

ESTABLISHED
1881
INCORPORATED
1905

GRAND CELEBRATION SALE

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-- On Thursday, May 1st, 1919 --

OF OUR

38 YEARS OF BUSINESS SUCCESS

And the Returning of COL. W. B. PROWSE D. S. O., One of Our Directors

To mark this as an event not to be forgotten by the people we will give special bargains and donate 10 per cent of our entire receipts to the Charlottetown and P. E. Island Hospitals to be divided equally.

Now it is up to you to show your appreciation of our actions towards these worthy Institutions.

PROWSE'S REMAINS CHARLOTTETOWN'S LARGEST DEPARTMENTAL STORE

These 38 years of store buying can be epitomized in one word--GROWTH--Growth in Area, store business, public service, civic influence and paramount Truthful, Honest Advertising.

10 Per Cent Entire Receipts to the Hospitals 10 Per Cent

A Few of the Many Bargains Listed Below

Ladies' Ready to Wear Dept.

- Women's Underskirts regular \$1.50 and 1.75 Special \$1.00
- Odd line of Women's Voile Waists odd sizes, Special 65c
- Odd line of Soiled Middies in odd sizes, Special 65c
- Women's Tweed and Serge Skirts in tweeds and serges regular \$3.69, Special \$2.98
- Women's Housedresses regular \$2.50 and 2.25 for \$1.98
- Kiddies Dresses from 2 to 4 years prints and ginghams regular 75c for 49c
- Women's Bungalow Aprons regular 89c for 65c
- Women's Bungalow Housedresses regular \$1.25 for 1.00
- Children's White Dresses from 2 to 14 years from \$1.25 to 3.00, Special 98c
- A line of Girls White Dresses, Special 65c
- Women's Oil Silk Raincoats regular \$15.50 for 9.00
- Children's Raincoats 6 to 14 years regular \$3.75 and 4.50 for 2.98
- Special line of Corsets sizes up to 30, Special \$1.00
- Women's Serge Dresses odd sizes, Special \$9.00 and 15.00
- All our good Waists including Georgette, Crepe de Chene and Striped Silks at wholesale prices on this Special Day.
- Women's Voile Blouses regular \$1.98 and 1.75 in round and square necks, Special \$1.50
- Fawn Wash Cape Gloves regular \$2.65 Special \$2.25
- Black and White Silk Gloves \$1.25 for 75c



L. E. PROWSE

PRESIDENT AND FOUNDER OF THIS BUSINESS ESTABLISHED 1881 INCORPORATED 1905 38 YEARS OF BUSINESS SUCCESS

MEN'S DEPT.

Men's Working Shirts

A large table of Men's Working Shirts of all kinds. Regular \$1.25 Special on this day \$1.00

Men's Hats

Our entire stock of Men's Hats, except Borsalinos, this includes Christy's, Stetsons, Wollhausens, at wholesale prices.

Men's and Boys' Caps

At Wholesale Prices

Men's Overalls

Except "Carharts," at wholesale prices.

Men's Fleeced Lined Underwear

at Wholesale Prices

Men's Heather Sox

3 Pairs for \$1.00

Men's Combination Underwear

Special \$1.29 a Suit.

A Splendid Line of Shirts

Regular \$1.35 and \$1.25 Special \$1.00

BUSINESS HISTORY

THIS BUSINESS was started in 1881 under the name of

L. E. PROWSE

who is now President and General Manager of this Firm.

In 1887, he took his brother,

B. C. PROWSE

who is now Senator, into partnership, and the business then, went under the name of

PROWSE BROS.

In 1905 was Incorporated, and the name changed to

PROWSE BROS. Ltd.

The following were the officers:

L. E. PROWSE,.....President

B. C. PROWSE,.....Vice "

W. B. PROWSE,.....Sec'y Treas.

From the start this business was built upon the foundation principle of reliability and integrity of keeping faith,—in other words — THE SQUARE DEAL!

The principle has worked well. The Store stands to-day as proof of the solidity of the business foundation laid 38 years ago.

Right Quality! Right Price

Right service and truthful earnest advertising! ONE PRICE to all alike for Mdse., for which Prowses are ready at any time to be held responsible. Courteous, attention to all.

And WE extend to the people of P. E. Island our sincere thanks for helping to make this Store what it is to-day.

Yours sincerely,

PROWSE BROS. Ltd.

Women's Suits, Coats and Dresses. Men's and Boys' Clothing at WHOLESALE PRICES

Staple Dept.

- 1000 yds. print Cotton regular 26c for 17c
- 1000 yds 34 in. Unpleached Cotton 25c for 15c
- 2000 yds. 36 in. Khaki Drill 40c for 25c
- 1000 yds. fancy shirting 45c for 30c
- 500 yds. fancy and striped Muslins to clear at 12c per yd.

--Dress Goods Dept.--

- 50 Doz. Ladies Summer Vests, strap and short sleeves, 4 for \$1.00
- 40 Doz. Children's Vests all sizes, 5 for 1.00
- All kinds of Ladies' Hose at WHOLESALE PRICES. Children's hose and short socks all colors at wholesale prices.
- Very special Plaid Silk for Suits and Sport Skirts 200 yds. 36 inches reg. \$3.25 for 2.25
- 10 webs of fine Silk and stripe and check Muslins for best summer dresses at wholesale prices.

From Khaki to Civilian

--Clothes--

It is up to the man in Khaki to see our large stock of Men's Clothing before buying his civilian outfit. We can save you money by buying here.

Wholesale prices on all our Clothing on this Special Day.

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Of Our Entire Receipts for
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P. E. Island Hospitals
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