

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



HARNES RACING



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



An Island Paradise to every tourist who likes the beach... who likes swimming... for here in P. E. I. are situated many of the finest beaches in North America, with waters known to be the warmest north of Florida. No trip to the Island is complete without a trip to any of these beaches.



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.

CHARLOTTETOWN STORE
119 Queen St., Charlottetown

SUMMERSIDE STORE
100 Main St., Summerside

the smartest things under the sun
IN SUMMER FOOTWEAR

- Summer Sandals
- Canvas Casuals
- Deep Footwear
- Beach Tongs

WELCOME TOURISTS

LePAGE SHOE CO.

"The Home of Good Shoes Since 1920"



Plan To Attend Old Home Week Aug. 12 to 17


The Charlottetown Driving Park and Provincial Exhibition Association

Moore & McLeod Ltd.

4 floors of Quality merchandise

- ladies' wear
- men's wear
- children's wear
- house furnishings
- tartans
- wedgwood
- souvenirs

on the Island's
Moore & McLeod Ltd.
Your Favorite Shopping Centre
119 Queen St., Charlottetown



Holmans

SUMMERSIDE STORE
100 Main St., Summerside

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.
79 Grafton Street



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 "Tremolones"
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".

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

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

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

S. R. Johnson'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" -

Perfect for Picnics

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

SMALL BUCKET
3 PIECES Serves 3 to 5
2.50

Dow's RESTAURANT
Grafton St. Ch'town

BEFORE the wool comes to **Condor's Western Mill**

AFTER it has been in **Condor Woolen Mill**

Visitors Welcome

- Yarns
- Auto Rugs
- Blankets
- Island Tartan Blankets
- Made of 100% Virgin Wool

WM. CONDON & SONS
45 Queen St. Dial 4-8718
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

For the Finest **IN CAR CARE** Use **SHELL PRODUCTS**

ICE For Campers and Picnickers

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

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

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

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
4-6234 Dial 4-6234
Upper Queen and Chestnut

SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

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 "MY 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

HILLSIDE INN HOTEL MONTAGUE

"We serve everything Especially Sea Food"

Air Conditioned Dining Room and Restaurant

Lunches Full course Meals Banquets and Dinner Parties

for your dining pleasure

Nightly Entertainment

MAX SEELER on the piano-accordion

European Food - Steaks

Flying Dutchman RESTAURANT
174 Queen St.

Let's All Go To The Dairy Queen

For a Fresh Frozen Treat Sundae Milk Shakes Banana Split Soda - On Trans-Canada Highway Route 1 One Mile Inside City Limits

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

ABEGWEIT SIGHTSEEING TOURS

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

Phone 4-9966

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.

Call at 4-8244. BE LIKE DR. KING!

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.

3 miles from Montague

WAY DINING ROOM

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

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 midway 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 Dutchman RESTAURANT
174 Queen St.

TOURISTS

we invite you to stay at the

Loch Dhu 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.

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 4-8415

Deep Sea Fishing

Two 5 hour trips, Daily, \$3 each. Tackle supplied.

AIDEN DOIRON
North Rustico Phone 21

ICE

For Your Picnic Needs

MacLEANS GROCERY
Windsor, P. E. I.

FOR YOUR VACATION NEEDS

Janitor Swim Trunks Sportswear, etc. See

Marce Mill Ltd.
Summerside

HOSPITALITY COURT

SOURIS

JOSEPH PAQUET MGR.

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

REDDIN BROS. DRUGS
132 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 4-9226

Elm Ave. Ch'town

MILLER BROS. MUSIC DEALERS

DIAL 4-3535

Great George Street

WE RENT

Televisions, Fridges, Washers, Stoves

WE SELL

Tools, Furniture, Tires & all Appliances large & small.

FIRESTONE HOME & AUTO Co. Ltd.
Ch'town - Next door to King Koin Laundry

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

ROWANWOOD TOURIST HOME

Cavendish golf course and beach also Brackley Beach only 15 minutes drive.

Private Camping Grounds Telephone Hunter River 21-11 Prince Edward Island

Kennedy's

--- ladies' fashions of distinction

HOWATT'S LOBSTER POUND

Fresh Lobster, Fresh Lobster and Live Lobster to take out or ship to N. B., Quebec, Ontario, Live or Cooked.

Windsor, P. E. I. Phone 26

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

Queen St. Meat Market
223 Queen St. Dial 4-7205
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?

Archer & Macdonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-8310

Maru's Tourist and Overnight Guests

Come and enjoy the Island Hospitality.

Montague Phone 45 for Reservations until June 16th, then Phone 528-3391.

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

RIVER VIEW ESSO SERVICE

15 Miles from Borden

CRAPAUD, P.E.I.

One sixty-six Queen Charlottetown