

TOURIST INFORMATION GUIDE

We Welcome You to Montagu The Beautiful



Yes, here is nature's own paradise, situated along the low rolling hills of 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 Diner Jo Anna Dress Shop
Hooley's Men's Wear BELLE'S SHOP
Helaine's Millinery Hickey & 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.



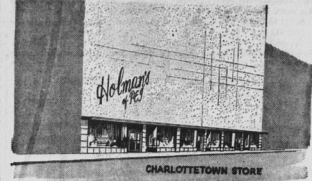
Three Majorettes who will form part of the Colorful Lobster carnival next Monday afternoon, July 15 in Summerside. A truly great day of entertainment for Tourists now visiting the Island.

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. Fresh 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 Holmans'.

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
N SUMMER FOOTWEAR



● Summer Sandals
● Canvas Casuals
● Dress Footwear
● Beach Things

WELCOME TOURISTS

LePAGE SHOE CO.

Chlottetown's most exclusive shop - - - specializing in AUTHENTIC TARTANS

Skirts - Bermudas - Strides - In Imported Wealds from the British Isles.

● FURS ●
● LADIES' WEAR ●

island furriers ltd.
79 Grafton Street

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 Biggs
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

Quality merchandise

Moore & McLeod Ltd.
Your Favorite Shopping Centre

119 QUEEN ST 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

● SCENIC BEAUTY
● GUIDED TOURS
● 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

Charlotte's
FINEST RESTAURANT
189 Kent
RENDEZVOUS

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. 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

ICE

For

● Your cooler or at the beach or your social evenings.

● S. R. Johnston's FINEST STATION St. Peter's Rd. Parkdale

● "On Your Way to Brackley Beach".

Perfect for Picnics



BUCKET DOW'S KENTUCKEE FRIED CHICKEN
15 PIECES SERVES 5-7 \$3.95

SMALL BUCKET
2 PIECES SERVES 2 to 5 **2.50**

Dow's RESTAURANT
Grafton St. Ch'town

BEFORE the wool comes to Condon's Woolen Mill

AFTER it has been to Condon Woolen Mill

Visitors Welcome

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

WM. CONDON & SONS
45 Queen St. Dial 4-8713
Charlottetown

WELCOME TO OUR ISLAND

TOURISTS

Your 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 Dalway, George's 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 replicas 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

For the Finest IN CAR CARE (SHELL) Use

SHELL PRODUCTS

● 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 Summer-side Highway.
12 Modern Units Rates \$5.00 and up

Phone Kensington 156
Mr. J. K. Pidgeon Mgr.

Let's All Go To The Dairy Queen

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

Summer Cottons

sizes 7-24 1/2

The GLORIA
Ladies' Wear
355 Gt. George St.

TOURISTS

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

Free Delivery

E. N. Kays & Sons
GROCETERIA
4-6234 Dial 4-6234
Upper Queen and Chestnut

SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

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 9 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 your dining pleasure

Entertainment

MAX SEEDER on the piano - accordion European Food - Steaks

Flying Dutchman RESTAURANT
174 Queen St.

TOURISTS

we invite you to stay at the

Loch Dhu Iven Campground Trailer Court

Red Point Mills
East of Mirs

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

CHINESE FOODS

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

Situated up-town

ISLAND GRILL
Queen St. Ch'town

COMPLETE FISHING INFORMATION

● Fly & Bait Supplies
● Rods and Reels
● Licence Sold Here

THE BIKE SHOP
Great George St. Ch'town

DRIVE-IN

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

FOR YOUR VACATION NEEDS

Janzen Swim Trunks Sportswear, etc. See

Mance Mill Ltd.
Summerside

HOSPITALITY CORNER
SOURIS

JOSEPH PAQUET MGR.

MR. TOURIST:
We can supply all your drugs and prescription needs. 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 4-9223 Ch'town

Eastern Kings ARTS and CRAFTS
Kingsboro, P.E.I.
Beautiful scenic drive. Watch for signs at Kingsboro. Souvenirs and handicrafts. 5 miles east of Souris.

MILLET BROS. MUSIC-DEALERS

DIA 4-3535
Great George Street

BUY! FURNITURE
for the OVERNIGHT GUESTS
PICK AT HOME!

Archer MacDonald Ltd.
On "H" every night
Parkdale Dial 4-6315

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 John Laundry

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

ICE For Your Picnic Needs

MACLEANS 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

Kennedy's

--- ladies' fashions of distinction

HOWATT'S LOBSTER POUND

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

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

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 DINEE

and try the finest foods that will satisfy your appetite.

MORELL DINEE
Carl MacAdam, Prop.

Eastern Kings ARTS and CRAFTS
Kingsboro, P.E.I.
Beautiful scenic drive. Watch for signs at Kingsboro. Souvenirs and handicrafts. 5 miles east of Souris.

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

Montague Phone 45 for Reservations until June 16th, then Phone 858-2181.

Radio & TV Sales & Service
Phone 75, 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 reasonably to sell fast. We also offer a prompt car radio service.

RIVER VIEW ESSO SERVICE

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

One sixty-six Queen Charlottetown

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

Kennedy's

--- ladies' fashions of distinction