


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 & Vandierstine

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



HARNES RACING



THIS WEEK'S RACES
JUNE 19-22 - 8 P. M.
Wednesday nite next Ladies FRI. E



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.

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 you can 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
- Great 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

Moore & MacLeod 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 & MacLeod 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



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 Rigo
Wed., Fri., Sat. 7-9

BOWLING
Mon. to Sat., "Automatic Pin Setters".

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

- SCENIC BEAUTY
- GUIDED TOURS
- GOLFING • FISHING

A prominent old homestead dating back to 1849 complete with much of its original furniture!

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

FINEST RESTAURANT

189 Kent

RENDEZVOUS

For the Finest In CAR CARE (SHELL) Use

SHELL PRODUCTS
ICE For Campers and Picnickers

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

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 Basket
- Smoked Meat Sandwich
- Steak Burgers

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

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 894-4708
or NEW HEAVEN 45
"Moderate Rates"

Perfect for Picnics

BUCKET OF DOW'S TURKEY FRIED CHICKEN
15 PIECES SERVES 5-7
3.95

SMALL BUCKET
8 PIECES SERVES 3 to 5
2.50

Dow's RESTAURANT
Grafton St. Ch'town

BEFORE AFTER

the wool comes to Condon's Woolen Mill

It has been to Condon Woolen Mill

Visitors Welcome

- Yarns
- Auto Robes
- Island Tartan Blankets

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

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 "MONT BANK" Parkdale and at Main Branch 141 Kent St., Charlottetown.

MILTON'S OLD SPAIN
"Where most People Prefer to eat."
DIAL 4-7658
Kent St. Ch'town

CHINESE FOODS

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

Situated up-town

ISLAND GRILL
Queen St. Ch'town

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 your dining pleasure

Max Seeler on the piano-accordion

MAX SEELER on the piano-accordion European Food - Steaks

Flying Dutchman RESTAURANT
174 Queen St.

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

WELCOME TOURISTS

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

NORMA'S
Kent Street across from Eaton's

Summer Cottons

size 7-24 1/2

The GLORIA
Ladies' Wear
135 Gt. George St.

TOURISTS

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

Free Delivery

E. N. Kays & Sons GROCETERIA
4-8534 Dial 4-6234
Upper Queen and Chestnut

SOUTHPORT COUNTRY CLUB

GOLF SWIMMING TENNIS ARCHERY AIRPORT REFRESHMENTS

Phone 4-9815

FOR YOUR VACATION NEEDS

Janston Swim Trunks Sportswear, etc.

Mauree Mill Ltd.
Summerside

HOSPITALITY COURT SOURIS

JOSEPH PAQUET MGR.

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

REDDIN BROS. DRUGS
122 Richmond St.

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.

Loch Dhu Haven Camping and Trailer Court

Red Point 6 Miles East of Souris

MILLER BROS. MUSIC DEALERS
DIAL 4-3555
Great George Street

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

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

ABEGWEIT SIGHTSEEING TOURS

Enjoy scenic guided tours of P. E. I. National Park, with stops at Davay, Stanhope and Brackley Beaches. Also a visit to Cavendish Beach and Green Gables. "None of Aime", made world famous by the movie of Lucy Maud Montgomery. Side tours to Woodlugh Falls and other points of interest. This tour also includes . . . a stop at Rustico, "An Acadian fishing village".

Phone 4-9966

Deep Sea Fishing

Two 5 hour trips Daily. \$2 each. Tackle supplied.

AIDEN DOIRON
North Rustico Phone 21

NORTH RIVER Drive-In

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

HOWATH'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 4-7330
Free Delivery

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

BUYING FURNITURE for the FOLKS AT HOME?

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

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 Loan 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

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

One sixty-six Queen Charlottetown

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