

Island Furriers Ltd. Open New Building Today



ARTHUR G. HOGAN



MISS LOUISA J. ROSSITER



CHARLES F. DOWNE

President and Manager of Island Furriers Ltd., Mr. Hogan began his fur career in 1930 with Maritime Furriers Ltd. of Halifax. Seeing a great opportunity for a successful retail fur business on Prince Edward Island, Mr. Hogan opened his own store in Charlottetown in 1935. From a small beginning on Kent Street the business progressed steadily and today marks yet another milestone in the 21 year old history of the firm. The opening of the ultra-modern store on Grafton St. is a proud occasion for Mr. Hogan and his staff and to celebrate the occasion they are holding the greatest fur sale in the history of the firm.

Director and Secretary, Lois Rossiter is in charge of the office and accounting department also on the sales staff of Island Furriers Ltd. She has been associated with the firm for the past 12 years and has drawn many credits for her wide knowledge of furs.

Director, Treasurer and repair Department manager, Mr. Downe has been a valued employee of Island Furriers Ltd. for the past 14 years. He has taken advantage of numerous designing and fur remodeling courses in Upper Canada, and is today regarded as one of the few fully qualified furriers east of Montreal.

Grafton Street Is Locale Of Ultra-Modern Store

Island Furriers Limited will open their new ultra-modern store on Grafton Street this morning and in conjunction with the opening will stage the greatest fur sale in their 21 year old history.

An entirely concrete construction the new store is located next to the Bank of Commerce building on Grafton Street in the heart of the City shopping area. In fact convenience could be the pass word to the store because the building has been designed throughout with emphasis being placed upon the convenience of the customer and the staff members.

Beauties From South Carolina

By ROBERT McHUGH
COLUMBIA, S.C. (AP) — The pretty girls of South Carolina, like the fleet race horses of Kentucky, are attracting glory to the southern states.

On their heads rest five of the world's beauty crowns. South Carolina has produced a Miss Universe, the current Miss America, a Mrs. America, two Miss USAs for the Miss World contest and a national Maid of Cotton.

Five of her six entries in the Miss America contest have been among the 10 finalists. **OVERRUN WITH BEAUTY** Judging a state beauty contest in this land of pulchritude is an exercise in ecstatic frustration. For example, Marian Ann Mc Knight, the Manning, S.C., beauty who charmed the judges in Atlantic City when she won Miss America honors this year, has been defeated in local competition by her roommate.

The room Marian and Martha Dean Chestnut shared at Little Coker College in Hartsville probably had more beauty per square foot than any other in the county.

Martha Dean, a stunning brunette, was Miss South Carolina last year. The judges deliberated in agony of indecision before selecting her over Marian.

The search for an answer to the success of South Carolina in beauty contests leads first to the obvious conclusion that the state is simply overrun with pretty women. **TRAIN EARLY** One also discovers a tradition that compel southern girls to consider it their duty to develop charm—a factor given attention equal to a well-turned calf or a classic profile in most beauty contests.

But more important, South Carolina girls are usually veterans of beauty contests by the time they reach the Miss America or some other major contest. Marian Ann was one of the few Miss Americas who didn't burst into tears of confusion when her name was announced as the winner. Why should she? By then, with all the poise of an archbishop at a church picnic, she had won nine contests.

DON'T LACK EXCUSES The state's rural communities delight in annual festivals to promote watermelons, tobacco, cotton timber or just to have a good time.

And almost invariably, a beauty contest is a principal feature. The pretty girls begin to compete as soon as they are old enough to walk in high heels without breaking an ankle.

They become accustomed to the appraising eyes of judges and spectators; they learn to smile and to walk gracefully, and above all, to relax and be their charming selves.

Combining sound business principles with a natural affinity for people Mr. Hogan, assisted by a capable staff, gradually increased his business until today when the opening of new and more modern quarters will enable the business to continue developing in the future.

To mark the occasion today Island Furriers Ltd. are staging their greatest fur sale. They have assembled their greatest collection of furs in history and are offering them to the public at money saving prices.

Island Furriers Ltd. are also reaching another milestone today with the introduction of sportswear to their show cases. They have installed a modern sweater and skirt bar and will make available the very popular Leon de Paris and Leonardo D'Italia designed skirts and sweaters.

The building itself has a 30 foot frontage and a 46 foot depth. The front is practically all glass which slopes outwards from the bottom. The sloping design was used in order to curtail reflection in the show windows.

From the top of the show windows extends a four foot canopy which cover flood lights for lighting up the store entrance and the street.

There are two floors and a basement in the building. On the first floor are the main store, work room and office. The fur storage and cleaning and glazing rooms are located in the basement while there is a large office on the second floor.

The whole building is fire-proof, being of concrete construction. The floor of the main store is covered with a new nylon carpeting named "Royal-Tex". This has a rubber base and is cemented to the floor. Its firm surface permits easy cleaning and the base provides a soft cushion-like effect for walking.

There are modernistic open show cases on both sides and at the end of the store. Inside the show cases there is strip lighting while the lighting from the ceiling is provided through fluorescent fixtures. The new steel type acoustic ceiling provides a very soft overhead effect.

Entrance to the cold storage room in the basement is gained by opening a 1300 pound vault door. This large room with its capacity for holding 3,000 to 3,500 furs is thoroughly refrigerated and its humidity controlled. The air is kept in continual circulation by the use of fans.

Located at the back of the main store on the first floor is the private office.

The upstairs office on the second floor with an area of about 1150 square feet is well lighted through two large Thermopane windows and combination screen and door windows. The floor is covered with Marbleum.

There is a three way color scheme on the interior of Vista Green, Herald Yellow and Sunshine Yellow.

The large workroom adjoining the main store is very well lighted. Three large windows on the West side will enable staff members to do much of their work by daylight.

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Contractors for this fine new building which will add a great deal to the business area of the City, were the County Construction Company Limited. The architect was Mr. Keith Pickard.

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Mr. Hogan is a brother of Mr. Leo C. Hogan, President of Maritime Furriers Limited, Halifax, and Mr. Geoffrey Hogan, President of Brunswick Furriers Limited, Moncton. The three firms work very closely together.

Art is married to the former Helen Judson of Alexandria. They have five children, four girls and a boy.

RUSSIANS TOUR VATICAN
VATICAN CITY (AP) — Nearly 500 Russian tourists visited Vatican City Saturday, wandering in small groups through its museums and St. Peter's Basilica, interpreters who have accompanied the tourists on their Italian visit translated the descriptions and information of the Vatican guides.

CONGRATULATIONS to the ISLAND FURRIERS LTD. on the opening of their Fur Salon

KEITH PICKARD Architect—100 Fitzroy

WE'RE PROUD
Of This Smart New Addition To Charlottetown's Business District.

WE'RE PROUD
To be associated with Island Furriers —one of the Maritimes Outstanding Furriers.

WE'RE PROUD
That our brother Arthur has created one of the most attractive Fur Salons in Canada.

CHANDLER BROS.
Custom Woodworkers
Dial 6557

AS INSURANCE COUNSELLORS TO
ISLAND FURRIERS LIMITED
We extend our Congratulations on the opening of their fine new Fire-Resistive, Sprinklered Building.

MORTON DEW LIMITED
Charlottetown

Success - -
TO --
ISLAND FURRIERS LTD.

ON THE OPENING OF THEIR BEAUTIFUL NEW FUR SALON.

Featured in the modern appointments of this fine up-to-date Salon is Royal-Tex the new miracle floor covering from the Dominion Rubber Company. Royal-Tex is the modern rubber base floor covering that is so ideally suited to both home and institutional use.

OUR CONGRATULATIONS TO MR. HOGAN
F. A. S. JONES
HOME FURNISHINGS
SIMPSONS-SEARS STORE 129 KENT ST.

The Beautiful New Salon

with Modern Workrooms and Fur Storage at the

ISLAND FURRIERS LTD.,
is a fine and welcome improvement to the business centre of our City—
We trust that the future will bring the Success so well deserved.

CHANDLER BROS.

Dial 6557 Custom Woodworkers

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ISLAND FURRIERS LIMITED

We extend our Congratulations

on the opening of their fine new

Fire-Resistive, Sprinklered Building.

MORTON DEW LIMITED

Charlottetown

We Take Great Pleasure In Extending To

ISLAND FURRIERS LTD.

Sincere congratulations on the completion of their new and modern

FUR SALON
and
OFFICE BUILDING

From our long business association with Mr. Arthur G. Hogan we know that his customers can and do have every confidence in him. We take great pleasure in once again extending to him and his firm congratulations and best wishes for continued success.

J. ORNSTEIN LTD.

Manufacturing Furriers Montreal, Que.



Sees Trade For U. K. In Canada

LONDON (CP) — Britain's minister of state for the board of trade, A. R. W. Low, says he is "more convinced than ever" of trade opportunities in Canada for United Kingdom manufacturers.

He said in a written reply to a question in the House of Commons Tuesday that he was impressed by the keen interest in western Canada in buying British goods. The minister, who visited Canada earlier this month, said he took every opportunity to point to the technical achievements of British industry in post-war years.

He also encouraged Canadians to find out what Britain had to offer.

In his Commons answer, Low stressed the importance of personal visits to Canada by "leading men" in manufacturing firms which export there, or can export there.

TO SINGAPORE
COLOMBO, Ceylon (Reuters) — The royal yacht Britannia left here for Singapore Saturday with the Duke of Edinburgh aboard.