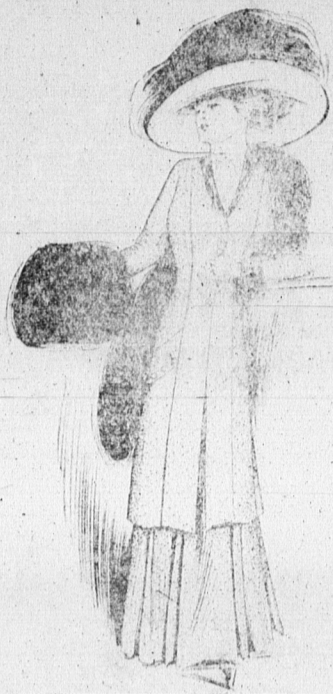


# A NEW ERA FOR ECONOMICAL BUSINESS

An Era of Money Saving and the Lowest Price Possible  
To all the Patrons of the Big Department Store

Furs at Low prices for all To The Patrons of the Big Department Store Ties for the Multitude



## SAVE MONEY ON YOUR FUR PURCHASES

For FURS are something to be considered seriously now that the breath of winter is felt so keenly in the air.

Whether it is a MUFF—a THROW—or any other FUR PIECE—you need, you will find it right here—and at prices we ask comparison with

We have chosen this season to have a little talk with our patrons—a BUSINESS TALK—as a matter of course and one which we trust will meet with universal approval.

We have carefully and thoughtfully weighed the question before putting before our customers a change we intend introducing the first of the year—and after due consideration from our own stand point as well as that of our customers—we have decided that after and on January 1st, 1911—we will change our methods of doing business—cutting out the charge and credit system altogether—putting our prices as low as they can be made and leave us a small margin of profit—giving to our customers the benefit of the saving in keeping books—book keepers, etc.

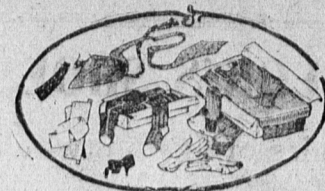
ONE PRICE TO EVERYBODY is the word from that date on—a lower price than we have ever offered too—for what with the advantage of the paying of cash down gives to the purchaser—it gives the seller the opportunity to pass along the benefits—benefitting thereby himself.

Hundreds of old accounts are carried over year by year—thus entailing heavy loss to the dealer—where if cash were paid when the purchases were made—obligations can be met without any difficulty—satisfaction from every standpoint is assured—and everyone gains.

To prove that the majority of people are with us in our venture—we cordially invite all to pass in their opinions on the subject by way of a letter to the firm—giving their opinions as to why the change is best for every one concerned.

REMEMBER THE DATE—JANUARY 1ST—THE PLACE—THE ONE PRICE STORE.

Prowse Bros., Charlottetown



And a multitude of ties for the particular wearers who have waited every season for our stocks to arrive.

## Windsor Ties—Four in Hands

All the latest fashionable designs and colorings.

25 to 65 cts each.

## Umbrellas

The largest range in the city is ours. Prices from 75 cts to \$5.00

## Men's Braces

All colors—all makes—strong, durable braces made to WEAR. 25 to 75 cts.

MEN'S COAT SWEATERS—A special strong, well made sweater in grey with blue trimmings for \$1.15

MEN'S KNITTED FANCY VESTS—In fancy patterns—Red, Green, Maroon and other shades. \$2.25 to \$7.00

Boys' Clothing in quantities which would make you wonder if we ever sell them. We answer the question by telling you that there is not a last season's garment in the lot.

## Overcoats For Every Man

### Coats of Style and Worth

To particularize on the many values we are offering—would be too much to undertake—but to mention a few of our prices will give you an idea of how readily and easily you can select your needs from our stocks.

Overcoats of Black Beaver \$12.15 to 14.85

Single Breasted brown tweed overcoats \$9.50

Good Heavy tweeds—with reversible collar \$10.80

Handsome tweed coat with reversible collar \$15.00

Melton overcoats \$6.65, \$9.45, \$10.80

Then our fur lined and fur coats are fit for a King—Drop in and see for yourself.



### OTHER NEEDS FOR MEN

Underwear in every well known make. Stanfield's, Watson's, Health, etc. etc. A full and complete assortment of both sizes and grades.

GLOVES—Working Gloves—Warm Winter Gloves—gloves for every purpose. Men's Leather Harvest Mitts from 25 to 90 cents.

Loads of Canvas Gloves at 10c a pair.

Throws from \$2.50 to 30.00

Muffs from \$2.75 to 30.00

Labrador Mink Muff

The Best on the Market from \$25.00 to \$125.00

Also all other lines such as

Sable-Isabella Fox--

Lynx etc.

Come here for Furs—if you want good ones.

Referring To the Announcement above we offer

# \$50.00

### In Cash Prizes

for letters giving five of the best reasons why the

### Cash System

is the best for both dealer and patron. Open to all—address letters to

### Advertising Manager

PROWSE BROS., LTD

Best letter of each day's mail will appear in daily ads.

### Prizes To Be Divided as Follows:

1st Prize	\$20.00
2nd "	12.50
3rd "	7.50
4th "	5.00
5th "	3.00
6th "	2.00

### Just To Remind You About Your Fall Hat

WE have supplied this need for so many fashionable women in this city this Autumn, that we hazard the question for you, in case you have deferred purchasing.

Our millinery Department was never so replete with Fashion and Beauty. And our Milliner was never so well prepared to cater to all wants in this line.

### See Our New Willow Mounts

Just what is THE CORRECT THING elsewhere. See our Individual Millinery, no two hats alike.

VISIT OUR MILLINERY DEPARTMENT AND GET SATISFACTION.

Wouldn't you like to get \$20.00 for a letter? Write us one about our coming basis for business you may get it, or one of the other prizes.

Prowse Bros. Ltd.  
CHARLOTTETOWN'S BIG DEPARTMENTAL STORE

One price to everyone—the lowest price always. Cash only after January 1st. Try for One of Our Cash Prizes.