

# 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 - - -

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

Jo Anna Dress Shop  
BELLE'S SHOP  
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 8 - 11 - 13 - 8 P.M.

Plan To Attend  
**Old Home Week Aug. 12 to 17**

The Charlottetown Driving Park and Provincial Exhibition Association



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 Holman's 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 industry 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 Canvas  
Dress Footwear  
Beach Things

WELCOME TOURISTS

**LePAGE**  
SHOE CO.

"The Home of Good Shoes Since 1920"

**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".

**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



CHARLOTTETOWN STORE  
SUMMERSIDE STORE

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

**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  
154 Miles from Gurnwall on Route 19

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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. 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** 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 Parkdale Beach".

**Perfect for Picnics**



**BUCKET OF CHICKEN**  
DOW'S CHICKEN  
10 PIECES  
SERVES 5-6  
\$3.95

**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**  
88 Queen St. Dial 4-8711  
Charlottetown

A "MUST" - - - a visit to

**STRATHGARTNEY HOMESTEAD**

Campers Supplies, Store, Gifts, Novelties

A prominent old homestead dating back to 1849 complete with much of its original furniture!

On Route 1 adjacent Strathgartney Park

- SCENIC BEAUTY
- GUIDED TOURS
- FISHING

**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

Charlottetown's **FINEST RESTAURANT**

**189 Kent**

**RENDEZVOUS**

**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 to be seen on P. E. I. are to be seen on P. E. I.

**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 4 - "Moderate Rates" -

**RESTAURANT**  
Grafton St. Ch'town

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

**Dows**

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

Free Delivery

**E. N. Keys & Sons**  
GROCERIES  
4-6234 Dial 4-6234  
Upper Queen and Chestnut

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.

**ABEGWEIT SIGHTSEEING TOURS**

Enjoy scenic guided tours of P. E. I. National Park, with stops at Dalry, 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 Woodligh Beach 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 50¢ - children free.

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

**ICE** For Campers and Pencklers

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

for your **dining pleasure**

**Nightly Entertainment**

**MAX SEELER** on the piano-accordion  
European Folk - Steaks  
Closed Sundays.

**Flying Dutchman RESTAURANT**  
174 Queen St.  
Ch'town

**Let's All Go To The Dairy Queen**

For a Fresh Frozen Treat  
Sundae Milk Shakes  
Banana Split Sodas  
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

**Parkview**

**TOURISTS SHOP FOR**

- Island Tartans
- Sweaters
- All wool sweaters

**Dows**  
Men's Wear  
Good Taste in Fashion Coats  
Nothing Extra.

**WE RENT**  
Televisions, Fridges, Washers, Stoves

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

**FRESTONE HOME & AUTO CO. Ltd.**  
Ch'town - Next door to King Kote Laundry

**Summer Cottons**

sizes 7-24 1/2

**The GLORIA**  
Ladies' Wear  
155 St. 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
- Lobster Pie
- Southern Fried Chicken
- Smoked Meat
- And many other dishes

**Larry's Restaurant**  
Free Delivery  
Dial 4-909 or 4-8415

**E. REYNOLDS**  
Radio & TV Sales & Service  
Phone 71, 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 a trumpet car radio service.

**SOUTHPORT COUNTRY CLUB**

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

**NORTH RIVER Drive-In**

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

**THE BIKE SHOP**  
Great George St. Ch'town

**ICE**  
For Your Picnic Needs  
**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 31-11  
Prince Edward Island

Be Sure to Go Dining at **MILTON'S OLD SPAIN**

"Where most People Prefer to eat."

DIAL 4-7658

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.

**HOSPITALITY CORNER**  
SOURIS

**JOSEPH PAQUET MGR.**

**MR. TOURIST:**  
We can supply all your drugs and prescription needs. Call on us.

**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 4-9223

Elm Ave. Ch'town

**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 the FOLKS AT HOME**

**Archer & MacDonald Ltd.**  
Open 'til 9 every night  
Parkdale Dial 4-6345

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**ROWANWOOD TOURIST HOME**  
Cavendish golf course and beach also Brackley Beach only 15 minutes drive.  
Private Camping Grounds  
Telephone Hunter River 31-11  
Prince Edward Island

**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

**MR. TOURIST:**  
We can supply all your drugs and prescription needs. Call on us.

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

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

**Queen St. Meat Market**  
223 Queen St. Dial 4-7235  
Free Delivery

**FOR THE BEST IN MEALS BE SURE AND CALL AT MORELLI DINEE**

and try the finest foods that will satisfy your appetite.

**MORELLI DINEE**  
Carl MacAdam, Prop.

**Eastern Kings ARTS and CRAFTS**

Kingsboro, P.E.I.

Beautifully carved, Watch for signs at Kingsboro, Souvenirs and handicrafts.  
5 miles east of Souris.

**TOURISTS**

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Prince Edward Island

**RIVER VIEW ESSO SERVICE**  
15 Miles from Borden  
**CRAPAUD, P.E.I.**

One sixty-th Queen Charlottetown