

1881 **We Will Celebrate** 1934
OUR FIFTY-THIRD ANNIVERSARY
On Tuesday and Wednesday, May 1st and 2nd

Our 53rd Birthday is on May 1st. We will honor it again by Remembering the Hospitals and Orphanages by giving 10 per cent of our entire Two Days Sales to these worthy institutions; namely the Prince Edward Island Hospital, the Charlottetown Hospital, the Protestant Orphanage and St. Vincent's Orphanage, equally divided. We have prepared wonderful values in every Department in this Big Store. We will have something extra special to offer you

Save Dollars By Buying at This Great Sale

No items are advertised in this advertisement, so outstanding is the event that we feel it is only necessary to make the announcement that the sale will start at 9 o'clock Tuesday morning, May 1st and continue for 2 days.

BE ON HAND EARLY—THE MORNING HOURS WILL BE IDEAL FOR SHOPPING.

Plan Now to Attend This Sale Just Come a Shopping

THE STORE IS SO COMPLETELY GIVEN OVER TO THE SALE THAT TO SHOP MEANS TO SAVE MONEY.

—OUR POLICY—

It was the belief of the founder of this business that every effort consistent with good business should be made to see that every customer should have complete satisfaction. THAT IS STILL THE POLICY OF THIS BUSINESS.

Anniversary Sale
May 1st and May 2nd

We cordially invite the people of this City and Province to come into our Business home during our Anniversary Sale and share in the feast of new smart spring and summer merchandise at prices that mean a BIG SAVING to you.

Special Attraction

ON ANNIVERSARY SALE DAYS IS OUR NEW DEPARTMENT, THE LOWER PRICE STORE (UPSTAIRS).

DON'T FAIL TO VISIT THIS DEPARTMENT.



1881-----53 YEARS-----1934

On May 1st, 1881, an able farsighted merchant, the late Mr. L. E. Prowse, opened a small shop to the public of Prince Edward Island. The store grew; 53 years after opening th is little shop it has become one of the largest departmental stores in the Maritimes. A celebration of 53 years in business is no ordinary matter, it is an event of rare importance. We will celebrate our 53rd Birthday by off ering to the public of Prince Edward Island the greatest array of extrao rdinary values in wanted Spring and Summer merchandise that we have ever offered.

Tuesday, May 1st at 9 O'clock This Sale Will Start

Every department in this store will participate. We promise you a most interesting sale for two days, merchandise for men, women and children and for the home.

GIVE

—and give your share. There is no joy if you do less. Give to know that your heart is right Give that others may live, for the sake of humanity, for the cause of good. Do without things if you must, for is not the need of the helpless and hungry greater than yours?

GIVE GENEROUSLY AND GLADLY.

—I CARE—

The above is a copy of the Federated Charities Campaign in the city of Montreal of 1925.

Help Us to Help Others?

BY SHOPPING WITH US ON OUR

ANNIVERSARY

SALE DAYS

10 p.c. of Total Two Days Sales to Hospitals and Orphanages

In order to make these the two biggest days sales in our history we will provide all over this Big Store extra special lines of goods at real bargain prices.

Spend you money here on these Two Sale Days and help these Worthy Institutions as well as make a big saving for yourself on all your Spring and Summer Merchandise.

REMEMBER EVERYTHING YOU BUY 10 PER CENT GOES TO HOSPITALS AND ORPHANAGES.