

Right here in CHARLOTTETOWN

# WOOLWORTH'S

## MOST COMPLETE.. MOST MODERN STORE

# OPENS MAY 5-6-7



**BRING THE  
WHOLE  
FAMILY  
PLAN TO SPEND  
THE DAY**

There are 3 days of thrilling bargains and shopping surprises awaiting you.



**CHARLOTTETOWN  
SHOPPERS  
CAN NOW ENJOY  
MANY NEW  
SHOPPING THRILLS**

- NEW!**
- 42-STOOL LUNCH COUNTER
  - INFANTS' WEAR SECTION
  - MANY OTHER ITEMS NOT ADVERTISED

**VISIT THE  
LADIES' WEAR SECTION**

Housedresses, nightgowns, aprons, hankies, brassieres, panties, slips, girdles, stockings, yard lace, etc., and many other attractive articles that appeal to the feminine heart.

**NEW MODERN  
MEN'S WEAR SECTION**

Men's trousers, socks, braces, underwear, handkerchiefs, shorts, wallets, etc., and a thousand and one handy articles that please the home handy man.

**MEN'S DRESS SHIRTS**

Astoria Assorted Stripes  
Regular Fused Collar  
\$2.19

**IMPORTED  
GENUINE BRIAR  
SMOKING PIPES**

Each 33c

**Manufacturer's Clearance  
MEN'S AND BOY'S BRACES**

Slightly Imperfect  
Pair 33c

**STAMPED PILLOW CASES**

Thread Drawn—42 x 36"  
Opening Price 39c

**LADIES' HOUSE DRESSES**

Lovely Prints — for Mother's Day  
\$2.98

**NYLON HOSE (Subs)**

400 Needle—Equivalent to 51 Gauge  
78c Pair

Also  
42 Gauge First Quality  
**NYLON HOSE**  
\$1.19 Pair  
51 Gauge  
\$1.39 Pair

**BRIGHT FINISH  
BATHROOM FIXTURES**

Opening Price 9c

**HIGH CLASS  
FLORAL STATIONERY**

FOR HASTY NOTES  
Package and Boxes  
15c to 50c

**NEW, different, completely ultra modern . . . here is the culmination of many months of careful and intelligent planning . . . to give the citizens of Charlottetown one of the most complete and the most up-to-date of all Woolworth stores. Here is a spacious, brilliantly lighted store with roomy aisles to end crowding . . . to make shopping a pleasure. TWO shopping floors!**

**Everything about this new Woolworth store is excitingly fresh and gleaming. Sparkling, bright, easy-to-reach counters hold countless first-quality items . . . sensibly priced to appeal to the "budget-wise." Just in time for Mother's Day and for your buying of Summer merchandise.**

**Join the happy throng . . . attend the great gala opening . . . there are bargains . . . there are specials . . . wider selections . . . new sections . . . and prompt, efficient service. Come in and see for yourself what Woolworth has done . . . once again . . . to raise modern shopping standards.**

**ROAST  
TURKEY DINNER  
45c**

Including rich, savoury dressing, giblet sauce, creamy whipped potatoes, vegetable, roll and butter.

Delicious Pie, 10c a cut  
Have A Cup Of Delicious  
**HOT COFFEE**  
5c

**Bakery Feature**  
2-LAYER BANANA CAKE  
65c  
Made with Ripe Bananas



### REMEMBER THESE 3 BIG DAYS MAY 5-6-7



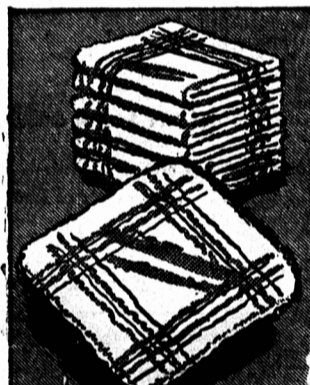
**LADIES' HANKERCHIEFS**  
Wide Assortment for Mother's Day  
**MEN'S WHITE HEMSTITCHED  
HANKERCHIEFS**  
Approximately 18 x 18"  
Opening Day Price of 6 for 50c



**ENGLISH BONE CHINA  
CUP AND SAUCER**  
Opening Price 79c complete



**ORANGE AND LEMON JELLIES**  
Very Tasty  
**WILSON HOSE**  
Substandards  
Opening Price 25c lb.



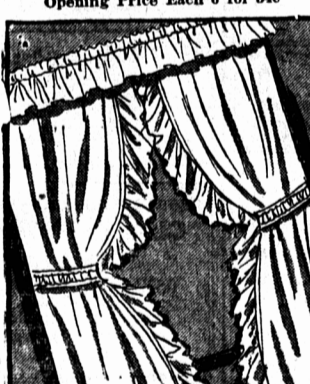
**TURKISH FACE CLOTH 9 1/4 x 9 1/4"**  
(Substandards)  
Opening Price Each 6 for 54c



**LADIES' SLIPS**  
Various Styles in Substandards  
Opening Price \$1.19



**Ladies' Full Fashioned  
42 Gauge  
WILSON HOSE**  
Substandards  
79c Pair



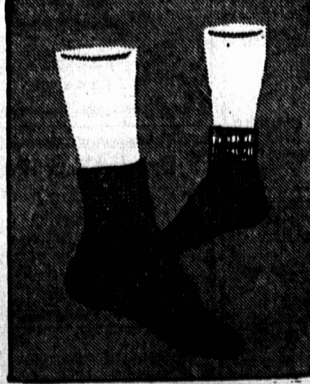
**CURTAINS AND CURTAIN GOODS**  
From Canada and the United States  
Various Prices  
Visit This Interesting Section.



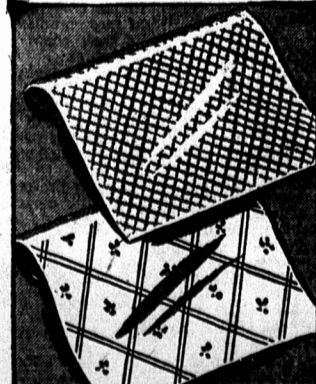
**Children's Attractive  
PRINT DRESSES**  
In Canadian Prints  
Sizes 1, 2, 3—\$1.00 up  
Sizes 2, 4, 6—\$1.49 up



**BOUDOIR LAMPS**  
Latest Type  
Opening Price \$2.59  
Complete with Shades



**Ladies' and Children's  
SUMMER ANKLETS**  
(Substandards)  
23c up



**40 1/2" TABLE OILCLOTH**  
First Quality—Assorted Patterns  
Opening Price 49c yard

# F.W. WOOLWORTH CO. LIMITED

133 QUEEN STREET  
Between Grafton and Richmond

**STORE HOURS:**  
Mon., Tue., Thur., Fri.  
9 to 5:30  
Wed.: 9 to 12:30  
Sat.: 9 a.m. to 10 p.m.