

W. B. PROWSE & CO. of Charlottetown's Great Departmental Store

Established on Modern
 and Prince Edward
 Proud

Enterprise and Advertising

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 <p>JAMES CARTER. Manager of the Dress Goods Department, holds the proud distinction of having been with the firm longer than any other employe viz 21 years.</p>	 <p>H. W. WEEKS. Manager of the Advertising Department, although in his present position but one year has had considerable experience in Advertising.</p>	 <p>MISS RENDLE. Head milliner, has hosts of friends amongst the firm's many customers and has been with the firm many years.</p>	 <p>ARTHUR J. CLARKE. Manager of the men's clothing Department, has been in his present position since 1894.</p>	 <p>ALBERT SABINE. Manager of the Delivery Department of the store, dresses the leader closely in length of service. Has been with the firm for 18 years.</p>
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W. B. PROWSE, Secy-Treasurer

The Ladies' Wear Department

During the past few years this Department has grown very rapidly in favor. Here are sold the finest tailored garments produced in Canada, costumes, skirts, coats and raincoats together with ladies' ready-to-wear apparel of almost every description. A remarkably complete variety enables purchasers to make most satisfactory selections while a strong feature is that every garment must be correct style, fashionable, faultlessly tailored, and perfect fitting. That the efforts of the manager of this Department have proved successful is shown in the steadily growing patronage. Such convenience and expediency—such saving of time and trouble—appeals at once to every woman. Silk and Muslin waists, white cambric underwear, corsets, gloves, neckwear, silk and satin petticoats, etc., are also sold in this department. Large plate glass and triple mirror—silent salesmen, ample floor space and an excellent supply of natural light makes this one of the best equipped ladies' wear departments in Canada.



The Millinery Department

Without the slightest fear of contradiction we make the statement that nine women out of every ten pay far more attention to the hat than to any other portion of their attire. What volumes, then, this fact speaks for the work of the firm's popular head milliner, Miss Rendle. No department of the store enjoys a larger share of popularity than the millinery department. This store's pre-eminence in this line is undisputed and is largely due to the artistic, painstaking and conscientious work of the head milliner. Each spring she visits the leading millinery openings in Boston and New York for the purpose of gaining new ideas and selecting stock. Large purchases of millinery goods also come from England where they are personally selected by the firm's representative. There isn't a question but that perfect satisfaction will be the reward of every lady leaving her order with Miss Rendle.



The Men's Furnishings Department

The splendid location of this department—the excellent taste and judgment exercised in the selection of its stock—and the artistic window displays which, opening on one of Charlottetown's busiest thoroughfares are seen and admired by thousands each week—combined have brought this department to its present high state of popularity and efficiency. Everything a man wears—with the exception of clothing, hats, and footwear—may be found here. Remarkably complete varieties in every line are carried. The customer demanding the quietest and most subdued styles or patterns is as certain of satisfaction as the one demanding styles that are ultra fashionable. Remarkably growing trade demands for this department larger quarters which are now being prepared and which will make it when completed one of the finest departments of the kind in Canada—a store in itself.

The Hat and Cap Department

"Man is a vain creature" and about no article of his attire does he exercise so much care as in the selection of his hat. This very trait accounts to a very great extent for this firm's wonderful hat business. For a quarter of a century it has been more a speciality—large and up-to-date stocks being carried, thus affording buyers finest facilities for making satisfactory selections. To see the immense cases arriving, each containing hundreds of hats one would suppose that mistakes had been made—that all could not possibly be sold. Prowse Bros. Limited control the Sole Agency for "Christy's" Celebrated London Hats—well known throughout every corner of the Globe. Another splendid make was secured this spring in the "Hawes" New York Hats for which the firm also control the Agency. A feature of this department is the wonderful hat "conformater"—device which makes the salesman to perfectly fit any head no matter how oddly shaped. An inimitable machine punches the purchaser's initials into the sweat leather thus preventing loss through mistakes. In every respect this department is up-to-date and its great and growing popularity is not to be wondered at.

The Trunk and Baggage Department

Travellers' requisites receive more attention in this store than many stores seem fit to accord them. Here, every conceivable style of trunks may be had—every one of which comes direct from the factory to the store. Probably no store on Prince Edward Island enjoys so great a patronage in this line and the miniature mountains of trunks to be seen arriving every few days are silent witnesses to the fact. Hard bags and soft cases of every description and size are to be had. In fact one is safe in stating that no matter how exacting one's demands may be there's certain satisfaction to be found at this store's Trunk and Baggage Department.



L. E. PROWSE, President

