



VICE-PRESIDENT CLIVE CUDMORE AND PRESIDENT BRIAN CUDMORE

Prizes every 50 minutes; silver dollars are awarded

Special prizes every 50 minutes will be the order of the day during the three-day 50th anniversary sale at Henderson & Cudmore's men's and boys' wear store, Thursday, Friday and Saturday. Every 50 minutes a bell

sounds some lucky person, depending on where the sale is standing, will receive a new silver dollar.

SPOT IN STORE

Wives of the store staff members will be watching and when the bell rings, the lucky persons will be selected by their proximity to a certain spot in the store.

This additional attraction is offered by the management along with the great sale marking the golden anniversary of the establishment of the firm, and on the fourth anniversary of an expansion program which saw the opening of a complete boys' wear store.

In the change over from winter to spring there will be many items of clothing you will want. It will pay you to shop Henderson and Cudmore's, "where quality is sure", and where you will find reasonable merchandise at sale prices. You, too, will be celebrating when you help Henderson and Cudmore celebrate their big anniversary.

GIANT SALE

CONTINUED FROM PAGE 9 level of satisfied customers in city and country.

Backed by a capable and well-trained staff, the traditions of Henderson and Cudmore are being carried on by Mr. Cudmore's two sons, Brian and Clive.

Today, the firm is observing its 50th year in business, grateful for past achievements, and confident of continuing to merit public acceptance.

Cudmore sons head business

BRIAN

Brian R. Cudmore is now president of the firm which his father was a co-founder—Henderson and Cudmore Ltd.

Brian joined the organization in 1948 after graduating from Prince of Wales College, and acquiring a bachelor of science degree at McGill University.

Mr. Cudmore has been closely associated with the growth and expansion of the store the past few years and it is with considerable pride and pleasure he views the 50th anniversary of the business to be celebrated this week.

Mr. Cudmore takes time off from his store to actively engage in youth work around the city as a member of the board of directors of the YMCA and a past president of the Centennial Y's Men's Club. He is also secretary of the Charlottetown Rotary Club and an elder of Trinity United Church.

He was born in Charlottetown in 1924, is married and has three children.

CLIVE

Clive Cudmore, another son of the co-founder, is vice-president of Henderson and Cudmore Ltd. He joined the firm in 1952 after graduating from Prince of Wales College and gaining two years business experience working in Toronto.

Clive took a particularly keen interest in the expansion of the firm to include an exclusive boys shop.

He manages to find time from his store duties to take an active part in youth and charity work. This year he is co-chairman of the P.E.I. Association for Retarded Children's Flowers-of-Hope financial campaign.

Past president of the Kinsmen Club and a member of Spring Park United Church. He is holder of a private pilot's permit.

Mr. Cudmore is a Charlottetown native and was born in 1932. He is married and has a family of three.

He looks forward on the firm's golden anniversary celebration to meeting old friends and new.



RALPH MacINNIS, SUPERVISOR MEN'S WEAR DEPARTMENT

Ralph MacInnis Senior Staff Member

Ralph MacInnis, a 30-year veteran employee of Henderson and Cudmore, is store supervisor. It is with particular pleasure that he looks to the 50th anniversary of the firm and the prestige it has built up in providing service and quality in men's

and boys' wear.

A few years ago, Mr. MacInnis was honored by the Rotary Club of Charlottetown when he was presented with the "most courteous clerk" award.

He has taken a prominent part in its many community activities.

Mr. MacInnis is a native of Charlottetown and married with a family of three.

Best Wishes for Continued SUCCESS...



Henderson & Cudmore feature Warren - Knit Sweaters for Men and Boys.

ANNIVERSARY SALE

STARTS 8.45 A.M. TODAY

WARREN-KNIT

St. Catharines Ontario

Henderson & Cudmore GOLDEN ANNIVERSARY

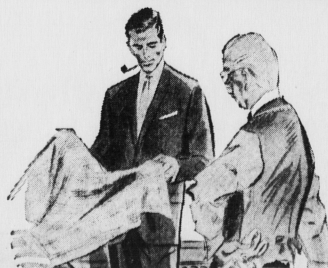


Choose from H & C's large selection of these fine all-wool Knit-Rite sweaters.

- Double Knit Golf Styles
- Ernie Richardson curls

Knit-Rite Mills WINNIPEG

Congratulations to Henderson & Cudmore On Their 50th Anniversary



Suit yourself

A hand tailored suit by Warren K. Cook brings you all the skill of Canada's finest designers and craftsmen. We can help you select the fabric, the right style, the tailoring accents . . . the

garment that reflects your good taste and appreciation of fine clothes.

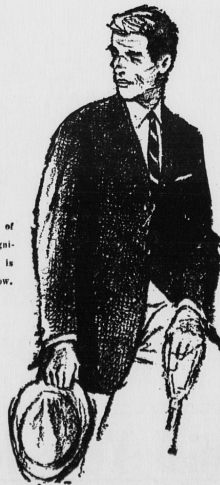
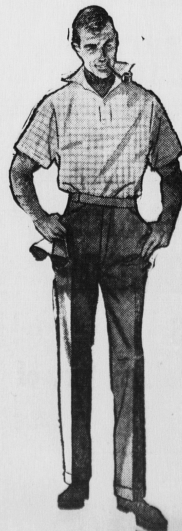
Choose from our wide selection of fabrics imported from all over the world. Priced from \$100

HENDERSON & CUDMORE
WHERE QUALITY IS SURE

Exclusive Warren K. Cook Dealer

DAKS PROUDLY FEATURED by HENDERSON & CUDMORE SPORT JACKETS

The ultimate in comfort—the new range of Daks Jackets. Whether your taste is for magnificent tweeds or for lightweight coolness, Daks is your answer. Come in and see our range now.



DAKS TROUSERS

We invite you to see the new Daks in superb British worsteds. The latest addition to this famous range is a narrower leg line style accentuating the long slim Daks look. Finest London tailoring emphasises the distinctive quality of these fine trousers.

\$32.50

TAILORED IN ENGLAND BY S. SIMPSON LTD., LONDON

1914

Henderson & Cudmore opened its doors to the men and boys of Charlottetown.

1964

Our best wishes for another 50 wonderful years of selling the best in men's and boys' wear.

Parman's

Quality knitwear for men who like comfort and style

Henderson and Cudmore

feature The Grand-Slam GOLF SHIRT



By

STANFIELDS

Henderson & Cudmore feature famous Terylene and Wool TROUSERS

by IMPERIAL PANTS LTD. Montreal

CONGRATULATIONS

TO

HENDERSON & CUDMORE

SUITING P. E. I. Gentlemen for 50 Years With

Fashion-Craft

Silk n' Lustre WORSTEDS

Yes, men, for spring and summer comfort these silk and wool blends are tops. The fabric has an iridescent lustre and comes in light and medium greys, navy, olive and brown. Let the men at H and C show you the many Fashion Craft features today.

From **\$79.**

TAILORED-TO-MEASURE from \$85

HENDERSON & CUDMORE
WHERE QUALITY IS SURE