quality merchandise

Moore & McLeod Ltd.
Your Favorite Shopping Centre

319 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 1/4 Miles from Carwall 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 till 10 p.m.
St. Peters Rd., Parkdale

Perfect for Picnics



BUCKET
DOW'S KENTUCKEE FRIED CHICKEN
15 PIECES \$3.99

SMALL BUCKET
3 PIECES \$2.50

DOW'S RESTAURANT
Grafton St. Ch'town

BEFORE the wool comes to Condon's Woolen Mill

AFTER it has been to Condon's Woolen Mill

Visitors Welcome

- Yarns
- Blankets
- Auto Robes
- Island Tartan Blankets

Made of 100% Virgin Wool

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

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

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

TOURISTS

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

Free Delivery

E. N. Kays & Sons
GROCERY STORE
4-6234 Dial 4-6234
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. 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 Dalrymple 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 Woodlough Replicas and other points of interest. This tour also includes . . . a stop at Rustico, "the Acadia 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

A Glimpse of Britain on P. E. I.

WOODLEIGH REPLICAS

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

Open daily 9 a.m. - 10 p.m. Closed Sundays.

Near Kensington, and mid-way between Summerside and Green Gables in the National Park. Adults 50¢ - children free.

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 Pt. Road
Route 15
Show Nightly at Dusk
Come Enjoy Yourself

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

MOTEL

Deluxe Accommodation

Sea Food and Steaks our Specialty.

3 miles from Montague

WADING ROOM

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

for your dining pleasure

Max Seeler
Entertainment

MAX SEELER on the piano-accordion
European Food - Steaks
Closed Sundays

Flying Dutchman RESTAURANT
174 Queen St.
P. E. I.

TOURISTS

we invite you to stay at the

Loch Dhu Haven Camping and Trailer Court

Red Point 4 Miles East of Souris

MILLER BROS.
MUSIC DEALERS
DIAL 4-3535
Great George Street

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

— at —
Dow's
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

COME IN AND TRY OUR

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

Larry's Restaurant
Free Delivery
Dial 4-9888 or 4-8415

ICE

For Your Picnic Needs

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

FOR YOUR VACATION NEEDS

Janzen Swim Trunks Sportswear, etc. See

Marance 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.

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

WE RENT

Televisions, Fridges, Washers, Stoves

WE SELL

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

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

Maru's Tourist and Overnight Guests
Come and enjoy the Island hospitality.

Montague Phone 45 for Reservations until June 16th, then Phone 525-2191.

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

RIVER VIEW ESSO SERVICE

15 Miles from Borden

CRAPAUD, P.E.I.

One sixty-six Queen Charlottetown

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 24

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

Queen St. Meat Market
223 Queen St. Dial 4-7330
Free Delivery

FOR THE BEST IN MEALS BE SURE AND CALL AT

WORLDLY DINER

and try the finest foods that will satisfy your appetite.

MORELL DINEE
Carl MacAdam, Prop.

Eastern Rings
ARTS and CRAFTS
Kingsboro, P.E.I.

Beautiful scenic drive. Watch for signs at Kingsboro. Souvenirs and handicrafts.
5 miles east of Souris.

BUYING FURNITURE for the FOLKS AT HOME?

Archer & MacDonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-830

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WORLDLY DINER

and try the finest foods that will satisfy your appetite.

MORELL DINEE
Carl MacAdam, Prop.