



for a happier holiday, check this

TOURIST VACATION GUIDE!



Henderson & Cudmore... The Island's Largest Direct Importers of Men's Woolens From Great Britain

VIYELLA SHIRTS

Beautiful Viyella shirts come in authentic tartans and are completely washable. **\$13.95**

There are also plain shades priced at \$10.95.

Viyella Sport Jackets \$49
Jager Argyle Hose .. \$1.95
DAKS TROUSERS ... \$27.50

HENDERSON & CUDMORE
 WHERE QUALITY IS SURE



P. E. I. is noted for its traditional hospitality. These Island merchants welcome you to our Province . . . and trust that you enjoy our hospitality to the full.



HOLMAN'S FOODLAND

Pictured here is Holman's new, modern Foodland Supermarket in Charlottetown which was completed recently. This is the latest expansion of R. T. Holman Limited which has been serving Prince Edward Island for over 100 years. It is Foodland's aim to bring the consumer the highest quality foods at the lowest prices possible. In Summerside or Charlottetown you can shop with confidence at Holman's Foodlands or Department Stores

Welcome Tourists
To Moore & McLeod Ltd.
 "Your Favorite Shopping Centre For 67 Years."

We invite you to visit our store during your stay with us where you will find many beautiful and useful items to choose from for yourself or friends at home you wish to remember.

LADIES' SWEATERS by Wolsey

- Shrink resistant Sweaters
- Fully fashioned
- Short sleeve pullovers
- Long sleeve Cardigans
- Sizes 34 - 40

8.95 to 10.95

ENGLISH BONE CHINA

We have a wide selection of beautiful English Bone China . . . Cups and Saucers by Aynsley of England . . . authentic tartan cups and saucers by Royal Standard also Lady's Slipper pattern and our Provincial Coat of Arms with Maple Leaf decoration. Priced from—

1.49

MEN'S SWEATERS by Wolsey

Fully fashioned in lamb's wool, made in Dumfries, Scotland, home of the finest knitwear in the world. These sweaters come in long sleeve pullovers or V-neck.

PULLOVER STYLE \$10.95
CARDIGAN STYLE \$13.95

TARTAN SKIRTS

Tartan Skirts by Highland Queen and Nat Gordon in all the well known plaids. Sizes: 8 - 18.

21.95

SPORTRITE JR. SKIRTS

skirts by Sportrite Jr., completely reversible . . . hand blocked . . . permanent pleated in bright gay plaid.

24.95

AMERICAN TOURISTS
 You may take home \$500 worth of clothes, duty free, if in Canada over 12 days . . . and \$200 worth if in Canada 48 hours or longer.

Moore & McLeod Ltd.
 YOUR FAVORITE SHOPPING CENTRE.

Come Visit PROWSE BROS.
 The Store For The Whole Family
 You'll Find A Complete Array Of The Latest Styles and Fashions

MEN'S and BOY'S WEAR
 Sport Jackets and Sport Shirts

LADIES', MISSES, GIRL'S WEAR
 Hosiery, Sweaters, Scarves, Lingerie

Ladies' . . . Here's Big News!

OUR GIGANTIC MID-SUMMER SALE IS IN FULL SWING

PROWSE BROS. LTD.

The Store For The Whole Family
 88 Queen St. Dial 8583

For Better Vacation Buys . . Shop At C. T. C.
 Charlottetown Store

Headquarters for Auto Supplies, Camping and Fishing Equipment.

- Camping Supplies
- Boating Supplies
- Fishing Supplies
- Picnic Supplies
- Barbecues
- Seat Covers and many more useful items to choose from
- Charcoal
- Golfing Supplies
- Tires
- Batteries
- Car Ousholms

Where Value And Price Have No Equal

Canadian Tire Corpn.
 Milton Stewart-Al. MacRae Props.
 Queen St. Opposite Dominion Bldg.

A Preview of Fall Glamor . . .

Grandmere Mix & Match Ban-Orn
SWEATERS and SKIRTS

- all sizes
- new shades
- new styles

TARTANS !!
 new pleated skirts and slim-jims . . . plaid, reversible skirts . . .

BULKY KNITS
 new styles in banlon

The Fashion Shoppe
 141 Great George St. Dial 3355

TOMORROW'S THE BIG DAY . . .

EVERYONE WILL WANT TO TAKE PICTURES OF HER MAJESTY

SEE US TODAY
FOR ALL YOUR CAMERA AND FILM NEEDS.

WE HAVE THE BEST CAMERA DEPT. ON PRINCE EDWARD ISLAND

Taylor's JEWELLERS LTD
 121 Grafton St. Dial 4258

Your Most Pleasant Shopping Memories of P. E. I. Will Be Your Visit To . . .

HOLMAN'S

The World's Largest Small Town Store
 129 Grafton St., Charlottetown Water St., Summerside

and

HOLMAN'S FOODLANDS

St. Peters Rd., Charlottetown Water St., Summerside

At Holman's you will always find the very latest in imported and domestic merchandise gathered from the four corners of the world. Holman's Foodlands feature only the best quality meats, vegetables and canned goods available . . . at the lowest possible prices.

HOLMAN'S
 SUMMERSIDE & CHARLOTTETOWN

SUITS and SLACKS
 tailored to perfection for that **Distinctive Appearance** by **Shiffer Hillman** suits \$85.00 slacks \$27.50

Saville Row and other suits 49.50 to 69.50 in regular weights

COOL SUMMER TROPICALS
 49.50 to 69.50

HOOLEY'S MEN'S WEAR
 Kent St. Charlottetown

HEADQUARTERS FOR . . . Green Gables Souvenirs

BURNS JEWELLERS
 Great George St. Charlottetown

- Royal Doulton Figurines
- Scottish Jewellery
- Hummels