

# GRAND OPENING ANNOUNCEMENT

## OF LePAGE CO. LTD. -- MEN'S AND BOYS' DEPARTMENT

### TODAY, THURSDAY, MAY 17th at 8.30 A.M.

FEATURING THE FINEST IN CANADIAN FOOTWEAR

#### OPENING SPECIALS --

THURSDAY -- FRIDAY -- SATURDAY

**MEN'S SCOTT McHALE** only 9.99  
Broken lines, brown, regular to 19.95.

**OTHER BROKEN LINES** 3.49-4.99-6.99

**BOYS' BROKEN LINES** at only 3.49

**KAUFMAN**

RUBBER FOOTWEAR and the  
Famous Washable, Indestructible  
FOAMTRED SLIPPERS

#### FOR MEN --

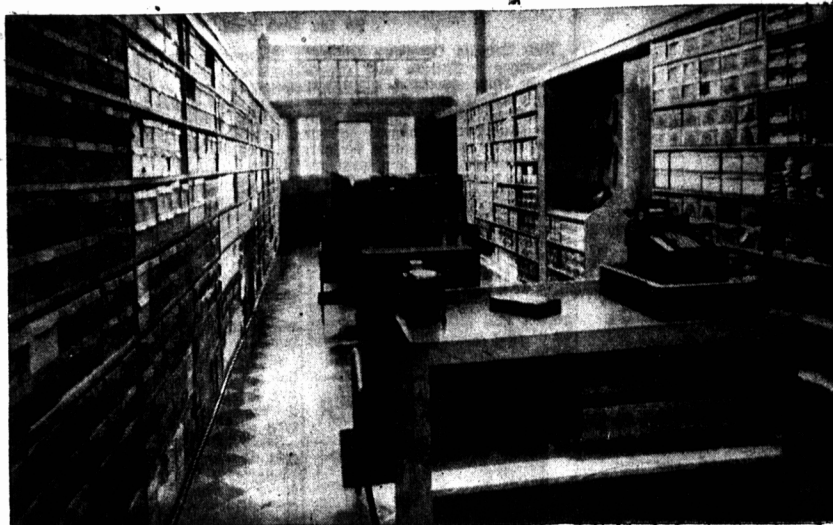
HART	SISMAN
MAC and L	DUFRESNE
LA SALLE	

Prices From 4.95 to 22.00

#### WORK BOOTS --

CANADA WEST  
SISMAN  
ALLISTON

Prices From 6.95 to 8.95



Interior View Of Our New Store

After 36 years of serving the footwear needs of our many customers, we are pleased to announce that our store selling space has been doubled with the addition of a Men's and Boys' Department.

We take this opportunity of sincerely thanking our patrons and welcome them to Our Grand Opening.

We would also like to thank Connie LeClair and his fine workmen Frank Bouchard, Tommy Jackson and Bill Shields for the many extra hours which enabled us to open on schedule.

Our thanks also to Art Rodd of Storey Electric; our suppliers Chandler Brothers, MacDonald and Rowe, Ambie Weatherbie and his painting crew, and Keith Carmichael Plumbing Services.

#### FREE FOOT X-RAY SERVICE --

We have installed Adrian X-Ray Equipment to enable us to accurately adjust fittings and especially to ensure that a proper check is kept of children's growing feet.

DROP IN ANYTIME FOR FREE DEMONSTRATION

#### OUR STAFF

is at your service at all times, ready and willing to advise and assist you in your choice of correct footwear and satisfactory fitting.

#### FOR BOYS --

SISMAN TREDDERS  
SISMAN SCAMPERS  
HEWETSON, HOME AND  
HUMBERSTONE

Prices From 4.95 to 7.50

#### WE HAVE NOT FORGOTTEN THE LADIES!

DISCONTINUED  
NATURALIZER LINES AT ..... **9.99**

SPECIALS ON REMAINDER OF  
AMERICAN GIRL SHOES -- TO CLEAR ..... **6.99**

# LePAGE SHOE CO. LTD. "The Home of Good Shoes"

DIAL 4748

X-RAY FITTING A SPECIALTY

ESTABLISHED 1920

OUR  
CONGRATULATIONS AND  
BEST WISHES  
TO THE . . .

**LePAGE SHOE CO. LTD.**

ON THE OPENING  
OF THEIR NEW

**MEN'S and BOYS' SHOE DEPARTMENT**

**CHANDLER BROS.**

1 PLYWOOD PLACE PHONE 6557

WE TAKE PLEASURE IN . . .

CONGRATULATING

**LePAGE SHOE CO. LTD.**

ON THE OPENING OF THEIR NEW

**MEN'S and BOYS' SHOE DEPARTMENT**

THE VINYL PLASTIC TILE FLOOR, THE SHELVING AND  
GENERAL WOODWORK WERE SUPPLIED BY

**MacDONALD - ROWE**

WOODWORKING CO. LTD.

LR. WATER ST.

DIAL 8575 - 8576

WE EXTEND  
CONGRATULATIONS  
AND  
BEST WISHES TO  
**LePAGE SHOE CO. LTD.**

ON THE OPENING OF  
THEIR NEW SHOE DEPARTMENT.

**H. M. SIMPSON LTD.**

REMINGTON-RAND OFFICE MACHINES  
R. C. ALLEN BUSINESS EQUIPMENT

160 RICHMOND ST. DIAL 8577

CONGRATULATIONS  
**LePAGE SHOE CO. LTD.**

It was an honor and pleasure for us to have been chosen to do the Painting and Decorating work in your New Department.

For complete Painting and Decorating Service and the removal of wallpaper by steam—CALL

**J. C. WEATHERBIE & SONS**

51 SPRING PARK RD. DIAL 4076

CHOSEN AGAIN

We are happy to have been chosen again to supply and install the Plumbing Facilities in LePage's New Men's and Boys' Shoe Department.

WE OFFER THEM OUR SINCERE  
CONGRATULATIONS.

**KEITH CARMICHAEL**

PLUMBING

BRACKLEY POINT RD.

DIAL 6428

#### Business Growth Marked By Opening New Dept.

Another progressive step in the life of a Charlottetown business establishment is being recorded this morning with the opening of a new Men's and Boys Shoe Department by the LePage Shoe Co. Ltd.

The new department will be located right alongside LePage's well known shoe store on Grafton Street and the two will be connected by an archway in the centre of the store making easy passage between the men's and women's departments.

The opening of the new department reflects the growth which the business has enjoyed throughout the years and which resulted from LePage's policy of carrying high grade footwear while providing customers with prompt, courteous and efficient service.

Since 1920 when the LePage Shoe Co. was first formed by Hon. B. W. LePage and his son, Mr. W. R. LePage thousands of Prince Edward Islanders and visitors from outside the Province have fulfilled their footwear needs in this business establishment.

In fact one of LePage's happiest achievements has been the fact that they have established a reputation of being a family shoe store where grandparents, sons and daughters and their children have made buying at LePage's a habit.

It is not an uncommon sight at LePage's to see several members of one family being fitted for shoes at the same time. Now with the construction of the new men's and boys' department family members will be fitted more quickly while still enjoying the pleasure of shopping together.

The new department allows for more pleasurable shopping providing plenty of room for every one. Floor space has been doubled. Shoe displays are ideally situated throughout the store as are fitting chairs and wrapping facilities.

The men's and boys' department is finished in plywood with the upper walls and ceilings being colored in pastel pink with grey trimmed woodwork. A patterned red and grey vinyl plastic tile covers the floor. The lighting (to be installed) will feature 40 feet of double tube fluorescent lights. Attractive displays have been set up in the windows combined with flush flood light fixtures and spot lighting. The department was de-

signed by Mr. Walter LePage, Company Secretary Treasurer.

In 1920 LePage's set up a wholesale and retail business on Queen Street and moved to their present location in 1922.

The President is Mr. W. R. LePage with Mr. Don Wonnacott as vice president and Mr. W. B. LePage, secretary treasurer. Other members of the efficient eight member staff include Mrs. Laurie MacNally, Eilda MacNevin, Everett Cutcliffe, Marina Murray and Rena Tomlins.

"One of the factors in the growth and development of the business has been the efficiency and courtesy of the staff," stated Mr. LePage yesterday. "We are very fortunate in having such a fine group to work with us," he added.

The public are cordially invited to drop into the new department and inspect the facilities for themselves. An interesting feature will be the new X-ray equipment for fitting which has been installed.

For those unable to visit the store LePage's have phone and mail order service. Delivery service in the city is free and mail orders will be promptly filled and returned.

LePAGE SHOE CO. LTD.

HAVE PLANNED WELL  
AND ACCOMPLISHED MUCH.

WE HAVE PLEASURE IN WISHING  
THEM EVERY SUCCESS.

The Lighting and Electrical Facilities for  
their New Shoe department were supplied  
and installed by—

**STOREY ELECTRIC**

Electrical and Refrigeration Contractors  
175 Grafton St. Dial 3237

CONGRATULATIONS  
AND GOOD LUCK TO

**LePAGE SHOE CO. LTD.**

ON THE OPENING OF YOUR

**NEW MEN'S AND BOYS' SHOE DEPARTMENT**

WE ARE PROUD THAT WE WERE SELECTED FOR THE  
GENERAL BUILDING AND CONTRACTING  
OF THIS NEW DEPARTMENT.

**CONNIE LeCLAIR**

BUILDING AND CONTRACTING

64 ORLEBAR ST.

DIAL 9141