In businss since 1881 and still going strong—Bigger and Better than Ever.

We Will Celebrate OUR 40th ANNIVERSARY On Saturday, April 30th

In business since 1881 and still going strong—Bigger and Better than Ever

1881-1921 1881-1921

Forty years ago, in 1881 a small shop was opening its doors to the public of Charlottetown.

This small shop has grown into one of the largest and is now beyond doubt the

Economy Centre of the City

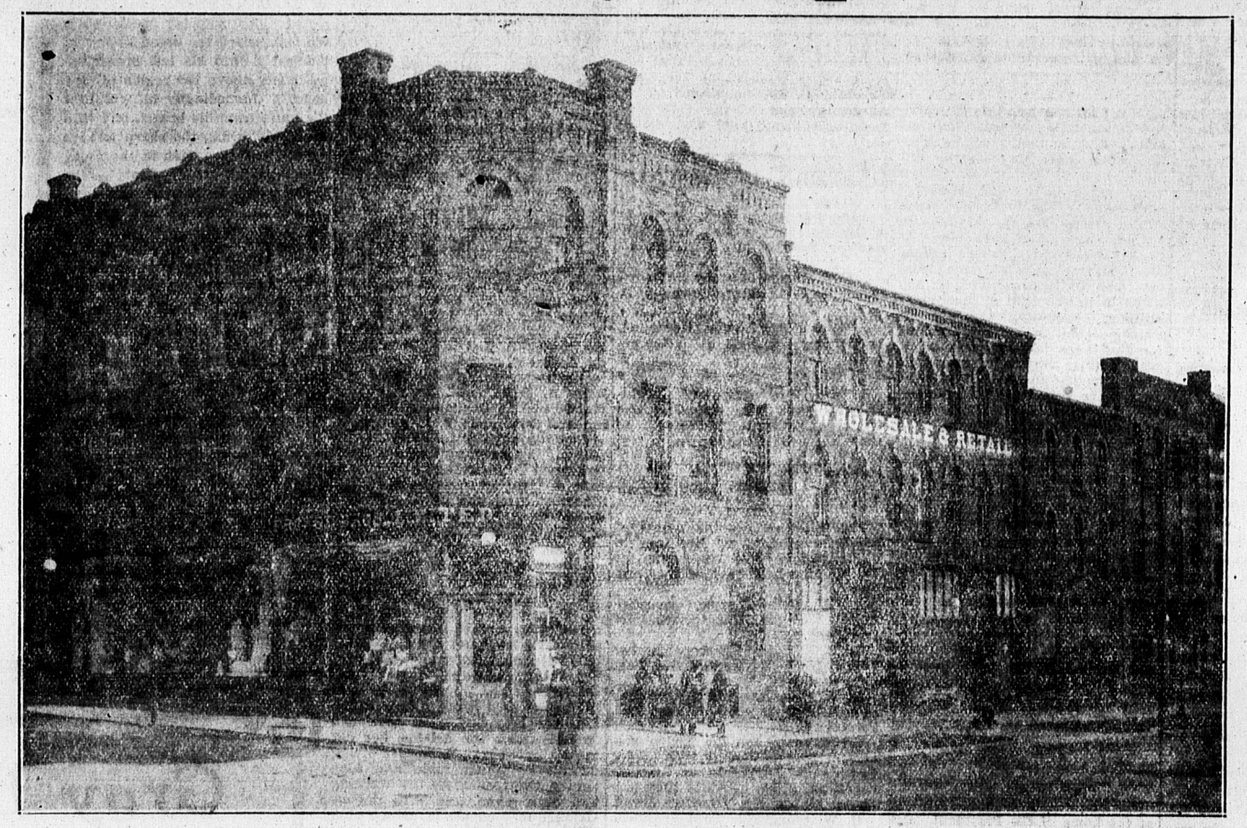
Not many firms have to their credit such a record of success, and this success is due to an unfailing faith, a desire to serve, and a clever foresight into the future—qualities which were manifest in the Founder of the House and are still to be found, enhanced and stronger.

We Are Out for Business

The tide of business has changed, prices have dropped from their Prohibitive Pinnacle, and the Progressive Merchant really out to get business can make things come his way if he selects the right merchandise.

That's what we have done and we are getting the Business.

It took five years to get up to the highest prices. We are back to low prices on many lines and it only took six months to do it. That's why we are getting the Business.



Prowse Bros. Ltd., today 1921

1881 1921

10 Per Cent of Entire Receipts to Hospitals and Orphanages

To celebrate this our 40th Anniversary of our business we will donate to the Prince Edward Island and Charlottetown Hospitals, also the Protestant and Catholic Orphanages, 10 per cent of our entire receipts of this day to be equally divided.

You remember last year our 39th Anniversary was a great success—total days receipts were $10,000.00, our check to those worthy institutions was $1,000.00.

We would like to make our check larger. In order to make the sales larger this year, we will give extraordinary inducements in the way of price cutting. Now its up to you (The Public) to save money and at the same time help these worthy institutions.

10 per cent of our total days sales to the Hospitals and Orphanages

L. E. PROWSE, FOUNDER 1881
NOW PRESIDENT AND GENERAL MANAGER

10 per cent of our total days sales to the Hospitals and Orphanages.

Good-Night Mother Good-Night Father!

How happy you felt when you spoke thus in your childhood; makes you think of "Here I lay me down to Sleep" and how the "Sand Man" came

Can you picture yourself without a Mother, without a Father to watch over you?

No Mother to pet and nourish you, no Daddy to watch for every evening, no one of your own to give you that start in life, that character development so essential to straight-living.

Consider, then, those many little ones right beside you in Charlottetown, whose only homes are these ORPHANAGES, without their own Mothers and Fathers, but fortunately cared for spiritually and physically by generous and kindly people, whose whole aim is to supply as far as is humanly possible that affection, which is as food to the young—that early training which is as the support in the garden, round which the young vines twist and upward stoutly grow.

We Will Celebrate on Saturday, April 30th OUR 40th ANNIVERSARY

Buy from these splendid lines of goods, no disappointments. Ladies ready-to-wear, Men's and Boy's clothing, Hats and Caps, Gents furnishings, staple dry goods, Millinery, House Furnishings, etc. In fact everything in our big store at wholesale prices on this special day.

Let Your Heart Define the Limit

of your donation. Your every purchase here means that 10 per cent goes to these worthy Institutions, remember these little ones never know what it is to say

Good-Night Mother! .....
Good-Night Father! .....

Remember the Big Day Saturday April 30th our 40th Anniversary .....

10 Per Cent of Our Entire Receipts on This Special Anniversary Day for Hospitals and Orphanages Equally Divided

10 Per Cent of Day's Sales to These Worthy Institutions

Saturday, April 30th
Our 40th Anniversary

PROWSE BROS LIMITED

Saturday, April 30th
Our 40th Anniversary