

No Such Prices Ever Before Marked The Opening of a New Store!

On Friday Morning Greendal's Ladies' Store Open in Their New Location!

A New 1939 Stock will be priced with an utter disdain of costs to acquaint you with this new location! The years can roll by—yes, you can live for a century and never again see greater values than will be offered Friday & Saturday! Remember this is a New Stock—remember, such prices are such a rarity we cannot guarantee how long quantities will last! Avoid disappointment be here Friday morning when the doors open—remember the new location!

NEW LOCATION

Opp. PROWSE BROS.

Store Formerly Occupied by
MRS. R. P. SIMPSON

Values That
Break All Records

FRIDAY, 9.00 A. M. A Sweeping Sacrifice
of a New 1939 Stock

HATS to \$2.95

We're going to give you values that will make it worth your while to come to our new location. We don't give a hoot about costs on Friday and Saturday—we want crowds and more crowds! Starting at 9 a.m. Friday morning you'll get our New Straw and New Felt Hats—values to 2.95—for \$1.29! Every Hat is NEW. \$1.29
Be here early ————

Ladies' Silk Hose

All colors! All sizes! Ladies' Silk Hose selling at 23 cents to introduce our new location. Be on time, ladies, don't wait till such a bargain is snapped up. Here's a price unmatched anywhere for the newest shades in Silk Hosiery—and every pair is first quality goods ———— **23c**

Vests, Panties

Lovely quality Silk Vests, Panties and Bloomers—mostly medallion lace trim! We're going to give the good people of Charlottetown and vicinity values they'll remember—we're going to give you values you cannot hope to equal elsewhere. Ready at 9 a.m. **23c**
Friday ————

Gowns, Pyjamas

Ladies' Silk Gowns and Silk Pyjamas, all beautifully lace trimmed. It's a 9 o'clock opening day special and we urge you to be on time if you're really anxious to save money. Remember this price is good for Friday and Saturday only. Be with the 9 o'clock crowd for best choice — **79c**

Wool Crepe Skirts

Brand new styles—really high-grade merchandise but we're handing it out at \$1.49 just to introduce our new location to the ladies. Navys, Browns, Black and Grey—all going at one low price Friday and Saturday. Remember the location of our Ladies' Store and be early. **1.49**

Satin, Silk Blouses

Did you ever in all your life hear of such a price on lovely new Satin and Silk Blouses? But please remember this price is for Friday and Saturday only—and so unusual is it that we urge you to be with the 9 o'clock crowds Friday morning ———— **88c**

Wait!

DRESSES To \$4.95 Now \$1.79

It's a breath-taking sale of truly fine dresses—uncrushable, washable silks, plain and floral crepes. Jacket and regular models. It's merely a case of taking what we can get! We're face to face with stark emergency—an emergency where only cash counts. It's a mad, reckless smash to sell and sell quickly. Never before have you ever witnessed such downright slaughter. Come Friday and Saturday, choose from these expensive dresses, positive \$4.95 values— **1.79** short and long sleeves, sizes 14 to 46.

Smart Frocks

A bewildering array of newest Cotton Frocks go on sale at 88 cents! Dresses that look the part of \$1.95 goods! You'll be amazed at the dashing new styles—you'll be amazed at their true quality! Starting 9 a.m. Friday and while quantity lasts ———— **88c**

Ladies' \$14.95 Tailored Suits!

If these were last season's garments one would not be so surprised at the price—but every Suit is a new 1939 style, truly marvellous all wool fabric. No store, no catalogue, could quote such quality less than \$14.95, but to introduce our new location we forget all about costs, we positively crack price wideopen for Friday and Saturday ———— **6.95**

Ladies' \$16.95 Coats Now \$7.95

Remember, each and every garment is brand new—remember such a daring price smash will likely sweep every garment off the racks on Friday and Saturday. Not a Coat was priced below \$15, but it's really too tragic to dwell upon. All we can say is that if you want a saving that you'll never again equal you want to be here Friday or Saturday. It's our loss—and a tragic one too. You'll never witness a quicker close-out of new goods. ———— **7.95**

\$2.95 Seersucker DRESSES

What glorious styles! What superb new English fabric! Just for Friday and Saturday we've priced these \$2.95 Dresses at \$1.69—such a price means be here as early as possible ———— **1.69**

Save!

Never Before Such Wholesale Slaughter of New DRESSES

Misses' sizes, women's sizes, half sizes—a dazzling array of new Spring Dresses at \$2.79! Such beautiful new Dresses should bring \$4.95 but unfortunately we are in no position to wait—the issue is forced and we must meet it with cash! We'll take the loss, we must take it in order to sell in a hurry. If you want a saving beyond all ordinary standards—here's your chance. ———— **2.79**

Gotham Gold Stripe PURE SILK HOSE

Every pair guaranteed first quality—pure Silk Chiffon and Semi-Service—all sizes and all the newest shades! Here's a fine Hose that has a reputation from Coast to Coast, but please remember this price is for Friday and Saturday only and to introduce the new location of our Ladies' Store. ———— **59c**

Reg. \$1.95 Satin Slips

Truly luxurious quality, hand embroidered Satin Slips—priced at \$1.19 for Friday and Saturday only ———— **1.19**

GIRLS' NEW COATS

Smart styles in Girls' New Spring Coats—we'll give you a sale price not equalled in Canada. Priced as low as ———— **5.95**

Ladies' Coats and Suits to \$20.00

When Greendal's smash prices they are well and truly smashed! Each and every garment in this group is a brand new 1939 Suit or Coat—each and every garment represents the kind of a bargain you seldom see. We throw open our stock of these fine \$20 values at \$9.95 just to introduce our new location to the public. Please don't wait and then expect to find any of these. The wise buyers will carry them away in a hurry at ———— **9.95**

DON'T Delay!

Ladies' Pure Wool Pullover Sweaters

Such beautiful, pure Botany Wools—such gay colors—such new styles, and you're going to get them Friday and Saturday for 99 cents! When such a price is offered you don't want to lose any time. We'll expect you early Friday for these ———— **99c**

New Floral Print HOUSE COATS

They're as gay and invigorating as a day in Spring—you'll fall in love with them at first sight. Never before have such wonderful House Coats been sold at any such price—so unusual is this offering we urge you to be on hand early Friday ———— **1.49**

All Wool Flannel Sport Jackets

All Wool English Flannel Sports Jackets in Scarlet and Navy. Here's a quality that shouts \$3.95 as the regular price but here's a sale that shouts the greatest values ever—and so you'll get them at ———— **2.79**

Take Newest Dresses \$3.79

Those who want Dresses far and away above the average in style and quality will surely find what they seek in this glorious array of expensive new \$7.50 Dresses for \$3.79. All the new fabrics, all the new styles are embraced in this truly great sale. Regular \$7.50 ———— **3.79**
New Dresses

Take Ladies' Coats and Suits to \$25

We'll show you on Friday and Saturday the real meaning of a true bargain. We'll show you the newest and finest \$25 Suits and Coats at \$11.95! There's no waiting till the end of the season—Greendal's give you the newest and best right now. If you want to save be here Friday and Saturday ———— **11.95**



READY 9 A.M. FRIDAY

TURKISH TOWELS 10c
LUNCHEON CLOTHS 25c

Greendal's Ladies' Wear

Opp. Prowse Bros. — Mrs. R. P. Simpson's Old Stand

All \$3.50 Skirts!

Take your choice of our \$3.50 Skirts—all new, \$2.29 all wonderful quality ————