

TOURIST INFORMATION GUIDE

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"

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. Charlottetown



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



HARNESS RACING



NEXT RACING
JULY 22-25-27 - 8 P.M.

Plan to Attend
Old Home Week Aug. 12 to 17

The Charlottetown Driving Park and Provincial Exhibition Association

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

Moore & McLeod Ltd.

LADIES WEAR
MEN'S WEAR
CHILDREN'S WEAR

HOUSE FURNISHINGS
TARTANS
WEDGWOOD
SOUVENIRS

119 QUEEN ST. CHARLOTTETOWN

WESTERNER MOTEL and RESTAURANT

AAA HOTEL

Alberton, P. E. I.

ACCOMMODATION AT ITS BEST -

- PRIVATE FISHING AND BOATS ON PREMISES
- NEAR BEACHES
- WEEKLY RATES
- HOME COOKING

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
1/4 Miles from Cornwall on Route 19


FILMS
All Types

- Souvenirs
- Tutorials - most all makes
- Bathing Caps
- Swim goggles & fins
- PRESCRIPTIONS PROMPTLY FILLED
- Dial 9237

FOLEY'S DRUG STORE
309 Water St. S' side

Mr. Tourist - - -

Does your Volkswagen look like this?



Don't blame the car, it simply needs a complete re-tuning. This requires an expert, as does your Volkswagen to the excitement of P.E.I., French, Russian.

- tune-up
- over-all auto repairs

FRANCIS RUDISCH
Southport - Dial 4-9725

P.E.I. Wild Life Park Inc.

Seals - Bears - Water-fowl - 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

VISIT P.E.I.'S PARK and SANDY BEACHES

WELCOME TO OUR ISLAND

TOURISTS

Your bank is THE BANK OF MONTREAL, Parfardale, 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 "MAY BANK" Parfardale 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, Shellbrook and Brackley Beaches. Also 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

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.

4 Miles from Montague

WAY DINING ROOM

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

SEE THE GOLD CUP AND SAUCER PARADE AND RACE
AUGUST 16

GAUDET'S Tourist Lodge

Near Sandy Beach
Tignish, P. E. Island
Phone 66

Accommodations - Meals
F. GAUDET, PROP.

FOR YOUR VACATION NEEDS

Jantzen Swim Trunks Sportswear, etc. See

Marice 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.

THE CHALLENGE
18 HOLE

MINIATURE GOLF
Summerside East

Summerside is outdoor time Enjoy Miniature Golf Outside.

OPEN DAILY
10:00 A.M. - 11:30 P.M.

ADMISSION:
Adults 40c; Children 35c

HOWARTH'S LOBSTER FOUND

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

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

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

and try the finest foods that will satisfy your appetite.

MORELL DINERS
Carl MacAdam, Prop.

BELL'S BOOK & NOVELTY STORE

Souvenirs, English Book, China, Greeting Cards, Stationery, Books, Magazines, etc.

14 Summerside, Summerside



The Summerside Lobster Carnival... a highlight of the summer... will provide many thrills to young and old this week. Continuing all week, dances, and of course Lobster. This scene shown is Holman's of P. E. I. float that was in the Parade, Monday of this week.

Moore & McLeod Ltd.

LADIES WEAR
MEN'S WEAR
CHILDREN'S WEAR

HOUSE FURNISHINGS
TARTANS
WEDGWOOD
SOUVENIRS

119 QUEEN ST. CHARLOTTETOWN

on your way to the **NATIONAL PARK** stop for

- All Size Film
- Sunfast Lotions
- First Aid Products
- Prescriptions
- Souvenirs

PARKDALE PHARMACY
Open daily til 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 CUBES

For your cooler or at the Beach or your social evenings.

S. R. Johnston's FINA STATION
St. Peter's Rd., Parkdale
"On Your Way to Brackley Beach"

BAY VISTA MOTOR INN

- Public Restaurant
- Open Daily 8 a.m. - 9:00 p.m.
- Gift Shoppe
- 12 new modern units

Next to Abegweit Youth Club 2 miles west of Cavendish National Park.

WELCOME TOURISTS

Charlottetown's leading LADIES' WEAR STORE

Open All Day Sat.

NORMA'S
Kent Street
across from Eaton's

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

For further particulars
PHONE 894-4703
or New Haven 4 - "Moderate Rates"

Let's All Go To The Dairy Queen

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

Drive In Theatre
Brackley Pl. Road

WE SELL
Show Nightly at Dunk
Come Enjoy Yourself

Summer Cottons

sizes 7-24 1/2

The GLORIA
Ladies' Wear
133 Gt. George St.

TOURISTS

we invite you to stay at the

Loch Dhu Haven Camping and Trailer Court

Red Point 8 Miles East of Souris

TOURISTS SHOP FOE

- Island Tartans
- Hairs Tweeds
- All wool sweaters

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

MILLER BROS. MUSIC DEALERS

DIAL 4-3535
Great George Street

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

Larry's Restaurant

Free Delivery
Dial 4-909 or 4-8415

E. REYNOLDS
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 reasonable to sell fast. Also offer a prompt car radio service.

BUYING FURNITURE FOR THE FOLKS AT HOME

see
Archer & MacDonald Ltd.
Open 'til 9 every night
Parkdale Dial 4-4351

Mary's Tourist and Overnight Guests

Come and enjoy the Island Hospitality.

Montague Phone 45 for Reservations until June 1968, then Phone 835-5181.

Ed Clinton GIFT & PHOTO SHOP

For Your Photo Needs Call ED CLINTON Souris

• souvenirs
• gifts
• novelties, etc..

"GIFTARAMA"
Prince St. Charlottetown

Perfect for Picnics



BUCKET OF DOW'S KENTUCKY FRIED CHICKEN
15 PIECES SERVES 5-6 \$3.95

SMALL BUCKET
8 PIECES SERVES 2 to 3 \$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
- Blankets
- Auto Robes
- Island Tartan Blankets

Made of 100% Virgin Wool

WM. CONDON & SONS
15 Queen St. Dial 4-878
Charlottetown

ABEGWEIT YACHT CLUB

DANCING WED. and SAT. NIGHTS

Sat. Music by Ted Alborn Wed. Music by The Mariners

Admission: \$2.00 couple
Open to members, prospective members and guests.

TOURISTS WELCOME

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 Borden.

ICE For Your Picnic Needs

MacLEAN'S GROCERY
Winsloe, 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

J. & S. Store Ltd.

infants to teens speciality store

- authentic viyella tartans
- other exclusive lines for children & teens

Water Street Summerside

THE FABRIC SHOP
Water St. S' side

Tartans and other assorted materials.

PATTERSON'S

- Jewellery & Gifts
- English China
- Irish Belleek
- Quality Souvenirs

113 Kent St. Charlottetown

WELCOME TOURISTS TO P.E.I.

PHONE 894-8506

And Place Your Message In Front of the Thousands of Tourists Visiting P.E.I.