

Upgrade Is Reflected Here!

HERE SHE IS



THE SUNSHINE DAY MYSTERY GIRL

Who Will Carry \$10. Cash Prizes From Store To Store Next WED. and THURS.

—SUNSHINE DAYS—

Until Caught.

You must be in the Store and hold a purchase made there to entitle you to challenge HER

SUNSHINE INVITATION

Our Sunshine offering is the brightest ever. Good-will prompts us to invite you to partake of our many flavored and superior soft drinks at 5 cents per bottle—formerly everywhere sold at 10 cents.

Come here and catch the Mystery Girl, and also get your Sunshine Coupons.

CITY SOFT DRINK STORE

188 Queen Street
Leading Soft Drink retailers in Maritime Provinces.
Store open to 11 p. m.

SUNSHINE SPECIALS OUR OWN SUGAR CURED HAMS

REG. HAMS (whole or half) 18c lb.
SMOKED ROLLS 15c lb.
SWEET PICKLED ROLLS 14c lb.
PICNIC HAMS 12c lb.

CHOICE ROUND STEAK 17c lb.
FINEST RIB ROASTS 20c lb.
FRESH PORK CHOPS (trimmed) 20c lb.

FRESH AND SMOKED FISH
SMELTS JUST ARRIVED

ROOP'S LIMITED

389 —PHONE— 390

CHARLOTTETOWN'S SUNSHINE DAYS

Wednesday Oct 19th and
Thursday Oct 20th.

We are co-operating with all the other Charlottetown Merchants on Sunshine Days by offering to the public of Prince Edward Island Extra Special Values for those two Special Days.

Ask for your Coupon with every \$1.00 purchase and win one of the prizes of \$50.00, \$35.00 and \$25.00 given away on Sunshine Days.

PROWSE BROS, LIMITED

Charlottetown's Largest Departmental Store



Stewart's Sunshine Day Prize Offer

Enclosed in the wrapper of every loaf of Bread is a coupon bearing a number. Hold the Coupon for it may bring you one of the three big prizes.

First Prize Second Prize
Decorated Fruit Cake 30 Loaves of Bread

Third Prize
15 loaves of Bread

PRIZES ANNOUNCED FRIDAY

STEWART'S BAKERY

KENT STREET PHONE 211

SUNSHINE DAYS

The Mystery Girl will visit our store on Wednesday and Thursday. Have your coupon and catch her.

The finest and best line of winter overcoats in the city, \$13.50 to \$40.00.

KELLY

and

MacINNIS

Gt. Geo. St. Stylemart.

FIRST DAY SUCCESS

Yesterday's program was an outstanding success. Every event attracted crowds of spectators and the streets were lined by appreciative sightseers. The weather was all that could be desired, and hundreds of people from the country came by car, train and bus. The stores did a roaring trade, and the glad hand was everywhere in evidence. The Boys Bicycle parade was an outstanding event, the costumes and characters represented were worthy of the occasion and a credit to the participants. Look out today for the various items as outlined in the program on another page.

A FAULTY FURNACE IS AS BAD AS NO FURNACE

Have us repair, recement and perfectly condition your furnace, so that it will give the maximum heat for the coal used.

We are also experts in all kinds of metal work.

DRYDEN TIN SHOP

150 Great George St.



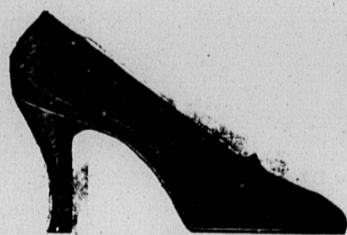
Ladies' Brown Kid Pumps

Ladies' Brown Kid Pumps. Suede vamp. High heel. Per pair \$2.95

Ladies' Brown Suede Tie Strap Sandal. Per pair \$3.50

Ladies' Black Pump, Strap and Ties. Per pair \$2.95

PURDIE -- FERGUSON SHOE COMPANY LIMITED



\$2.75

\$2.95



Two WINNING SPECIALS for Sunshine Days

A Snappy Pump at \$2.95 and a Very Smart Tie \$2.75.

Be Sure to Visit Our Store for These Values.

The WRIGHT SHOE COMPANY

High-grade full-fashioned SILK STOCKINGS 79c Sunshine Days

Very fine quality of pure thread silk hose, Cradle foot, Narrow heel, Mercerised lisle welt and foot.

Every pair first quality. NO SECONDS.

Colors—Caramel, Park, Sandy Beige, Bark and Pepper. Sizes 8 1-2 to 10. Special price, 79c. pair, 2 pairs for \$1.50.

Moore & McLeod Limited

SUNSHINE SPECIAL

1 15-lb. Floor Polisher \$2.25
1 1-lb. Johnston's or Mander's Wax 75c
Total \$3.00
Special price for Sunshine Days \$2.00

Bethune Hardware Co., Ltd.

The Friendly Hardware Store

FREE!
"SUNSHINE DAYS"
PRIZE COUPONS
WITH EACH PURCHASE
OF \$1.00

HARDWARE

FREE!
CASH REBATE BONDS
WITH EVERY CASH
PURCHASE

Complete Line of Fawcett Cooking and Heating Stoves and Ranges
Brantford "Sealdip" Asphalt Shingles

Brandram - Henderson Paints Protecto Preservative Paint
American Line of Gas Lamps and Lanterns. Dominion Shot Shells

FENNELL AND CHANDLER

Coupons at GOFF'S

Get a pair of Eastern Silk Hose, full-fashioned service weight, manufactured in Truro 79c
Newest price
(Worth more than any dollar hose)

Get Men's Oxfords. Latest style \$1.98

Get Women's patent Black Strap Slippers. Nice new lines \$1.75 up

Get Men's Work Boots. Fall weight \$2.50

GOFF BROS., LTD.

BOOTS and SHOES