

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
 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 3-6 - 8 P.M.

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 "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".

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

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.

Let's All Go To The Dairy Queen

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

GAUDET'S Tourist Lodge

Near Sandy Beach
 Tignish, P. E. Island
Phone 66
 Accommodations - Meals
 F. GAUDET, PROP.

Flying Dutchman RESTAURANT

174 Queen St.

for your dining pleasure
 Nightly Entertainment

MAX SEELER on the piano-accordion
 European Food - Steaks

MR. TOURIST:

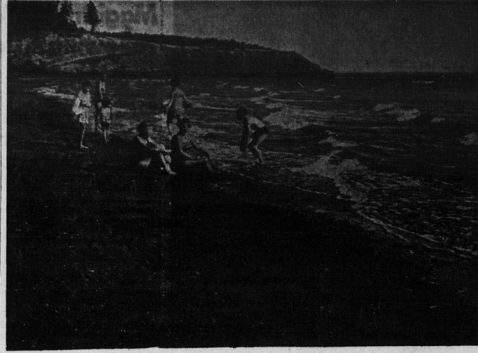
We can supply all your drugs and prescription needs. Call on us.
REDDIN BROS. DRUGS
 132 Richmond St.

FOR ALL YOUR BARBECUE NEEDS FORD'S MEATS

DIAL 4-9223 Ch'town

Elm Ave.

Call Ch'town 4-8506
 and place your message here in front of thousands of tourists.



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.

Moore & McLeod Ltd.

LADIES WEAR
 MEN'S WEAR
 CHILDREN'S WEAR

HOUSE FURNISHINGS
 TARTANS
 WEDDWOOD
 SOUVENIRS

Quality merchandise
 Moore & McLeod Ltd.
 Your Favorite Shopping Centre

119 QUEEN ST. CHARLOTTETOWN

PETER PAN

DRIVE IN GOOD FOOD

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

PETER PAN
 Drive In Restaurant
 Malpeque Road at the Trans-Canada Highway

WELCOME TOURISTS

Charlotte's leading LADIES' WEAR STORE
 Open All Day Sat.

NORMA'S

Kent Street
 across from Eaton's

The finest shoes 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 beautiful Province.

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

For further particulars
 PHONE 594-4705
 or New Haven - 6
 "Moderate Rates"

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.

CHINESE FOODS

Snack Bar Service
 Full Course Meals
 Take Out Orders
 Situated up-town

ISLAND GRILL
 Queen St. Ch'town

Summer Cottons

sizes 7-24 1/2

The GLORIA
 Ladies' Wear
 135 Gt. George 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

Do's
 Men's Wear
 Good Taste in Fashion Costs Nothing Extra.

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

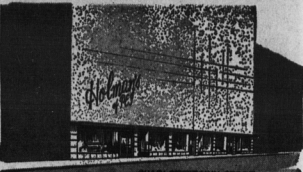
MILLER BROS. MUSIC DEALERS

DIAL 4-3535
 Great George Street

BUYING FURNITURE for the FOLKS AT HOME

Archer & MacDonald Ltd.
 Open 'til 9 every night
 Parkdale Dial 4-6245

DRIVE SAFELY WHILE ON PRINCE EDWARD ISLAND



CHARLOTTETOWN STORE

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 is 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 testing, home furnishings . . . all the products of our ingenuity that make shopping here a pleasure . . . at typical Holman prices.



SUMMERSIDE STORE

Perfect for Picnics

BUCKET OF DOW'S KENTUCKE FRIED CHICKEN
 15 PIECES SERVES 3-5
3.95

BEFORE the wool comes to Condon's Woolen Mill
 AFTER it has been to Condon Woolen Mill
 Visitors Welcome
 Yarns • Auto Robes • Blankets • Island Tartan Blankets
 Made of 100% Virgin Wool
WM. CONDON & SONS
 65 Queen St. Dial 4-5713
 Charlottetown

DOW'S RESTAURANT

3 PIECES SERVES 3 to 5
2.50

RESTAURANT
 Grifton St. Ch'town

TOURISTS

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

Free Delivery

E. N. Keys & Sons GROCERIA
 4-6294 Dial 4-6294
 Upper Queen and Chestnut

TOURISTS

For Your Groc., Fruits & Veg.

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

Complete FISHING INFORMATION

Fly & Ball Supplies
 Rod and Reels
 License Sold Here

THE BIKE SHOP
 Great George St. Ch'town

ICE For Your Picnic Needs

MacLEAN'S GROCERY
 Winklow, P. E. I.

BOWANWOOD TOURIST HOME
 Complete 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
 15 Miles from Borden
 CROFAUD, P.E.I.

Kennedy's
 . . . ladies' fashions . . . of distinction

One sixty-six, Queen Charlottetown

the smartest things under the sun
IN SUMMER FOOTWEAR

- Summer Sandals
- Canvas Casuals
- Dress Footwear
- Each Thing

WELCOME TOURISTS

LePAGE SHOE CO.
 "The Home of Good Shoes Since 1920"

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

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. Peters 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 Dalvey, Gaspere 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 Woodliff Replica and other points of interest. This tour also includes . . . a stop at "An Acadian fishing village".

Phone 4-9986

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

WINGSWAY DINING ROOM

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

FOR YOUR VACATION NEEDS

Jantzen Swim Trunks Sportswear, etc. See

Marvick 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
 132 Richmond St.

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 58

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

Queen St. Meat Market
 223 Queen St. Dial 4-7338
 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.