

TOURIST INFORMATION GUIDE

We Welcome You to Montague The Beautiful

You have in 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 BELLE'S SHOP
Helaine's Millinery Hilchey & 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



HARNESS RACING



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

Plan To Attend Old Home Week Aug. 12 to 17

The Charlottetown Driving Park and Provincial Exhibition Association

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, 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 Grand Gables, "Homes 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, "an Acadia fishing village".

Phone 4-9866

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.

8 Miles from Montague

WY DINING ROOM Y

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

FOR YOUR VACATION NEEDS

Janzen Swim Trunks Sportswear, etc. See

Marce Mill Ltd.
Summerside

HOSPITALITY CORNER

SOUBIS

JOSEPH PAQUET MGR.

MR. TOURIST.

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

REDDIN BROS. DRUGS
123 Richmond St.

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 "Tremloines" 8:30 - 12:30

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

Also Regular Bingo Wed., Fri., Sat. 7:20

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

P.E.I. Wild Life Park Inc.

Seals - Bears - Waterfowl - Caribou - and -

Moose and Wild Animals Displayed in Natural Surroundings

Charles O. Bartlett, President and General Manager

North Rustico, P.E.I.

Charlottetown's **FINEST RESTAURANT**

189 Kent

RENDEZVOUS

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 8 a.m. - 10 p.m. Closed Sundays.

Near Kensington, and mid-way between Summerside and Green Gables in the National Park. Adults 90c - children free.

For the Finest **IN CAR CARE** (SHELL) Use

SHELL PRODUCTS

ICE For Campers and Picnickers

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

for your dining pleasure

Nightly Entertainment

MAX SEELER on the European Food - Steaks

Flying Dutchman RESTAURANT 174 Queen St.

GAUDET'S Tourist Lodge

Near Sandy Beach Tignish, P. E. Island

Phone 66

Accommodations - Meals on us.

F. GAUDET, PROP.

Le's All Go To The Dairy Queen

For a Fresh Frozen Treat Sundaes Milk Shakes Banana Spins 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 4 Miles East of Souris

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

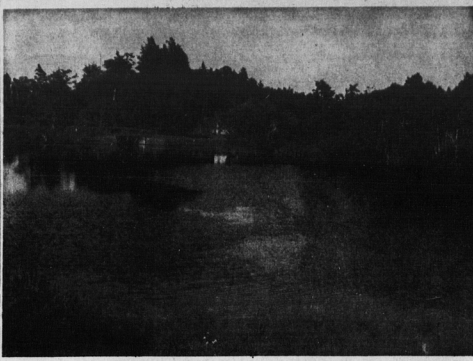
FOR THE BEST IN MEALS BE SURE AND CALL AT MORELL DINER and try the finest foods that will satisfy your appetite.

MORELL DINER Carl MacAdam, Prop.

FOR ALL YOUR BARBECUE NEEDS FORD'S MEATS DIAL 4-9223 Ch'town Elm Ave.

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

Beautiful scenic drive. Watch for sign at Kingsboro. Souvenirs and handicrafts. 8 miles east of Souris.



Unexpected scenic beauty greets you at almost every turn as you drive along Island highways. . . this scene at Montrose reflects the tranquility of Island rural life, and gives perhaps a hint that a few trout may lurk in its peaceful waters. Montrose is located in the west end of the Island.

Moore & McLeod Ltd.

LADIES WEAR MEN'S WEAR CHILDREN'S WEAR HOUSE FURNISHINGS TARTANS WEDGWOOD SOUVENIRS

4 floors of Quality merchandise

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

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".

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" -

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 153 Gt. George St.

Drive In Theatre Brackley Pt. Road Route 15 Show Nightly at Dunk Come Enjoy Yourself

Parkview

the finest shows to be seen on P. E. I. are at the

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

Dou'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

WE RENT Televisions, Fridges, Washers, Slaves

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

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

COME IN AND TRY OUR

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

Larry's Restaurant Free Delivery Dial 4-9028 or 4-6415

ICE For Your Picnic Needs

McLEANS GROCERY Winsloe, P. E. I.

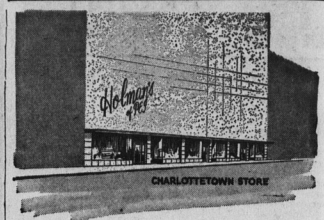
ROWANWOOD TOURIST HOME Cavendish golf course and beach also Brackley Beach only 15 minutes drive. Private Camping Grounds Telephone Hunter River 23-11 Prince Edward Island

BUYING FURNITURE for the FOLKS at HOME? see **Archer & Macdonald Ltd.** Open 'til 8 every night Parkdale Dial 4-6435

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

Montague Phone 45 for Reservations until June 30th, then Phone 330-191.

E. BEXNOLDS Radio & TV Sales & Service Phone 75, Murray River, P.E.I. Attention Visitors & Tourists We have available a large selection of fully reconditioned TV sets of various makes. Ideal for use in summer cottages. Priced reasonable to sell fast. We also offer prompt car radio service.



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 proper place like Holmans' . . . all the products of our ingenuity that make shopping here a pleasure . . . at typical Holman prices.



Perfect for Picnics

BUCKET OF DOW'S KENTUCKY FRIED CHICKEN 15 PIECES SERVES 5-7 \$3.95

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

Dou's RESTAURANT Ch'town Grafton St.

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 of 100% Virgin Wool

WM. CONDON & SONS 85 Queen St. Dial 4-8719 Charlottetown

TOURISTS

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

Free Delivery

E. N. Kays & Sons GROCETERIA 4-6284. 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 Pownal St. Ch'town

Drive-In

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

CONSIDER FISHING INFORMATION

- Fly & Bait Supplies
- Rod and Reels
- License Sold Here

THE BIKE SHOP Great George St. Ch'town

NORTH RIVER Drive-In

ICE For Your Picnic Needs

McLEANS GROCERY Winsloe, P. E. I.

ROWANWOOD TOURIST HOME Cavendish golf course and beach also Brackley Beach only 15 minutes drive. Private Camping Grounds Telephone Hunter River 23-11 Prince Edward Island

Kennedy's - - - ladies' fashions of distinction

RIVER VIEW ESSO SERVICE 15 Miles from Borden **CRAFUD, P.E.I.** One sixty-six Queen Charlottetown