

# 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

## 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




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## HARNES RACING



**THIS WEEK'S RACES**  
JUNE 27-29 -- 8 P.M.  
Thursday Night This Week -- "LADIES FREE"



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.

## if you haven't seen Holmans you haven't seen The Island!

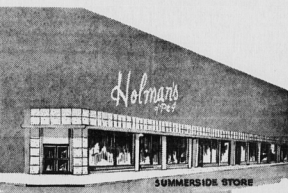
How do you get to know a strange place? You sightsee, you walk, you visit its attractions, eat its food and you shop in its great store. Because so much of the fun of being in a strange city is getting to know its people and where you can do this better than in the store they shop?

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, fancy counter, cosmetics, hardware and tenting, home furnishings all the products of our ingenuity that make shopping here a pleasure... at typical Holman prices.



CHARLOTTETOWN STORE



SUMMERSIDE STORE

## 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 - Bermuda - Strides - Imported wools from the British Isles.

- FURS
- LADIES' WEAR

**island furriers Ltd.**  
79 Grafton Street

## 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 1/2 Miles from Cornwall on Route 19

## Regular Dances ROLLAWAY CLUB

CHARLOTTETOWN Mon., Wed., Fri. and Sat. 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"

## Moore & McLeod Ltd.

LADIES WEAR  
MENS 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

## 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

## FINEST RESTAURANT

189 Kent

## RENDEZVOUS

## PETER PAN

DRIVE IN GOOD FOOD

- Chicken in the Basket
- Szafod Basket
- Smoked Meat Sandwich
- Steak Burgers

**PARKDALE PHARMACY**  
open daily til 10 p.m.  
St. Peter's Rd., Parkdale

## WELCOME TOURISTS

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

**NORMA'S**  
Kent Street across from Eaton's

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

## 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"

## Perfect for Picnics



**BUCKET**  
DOW'S KENTUCKEE FRIED CHICKEN  
10 PIECES 3.95  
SERVES 5-7

SMALL BUCKET  
SERVES 3 to 5  
**2.50**

**DOW'S RESTAURANT**  
Grafton St. Ch'town

**BEFORE**  
the wool comes to Condon's Woolen Mill

**AFTER**  
it has been to Condon Woolen Mill

Visitors Welcome

- Yarns
- Auto Ropes
- Blankets
- Island Tartan Blankets

Made of 100% Virgin Wool

**WM. CONDON & SONS**  
65 Queen St. Dial 4-6718  
Charlottetown

## WELCOME TO OUR ISLAND

**TOURISTS**

Your bank is THE BANK OF MONTREAL, Parkdale, 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 "KEY 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, Stophope and Brackley Beaches. Also a visit to Cavendish Beach and Green Gables, "Home of Anna", made world famous by the novels of Lucy Maud Montgomery. Side tours to Woodliff Replica and other points of interest. This tour also includes... a stop at Rustico, "an Acadian 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 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.

## For the Finest IN CAR CARE SHELLS

Use SHELL PRODUCTS For Campers and Picnickers

**ICE**

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

## Let's All Go To The Dairy Queen

For a Fresh Frozen Treat  
Sundaes Milk Shakes  
Banana Splits Sodas  
On Trans-Canada Highway  
Route 1 One Mile Inside City Limits

## Let's All Go To The Parkview

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

## Summer Cottons

sizes 7-24 1/2

**The GLORIA**  
Ladies' Wear  
155 Gt. George St.

## TOURISTS

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

Free Delivery

**E. N. Kays & Sons**  
GROCERIA  
4-6284 Dial 4-6284  
Upper Queen and Chestnut

**TOURISTS**  
For Your Groc., Fruits & Veg.

**S.N. KAYS**  
87 Pownall St. Ch'town

## MILTON'S OLD SPAIN

"Where most people prefer to eat"

DIAL 4-7655

"Kent 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.

## 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.

## for your dining pleasure

Nightly Entertainment

**MAX SEELER on the piano-accordion**

European Food - Steaks

**Flying Dutchmen RESTAURANT**  
174 Queen St.

## TOURISTS

we invite you to stay at the

**Loch Du Haven Camping and Trailer Court**

Red Point 6 Miles East of Souris

## TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

-at-  
**DOW'S**  
Men's Wear  
Good Taste in Fashion Costs Nothing Extra.

## ISLAND GRILL

Queen St. Ch'town

● Snack Bar Service  
● Full Course Meals  
● Take Out Orders

Situated up-town

## Deep Sea Fishing

Two 1 hour trips!  
Daily. \$3 each. Tackle supplied.

**AIDEN DOIRON**  
North Rustico Phone 31

## FOR YOUR VACATION NEEDS

Jantzen Swim Trunks Sportswear, etc. See

**Marce 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**  
139 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

## 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.**  
Ch'town - Next door to King Koin Laundry

## COME IN AND TRY OUR

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

**Larry's Restaurant**  
Free Delivery  
Dial 4-9028 or 4-8415

## MacLEAN'S GROCERY

Windsor, P. E. I.

**ROWANWOOD TOURIST HOME**  
Cavendish golf course and beach also Brackley Beach only 15 minutes drive. Private Camping Grounds Telephone Hunter River 3-11 Prince Edward Island

## HOWATT'S LOBSTER POUND

Fresh Lobster, Fresh Lobster Meat, Live Lobster to take out. We ship to N. E. Quebec, Ontario. Live or Cooked.

Victoria, P. E. I. Phone 26

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

**Queen St. Meat Market**  
223 Queen St. Dial 4-7398  
Free Delivery

## 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.

## BUYING FURNITURE for the FOLKS AT HOME?

see  
**Archer & MacDonald Ltd.**  
Open 'til 9 every night  
Parkdale Dial 4-8316

## Maru's Tourist and Overnight Guests

Come and enjoy the Island Hospitality.

Montague Phone 46 for Reservations until June 16th, then Phone 58-2301.

## DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

## RIVER VIEW ESSO SERVICE

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

One sixty-six Queen  
Charlottetown