

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
T. M. Llewellyn
Hilchey & Vanderstine
Town of Montague

the smartest things under the sun IN SUMMER FOOTWEAR



Summer Sandals
Canvas Casuals
Dress Footwear
Beach Things
WELCOME TOURISTS
LePAGE SHOE CO.

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.

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.

Be Sure to Go Dining at

MILTON'S OLD SPAIN

"Where most people prefer to eat."

DIAL 4-7653
Kent St. Ch'town

FOR YOUR VACATION NEEDS

Janets Swim Trunks Sportswear, etc. See

Mr. TOURIST:

We can supply all your drug 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 28

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



THIS WEEK'S RACES
JUNE 29 - 8 P.M.

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 for guests
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 "Trenlines"
9:30 - 12:30
Tues. and Thurs.
Record Hops
9:30 - 11:30
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

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 50¢-children free.

For the Finest IN CAR CARE SHELLS

Use SHELL PRODUCTS For Campers and Picnickers
TRANS-CANADA SHELL SERVICE STATION
Cornwall P. E. I.

for your dining pleasure

Nightly 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 4-9223
Elm Ave. Ch'town

GAUDET'S Tourist Lodge

Near Sandy Beach
Tignish, P. E. Island
Phone 66
Accommodations - Meals
F. GAUDET, PROP.

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.



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 one are typical . . . and are to be found in every section of the Province. It is a small wonder many tourists travel here each year.

Moore & McLead Ltd.

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

Quality Merchandise
Moore & McLead Ltd.
Your Favorite Shopping Centre
117 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. 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
Sandwiches - 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 Dhu 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 K'S AT HOME?

Archer & MacDonall Ltd.
Open 'til 9 every night
Parkdale Dial 4-3546

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 Edson's

Let's show to be seen on P. E. I. are at the Parkview

Drive in Theatre
Brackley Pl. Road
Route 15
Show Nightly at Dusk
Come Enjoy Yourself

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

WE RENT

Televisions, Fridges, Washers, Stoves
WE SELL
Toys, Furniture, Tires & all Appliances large & small.
FIRESTONE HOME & AUTO CO. Ltd.
Ch'town - Next door to King Koin Laundry

Marv's Tourist and Overnight Guests

Come and enjoy the Island Hospitality.
Montague Phone 45 for Reservations until June 16th, then Phone 338-2101.

Perfect for Picnics

BUCKET OF DOW'S KENTUCKEE FRIED CHICKEN 15 PIECES \$3.95
SMALL BUCKET 8 PIECES \$2.50
RESTAURANT
Gratton St. Ch'town

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

See the Island with an Islander. Transportation available to all tourists on any eight-seating 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 Cottors

sizes 7-24 1/2
The GLORIA
Ladies' Wear
155 Gt. George St.

CHINESE FOODS

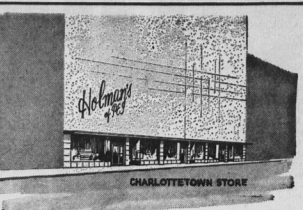
- Snack Bar Service
 - Full Course Meals
 - Take Out Orders
- Situated up-town
ISLAND GRILL
Queen St. Ch'town

COME IN AND TRY OUR

- Pizza Pies
 - Spaghetti with Meat Sauce
 - Lebanese Pie
 - Southern Fried Chicken
 - Smoked Meat
 - And many other dishes
- Larry's Restaurant
Free Delivery
Dial 4-9028 or 4-8413

DRIVE SAFELY WHILE ON

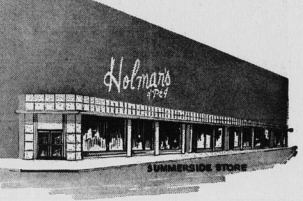
PRICE EDWARD ISLAND



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 the 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 Holmans.

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.



BEFORE the wool comes to Condon's Woolen Mill

AFTER it has been to Condon Woolen Mill
Visitors Welcome
Yarns
Auto Ropes
Island Tartan Blankets
Made of 100% Virgin Wool
WM. CONDON & SONS
45 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
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

Deep Sea Fishing

Two 5 hour trips, Daily, \$5 each.
Tackle supplied.
AIDEN DOIRON
North Rustico Phone 21

For Your Picnic Needs

MACLEANS GROCERY
Winslow, P. E. I.
ROWANWOOD TOURIST HOME
Cavendish golf course and beach also Brackley Beach only 15 minutes drive.
Private Camping Grounds
Telephone Hunter River 2111
Prince Edward Island

RIVER VIEW ESSO SERVICE

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

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Two 5 hour trips, Daily, \$5 each.
Tackle supplied.
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North Rustico Phone 21

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