



for a happier holiday, check this

# TOURIST VACATION GUIDE!



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

**JAEGER SWEATERS**  
Rugged, Good Looking Sweaters from the Isles of Scotland **\$13.95**

Jaeger **PULLOVER SWEATERS \$29**

- Daks Trousers . . . . . 27.50
- Viyella Tartan Shirts . . . . . 13.95
- Jaeger Camelhair Sox . . . . . pr. 2.25

**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.



**TAYLOR JEWELLERS**

Pictured here is Taylor's Jewellers modern shop. Inside can be found jewellery of all types from souvenirs of Prince Edward Island to diamonds imported directly from Antwerp, Belgium. Taylor's Camera Bar is a big hit with the customers too. Whether you take movies or stills the Camera Bar carries a complete stock of cameras, films and accessories. Whether you are a professional or a beginner you will receive the same courteous attention. Drop in soon.

**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.

**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 Cushions

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-Ora

**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

**YOUR P.E.I. HEADQUARTERS FOR . . .**

- ENGLISH BONE CHINA
- WEDGWOOD
- ISLAND WOOD
- P. E. I. POTTERY

**PLUS THE FINEST CAMERA DEPT. ON P. E. I.**

**Taylor's JEWELLERS LTD.**  
121 Grafton St. Dial 4253

**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  
98 Queen St. Dial 8583

*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**  
OF P.E.I.  
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