

# TOURISM 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 - - - -

MacDuggall's Diner  
Hooley's Men's Wear  
Helaine's Millinery

Jo Anna Dress Shop  
T. M. Llewellyn  
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

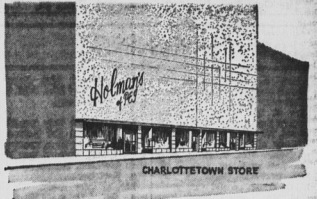


**THIS WEEK'S RACES**  
JUNE 15 - 8 P.M.

Wednesday night next 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.




CHARLOTTETOWN STORE

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



SUMMERSIDE STORE

the smartest things under the sun

## IN SUMMER FOOTWEAR

- Summer Sandals
- Canvas Casuals
- Oxeye 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 - Breezes - Strides - In 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



**CO-OP BANK**

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 services are available.

Tourists are especially welcome at "OUR 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

## MOTEL

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 on us.

**REDDIN BROS. DRUGS**  
132 Richmond St.

## 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 26

Plan to Attend

## Old Home Week Aug. 12 to 17

The Charlottetown Driving Park and Provincial Exhibition Association

## 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 Cornwall on Route 19

## Regular Dances ROLLAWAY CLUB

CHARLOTTETOWN

Mon., Wed., Fri. and Sat. Music by "Trentones"

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



Charlottetown's

## FINEST RESTAURANT

189 Kent

## North Rustico, P.E.I.

Four miles from Green Gables on the National Park Highway

## HILLSIDE INN HOTEL

Air Conditioned Dining Room and Restaurant

MONTAGUE

"We serve everything Especially Sea Food" 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 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.

## GAUDET'S Tourist Lodge

Near Sandy Beach Tignish, P. E. Island

Phone 66

Accommodations - Meals and more.

F. GAUDET, PROP.

FOR THE BEST IN MEALS BE SURE AND CALL AT

## MORELL DINER

and try the finest foods that will satisfy your specific

MORELL DINER  
Carl MacAdam, Prop.

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

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. Peters 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

Cash & Carry

## 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"

## 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 TOURIST

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

## NORMA'S

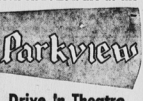
Kent Street across from Edson's

## Let's All Go To The Dairy Queen

Sundaes Milk Shakes  
Banana Spills Sodas

For a Fresh Frozen Treat On Trans-Canada Highway Route 1 One Mile Inside City Limits

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 8:00 Come Enjoy Yourself

## TOURISTS

we invite you to stay at the

## Loch Dhu Haven Camping and Trailer Court

Red Point 4 Miles East of Souris

## TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

## 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.

FIRESTONE HOME & AUTO CO. Ltd.  
Charlottetown - Next door to King Loop Laundry

BUYING FURNITURE for the FOLKS at HOME!

Archer & MacDonell Ltd.  
Open 'til 9 every day  
Parkdale Dial 4-4545

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

Montague Phone 45 for Reservations until June 16th, then Phone 838-2161.

Perfect for Picnics



BUCKET OF DOW'S KENTUCKEE FRIED CHICKEN 15 PIECES \$3.95

BEFORE the wool comes to Condon's Woolen Mill

AFTER it has been to Condon's Woolen Mill

Visitors Welcome

- Yarns
- Auto Ropes
- Island Tartan Blankets

Made of 100% Virgin Wool

## WM. CONDON & SONS

45 Queen St. Dial 4-9788  
Charlottetown

SMALL BUCKET 3 PIECES \$ 2.50

## Dows RESTAURANT

Grafton St. Ch'town

## SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

## MR. TOURIST

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

## NORTH RIVER Drive-In

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

ONE OF OURS! BRING US KODAKS!

## MR. TOURIST FOR YOUR SHOPPING NEEDS USE S.N. KAYS

87 Pownall St. Ch'town

## Deep Sea Fishing

2 to 3 hour trips Daily. \$3 each. Tackle supplied.

## AIDEN DOIRON

North Rustico Phone 21

For Your Shopping Needs

## MacEwan's GROCERY

Windsor, P. E. I.

## Kennedy's

----- fashions of distinction

## RIVER VIEW ESSO SERVICE

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

One sixty-one Queen Charlottetown

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

Transportation available to all tourists on any sight-seeing tour of our Island Province in a new comfortable smooth running 1963 car.

For further particulars Phone 694-4703  
New Haven

## Summer Cottons

sizes 7-24 1/2

## The GLORIA

Ladies' Wear  
135 Gt. George St.

ARROWHEAD SIGHTSEEN TOURS

Enjoy scenic guided tours of P. E. I. National Park, with stops at Dalvay, Shephoak 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 Replika and other points of interest. This tour also includes . . . a stop at Rustico, "an Acadian fishing village", 16 late model cars with driver guides at your service. Cars leave twice daily from stand near Travel Bureau. For Rates and Reservations Dial 4-9966 - -

Call Ch'town 4-8506

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