

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
T. M. Lewellyn
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
JUNE 27-29 — 8 P.M.
Thursday Night This Week — "LADIES FREE"



The Island offers ideal locations and facilities for thousands of visitors who enjoy camping. On the Island there are 22 provincial camping sites, and two federal camping areas, as well as several private locations. Accommodations may be obtained by the night or week, and some private concerns offer special rates for those wishing to camp for the season.

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



SUMMERSIDE STORE

the smartest things under the sun
IN SUMMER FOOTWEAR



- Summer Sandals
- Canvas Casuals
- Dress Footwear
- Beach Thongs

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

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

Moore & McLeod Ltd.

LADIES' WEAR
MEN'S WEAR
CHILDREN'S WEAR

HOUSE FURNISHINGS
TARTANS
WEDDING SOUVENIRS

4 floors of Quality merchandise

Moore & McLeod Ltd.
Your Favorite Shopping Centre

110 QUEEN ST. CHARLOTTETOWN

Charlottetown's most exclusive shop - - - specializing in **AUTHENTIC TARTANS**

Shirts — Bermudas — Strides — In imported wools from the British Isles.

- FURS
- LADIES' WEAR

island furriers ltd.
79 Grafton 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

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 Ringo —
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

Cook & Curry ICE

For

- Your cooler, or at the beach or your social evenings.
- Light-seeting tour of our Island Province.

Accommodation for picnics, fishing, or day at the beach.

For further particulars
PHONE: 594-4708
or New Haven - 6
— "Moderate Rates" —

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.

For further particulars
PHONE: 594-4708
or New Haven - 6
— "Moderate Rates" —

Perfect for Picnics



BUCKET OF DOW'S KENTUCKY FRIED CHICKEN
15 PIECES \$17.95

SMALL BUCKET
4 PIECES \$12.50

Dow's RESTAURANT
Grafton St. Ch'town

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

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

Visitors Welcome

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

WM. CONDON & SONS
65 Queen St. Dial 4-8713
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 "MY BANK" Parkdale and at Main Branch 114 Kent St., Charlottetown.

ABGWEIT SIGHTSEEING TOURS

Enjoy scenic guided tours of P. E. I. National Park, with stops at Dalvey, Stanhope and Brackley Beaches. Also a visit to Cowditch 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 Kuroko, "an Acadian fishing village".

Phone 4-9966

HILLSIDE INN HOTEL MONTAGUE

"We serve everything Especially Sea Food"

Air Conditioned Dining Room and Restaurant

Lanches 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 80c—children free.

For the Finest **IN CAR CARE** Use **SNELL**

SHELL PRODUCTS For Campers and Picnickers

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

Let's All Go To The Dairy Queen

For a Fresh Frozen Treat
Sundaes Milk Shakes
Banana Spills 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

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

— at —
Dow's
Dow's Wear
Good Taste in Fashion Costs Nothing Extra.

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
4-9284 Dial 4-9284
Upper Queen and Chestnut

TOURISTS
For Your Groc., Fruits & Veg.

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

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 Jordan.

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

"Where People Prefer to eat."

DIAL 4-7655

Kent St. Ch'town

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

HOSPITALITY COURT
SOURIS

JOSEPH PAQUET
MGR.

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

REDDIN BROS. DRUGS
112 Richmond St.

GAUDET'S Tourist Lodge

Near Sandy Beach
Tignish, P. E. Island

Phone 66

Accommodations • Meals
F. GAUDET, PROP.

for your dining pleasure

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 4 Miles East of Souris

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 Kohn Laundry

CHINESE FOODS

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

Situated up-town

ISLAND GRILL
Queen St. Ch'town

Deep Sea Fishing

Two 4 hour trips, Daily, 85 each. Tackle supplied.

AIDEN DOIRON
North Rustico Phone 21

Kennedy's

— ladies' fashions of distinction

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

MAURICE MILL LTD.
Summerside

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

Queen St. Meat Market
225 Queen St. Dial 4-7236
Free Delivery

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

and try the finest foods that will satisfy your appetite.

MORELL DINER
Carl MacAdam, Prop.

FOR ALL YOUR BARBECUE NEEDS FORD'S MEATS

DIAL 4-9223 Ch'town

Call Ch'town 4-8506

and place your message here in front of thousands of tourists.

MILLER BROS. MUSIC DEALERS

DIAL 4-5535
Great George Street

BUYING FURNITURE for the FOLKS at HOME

Archer & MacDonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-4545

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

Montague Phone 45 for Reservations until June 16th, then Phone 338-2181.

COME IN AND TRY OUR

- Pizza Pies
- Spagetti 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

ROWANWOOD TOURIST HOME

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

Private Camping Grounds
Telephone Hunter River 31-11
Prince Edward Island

RIVER VIEW ESSO SERVICE

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

See sixty-six Queens
Charlottetown