

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 Shoes
- 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 Gratton 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. Peter's Road and Palmer's Lane on Route 2 where ample parking, and speedy and efficient service are available.

Tourists are especially welcome. "MY BANK" Parkdale at Main Branch 114 Kent St., Charlottetown.

ABEGWEIT SIGHTSEEING TOURS

Enjoy scenic guided tours of P. E. I. National Park, with stops at Delany, Stanhope and Brackley Beaches. Also a visit to Cavendish Beach and Green Gables. "Hone of Arney", made world famous by the novels of Lucy Maud Montgomery. Side tours to Woodlough Republic and other points of interest. This tour also includes - - - a stop at Rustico, "an Acadian fishing village".

Phone 4-9966

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.

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

Janison Swim Trunks, Spivars, etc. See

Maurice Mill Ltd.
Summerside

HOWATT'S LOBSTER POUND

Fresh Lobster, Fresh Lobster Meat, Live Lobster to take out. We also do N. E. Quabes, Ontario. Live or Cooked.

Victoria, P. E. I. Phone 31

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
JUNE 19-22 - 8 P.M.
Wednesday nite next Ladies FREE



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.
Music by "Tremontes"
9:30 - 12:30

Tues. and Thurs.
Record Hops
9:30 - 12:30

Also Regular Blage 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

For the Finest IN CAR CARE Use SHELL

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 THE FINEST IN CAR CARE USE SHELL

SHELL PRODUCTS For Campers and Picnickers

ICE For Campers and Picnickers

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

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 your dining pleasure

MAX SEELER on the piano-accordion

European Food - Steaks

Flying Dutchman RESTAURANT
174 Queen 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

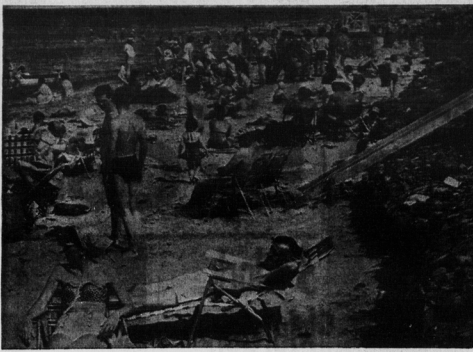
FOR THE BEST IN MEALS BE SURE AND CALL AT MORELL DINEE

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.



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.

Moore & McLeod Ltd.

4 floors of Quality merchandise

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

on the Island it's
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 till 10 p.m.
St. Peter's Rd., Parkdale

PETER PAN

DRIVE IN GOOD FOOD

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

PETER PAN Drive In Restaurant

Malpeque Road at the Trans-Canada Highway

Cook & Curry ICE CUBES

For

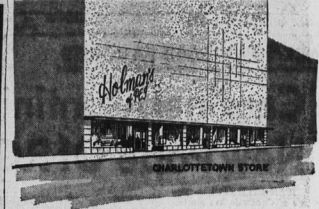
- Your cooler, or at the Beach or your social evenings.

S. R. Johnston's FINE 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 beautiful Province. Accommodation for picnics, fishing, or day at the beach.

For further particulars
PHONE 804-4703 or New Haven 6 - "Moderate Rates" -



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 in 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.



Perfect for Picnics



BUCKET OF DOW'S KENTUCKEY FRIED CHICKEN
3 PIECES SERVES 3-4

SMALL BUCKET 2.50
PIECES SERVES 3 to 5

Dow's RESTAURANT
Gratton St. Ch'town

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
65 Queen St. Dial 4-8713
Charlottetown

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

Parkview

For a Fresh Frozen Treat
Sundae Milk Shakes
Banana Split 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
Bed Point 6 Miles East of Souris

MILLER BROS. MUSIC DEALERS

DIAL 4-8535
Great George Street

BUYING FURNITURE for the FOLKS AT HOME?

Archer & MacDonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-8521

Summer Cottons

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
 - Lobster Pie
 - Southern Fried Chicken
 - Smoked Meat
 - And many other dishes
- Larry's Restaurant**
Free Delivery
Dial 4-9223 or 4-8415

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND

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

Monsters Phone 46 for Reservations until June 16th, then Phone 38-2191.

TOURISTS

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

Free Delivery

E. N. Kays & Sons GROCERY
4-8234 DIAL 4-8234
Upper Queen and Chestnut

TOURISTS

For Your Groc., Fruits & Veg.

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

Deep Sea Fishing

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

AIDEN DOIRON
North Rustico Phone 21

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 21-11
Prince Edward Island

RIVER VIEW ESSO SERVICE

15 Miles from Borden
CRAPAUD, P.E.I.
One sixty-six Queen Charlottetown

SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

NORTH RIVER Drive-In

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

Kennedy's

--- ladies' fashions of distinction