

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
 Hooley's Men's Wear T. M. Llewellyn
 Helaine's Millinery Milchey & 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 SHOPPI
 141 Great George St. Ch'town



HARNESS RACING

THIS WEEK'S RACES
JUNE 19-22 - 8 P.M.
 Wednesday nite next Ladies FREE

Plan To Attend
Old Home Week Aug. 12 to 17
 The Charlottetown Driving Park and Provincial Exhibition Association



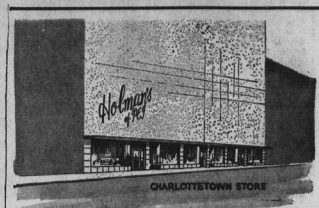
The Island offers ideal locations and facilities for thousands of visitors who enjoy camping. On the Island there are 22 provincial camping sites, and two federal camping areas, as well as several private locations. Accommodations may be obtained by the night or week, and some private concerns offer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

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



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!

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

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

WELCOME TO OUR ISLAND

TOURISTS

Your bank is THE BANK OF MONTREAL, Paradise, 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.

ABEGWEIT SIGHTSEEING TOURS

Enjoy scenic guided tours of P. E. I. National Park, with stops at Dalvey, 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 trips to Woodleigh Repliques and other points of interest. This tour also includes . . . a stop at Rustico, "an Acadian fishing village".

Phone 4-9966

MOTEL KINGSWAY

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

DINING ROOM

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

HOSPITALITY COURT
 SOURIS

JOSEPH PAQUET MGR.

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

REDDIN BROS. DRUGS
 132 Richmond St.

HOWATT'S LOBSTER FOUND

Fresh Lobster, Fresh Lobster Meat, Live Lobster to take out. We ship to N. B., Quebec, Ontario, Nova Scotia, and New Brunswick.

223 Queen St. Dial 4-7328
 Victoria, P. E. I. Phone 38

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"
 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".

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

Charlotte's **FINEST RESTAURANT**

189 Kent

HILLSIDE INN HOTEL MONTAGUE

"We serve everything Especially Sea Food"

Air Conditioned Dining Room and Restaurant

Laughs Full Course Meals Banquets and Dinner Parties

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**

Entertainment

MAX SEELER on the piano-accordion
 European Food - Steaks
Flying Dutchman RESTAURANT
 174 Queen St.

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

DIAL 4-9226 Ch'town

Call Ch'town **4-8506**

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

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. Peter's Rd., Parkdale

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.

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

For a Fresh Frozen Treat
 Sundae 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 Du Haven Camping and Trailer Court

Red Point 6 Miles East of Souris

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
 Parkdale Dial 4-6366

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

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

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

WE RENT
 Televisions, Fridges, Washers, Slides

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

FORESTONE HOME & AUTO CO. Ltd.
 Ch'town - Next door to King King Laundry

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

Montague Phone 48 for Reservations until June 16th, then Phone 632-2101.

Cash & Carry ICE CUBES

For

- Your cooler, or at the Beach or your social evenings.

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

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 - "Moderate Rates"

Summer Cottons

sizes 7-24 1/2

THE GLORIA
 Ladies' Wear
 35 Gt. George St.

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
- Lobster Pie
- Southern Fried Chicken
- Smoked Meat
- And many other dishes

Larry's Restaurant
 Free Delivery
 Dial 4-9028 or 4-9415

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

Perfect for Picnics

BUCKET OF DOW'S KEYBUCKE FRIED CHICKEN
 15 PIECES SERVES 5 - \$3.95

Doims
 RESTAURANT
 Gratton 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 Ropes
- Island Tartan Blankets

Made of 100% Virgin Wool

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

TOURISTS

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

Free Delivery

E. N. Kays & Sons GROCETERIA
 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.

ICE For Your Picnic Needs

MacLEAN'S GROCERY
 Winslow, 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