

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 Jo Anna Dress Shop
Hooley's Men's Wear BELLE'S SHOP
Helaine's Millinery Hickey & Vandulstine
Town of Montague

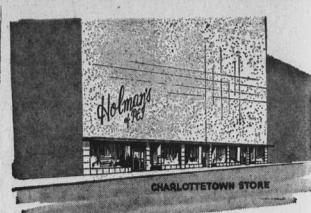
Tartan Skirts & Strides

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.

Unexpected scenic beauty greets you at almost every turn as you drive along Island highways... this scene at Mont rose reflects the tranquility of Island rural life, and gives perhaps a hint that a few trout may lurk in its peaceful waters. Montrose is located in the west end of 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... 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 Holmans.



the smartest things under the sun IN SUMMER FOOTWEAR

Summer Sandals
Canvas Casuals
Dress Footwear
Beach Things

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

Calering 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".

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

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

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

RENDZVOUS

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

WELCOME TOURISTS

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

NORMA'S
Kent Street
across from Eaton's

Perfect for Picnics

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

SMALL BUCKET
Serves 3 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 Blankets
- Island Tartan Blankets
- Made of 100% Virgin Wool

WM. CONDON & SONS
65 Queen St. Dial 4-713
Charlottetown

A "MUST" - - - a visit to STRATHGARTNEY HOMESTEAD

Campers Supplies, Store, Gifts, Novelties

- SCENIC BEAUTY
- GUIDED TOURS
- FISHING

On Route 1 adjacent Strathgarty Park

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 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 Summerside 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

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

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 - 6
- "Moderate Rates" -

TOURISTS

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

Free Delivery

E. N. Kays & Sons
GROCETERIA
4-6284 Dial 4-6234
Upper Queen and Chestnut

SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

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 Dalway, 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 Woodlough Beach and other points of interest. This tour also includes... a stop at Rustico, "an Acadian fishing village".

Phone 4-9966

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.

TOURISTS

we invite you to stay at the

Loch Du Haven Camping and Trailer Court

Red Point 6 Miles East of Souris

TOURISTS SHOP FOR

- Island Tartans
- Harris Tweeds
- All wool sweaters

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

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

NORTH RIVER Drive-In

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

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.

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

WE RENT

Televisions, Fridges, Washers, Sells

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

FIRESTONE HOME & AUTO CO. Ltd.
Ch'town - Next door to King Koin Laundry

WE RENT

Televisions, Fridges, Washers, Sells

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

FIRESTONE HOME & AUTO CO. Ltd.
Ch'town - Next door to King Koin Laundry

COME IN AND TRY OUR

- Pizza Pies
- Spaghetti with Meat Sauce
- Roast Beef
- Southern Fried Chicken
- Smoked Meat
- And many other dishes

Larry's Restaurant
Free Delivery
Dial 4-9628 or 4-8415

E. REYNOLDS

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

Kennedy's

--- ladies' fashions of distinction

FOR YOUR VACATION NEEDS

Janzen Swim Trunks Sportswear, etc. See

Marnee Mill Ltd.
Summerside

MR. TOURIST:

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

REDDIN BROS. DRUGS
122 Richmond St.

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.

Eastern Kings ARTS and CRAFTS

Kingsboro, P.E.I.
Beautiful scenic drive. Watch for sign at Kingsboro. Souvenirs and handicrafts.
8 miles east of Souris.

BUYING FURNITURE for the FOLKS at HOME?

Archer & MacDonald Ltd.
Open 10 to 6 every night
Parkdale Dial 4-6311

Mary's Tourist and Overnight Guests

Come and enjoy the Island Home place.

Montague Phone 45 for Reservations until June 16th, then Phone 88-2191.

Radio & TV Sales & Service

Phone 75, Murray River, P.E.I.I

Alfredina Villiers & 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 prompt car radio service.

RIVER VIEW ESSO SERVICE

15 Miles from Borden

CRAPAUD, P.E.I.
One sixty-six Queen
Charlottetown

HOWATT'S LOBSTER POUND

Fresh Lobster, Fresh Lobster Meat, Live Lobster in take and we ship to N. B., Quebec, Ontario, Live or Cooked.

Victoria, P. E. I. Phone 54