

Prowse Bros. Limited is an Institution, Dad Yesterday -- Son Today -- Grandson Tomorrow

# PROWSE'S GOLDEN JUBILEE SPRING SALE

We Celebrate our 50th. Anniversary of our Business on May 1st. and 2nd. and have decided as usual to run Our GOLDEN JUBILEE SALE for Two Days and give 10% of our total two days Sales to be divided between the P. E. I. Hospital, the Charlottetown Hospital, the Protestant Orphanage and St. Vincents Orphanage

THE TEN PER CENT OF THESE TWO DAYS SALES WILL BE DIVIDED EQUALLY AMONG THESE FOUR WORTHY INSTITUTIONS. BESIDES THIS WE ARE GIVING AWAY FREE OUR LARGE BIRTHDAY CAKE AND \$25.00 IN GOLD IN A CONTEST THAT WILL START MAY 1st AND END MAY 10th. PARTICULARS WILL BE FOUND ELSEWHERE IN THIS ADD.

No items are advertised in this add. So outstanding is the event that we feel its only necessary to make the announcement that the Sale will start at nine o'clock Friday morning, May 1st.

In every direction, all over this big Store, you will see lots of Sale Specials.

## JUST COME SHOPPING

The store is so completely given over to the Sale that to shop here on May 1st and 2nd means to save money. Be on hand early. Morning shoppers get better satisfaction.

## APPRECIATION

We know no better method of showing our sincere regard for your continued good will and confidence than to help the Hospitals and Orphanages and to save you money.

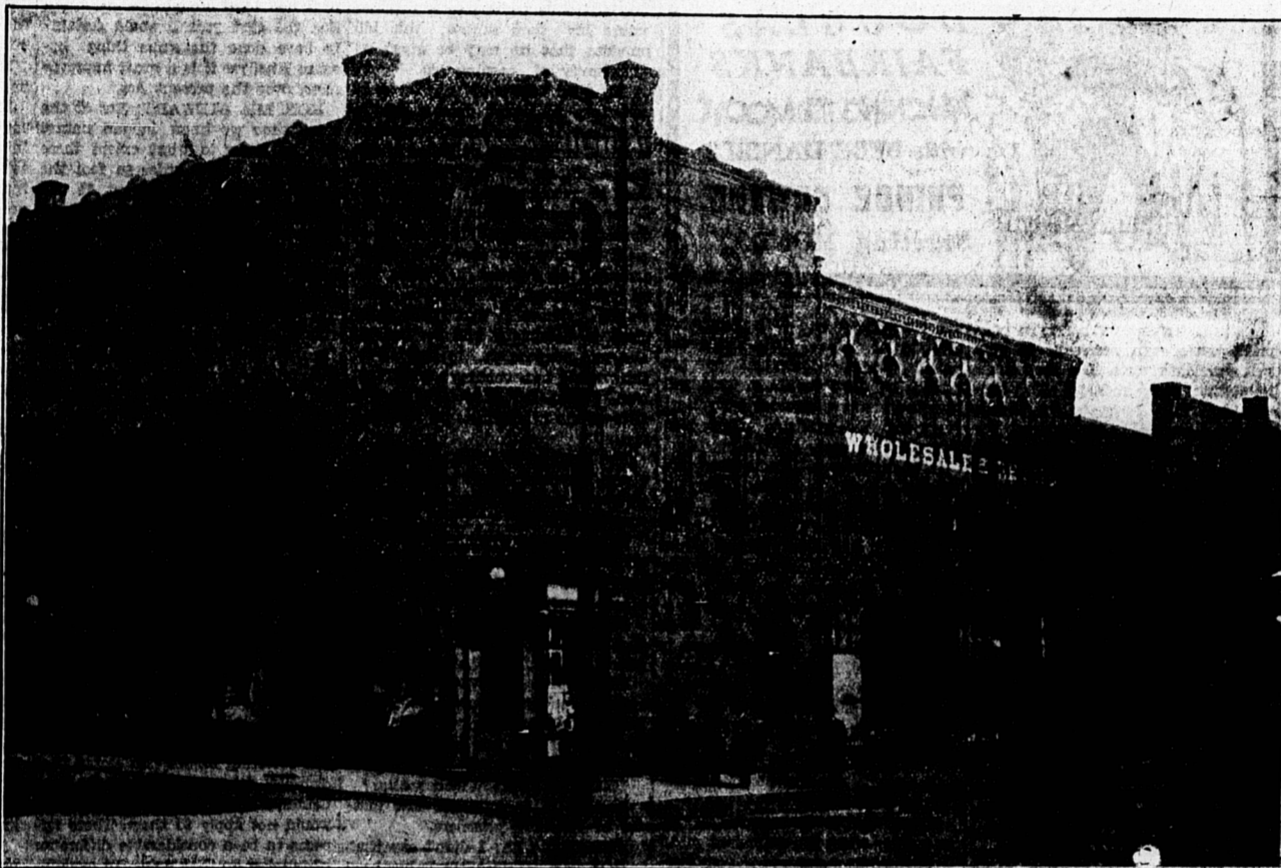
See our Birthday Cake in our Richmond Street window to be given away FREE with \$25.00 in Gold to the five people holding the lucky numbers.

Remember 10 per cent. of every purchase you make here on May 1st and 2nd goes to the Hospitals and Orphanages equally divided.

The more you buy, the more you save, the more you help these worthy institutions.

We cordially invite you, our friends and customers to come into our Business Home during the two Anniversary Sale Days and share in new smart merchandise at prices that mean big savings.

Plan now to attend this Sale starting Friday morning, May 1st.



## 50 Years in Business

ONE HALF A CENTURY OF GROWTH AND PROGRESS

THE GREATEST EVENT OF OUR LIFE

PROCLAIMING OUR

50 YEARS OF KEEPING PACE WITH PROGRESS CONSTANTLY GROWING IN VALUE AND SERVICE TO OUR COMMUNITY

## Friday, May 1st--at 9 o'clock--This Sale Will Start

Every department will participate. Every bit of Merchandise will be new for Spring and Summer. Assortment will be full and complete and the values will be extraordinary.

WE PROMISE YOU MANY SURPRISES BEGINNING FRIDAY, MAY 1st FOR TWO DAYS.

### THE CONDITIONS TO WIN BIRTHDAY CAKE AND THE \$25.00 IN GOLD

The first lucky numbers drawn receives the largest section in the Cake; also \$5.00 in Gold. The second lucky number receives the next largest section in the Cake with \$5.00 in Gold. The Cake is made with five sections each one a different size. We will give five prizes to those holding lucky numbers. A section of Cake and \$5.00 in Gold for each prize winner. This Contest will open May 1st and ends May 10th. Every person buying \$2.00 worth of goods, is entitled to one numbered coupon. Corresponding number is retained by the firm. Drawing for Lucky Numbers will take place on or about May 15th.

This Cake is made by Stewart's Bakery, City, and contains the very best of ingredients. Bargains everywhere — Anything and everything specially priced for Big Sale.

### CHANGE IN TRAIN SCHEDULE EFFECTIVE APRIL 26, 1931

Leave Charlottetown for Borden 2.30 P. M. and 7.00 A. M.  
Leave Charlottetown for Summerside and Tignish 3.00 P. M. & 7.30 P. M.  
Leave Charlottetown for Souris 3.20 P. M.  
Leave Charlottetown for Murray Harbour 3.30 P. M.

In the year 1881 an able farsighted merchant the late Mr. L. E. Prowse opened a small shop to the public of Charlottetown on May 1st, 1881. The City grew. The Store grew. 50 years after the opening of the little establishment, it has become one of the largest departmental Stores in the Maritimes. A celebration of 50 years in Business is no ordinary matter; it is an event of rare importance. We celebrate our Golden Jubilee by offering to the public of Prince Edward Island the greatest array of outstanding values in new Spring and Summer Merchandise that we have ever offered.

## Merchandise for Men, Women and Children

Merchandise for Men, Women and Children and for your Home. Every Department participates.

It was the belief of the Founder of this Store that every effort constant with good business should be made to see that every customer should have complete satisfaction. Founded on this principle of good will and good value it has steadfastly sought during the past fifty years, to maintain the highest standards of quality, and service with prices as low or lower than may consistently be found elsewhere. Time has emphasized the enduring worth of these policies, and it will be the constant aim of this Store to continue them and thus perpetuate the ideals of the Founder.

## JUBILEE SALE

ON MAY 1ST.

Bargains never before known in the history of our Business.

Remember the Dates,  
Friday and Saturday,  
May 1st and 2nd

# PROWSE BROS LTD.

CHARLOTTETOWN'S LARGEST DEPARTMENTAL STORE

No Goods on  
Approval.  
Sale for Spot Cash.