

EATON'S

Opening Sales

IN

CHARLOTTETOWN



CONTINUES THURSDAY WITH ANOTHER DAY OF MONEY-SAVING OFFERS!
 Read again the 8 page circular which has been delivered...buy your needs now and save at EATON'S!

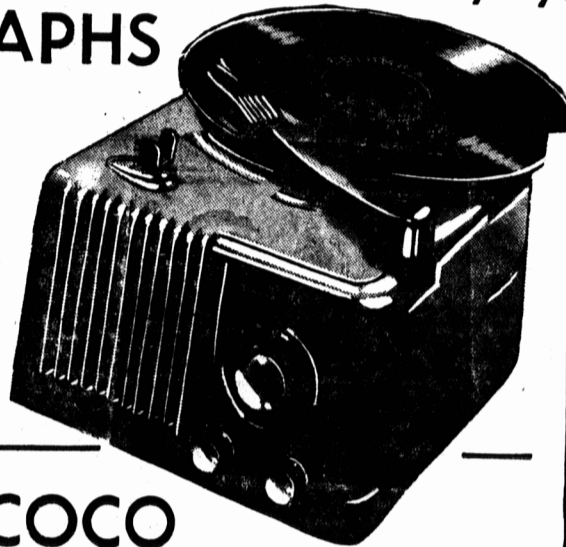
SAVE 30.00 RADIO PHONOGRAPHS

Ordinarily 69.95 3 Speed "Skylark" by Electrohome
 Precision-built has advanced 5 tube circuit. Plays 7", 10" and 12" records
 at 78, 33 1-3 or 45 rpm. About 7" high, 9
 3-4" wide and 12 3-4" deep. Grey, yellow,
 green, brown and flame-coral plastic.

39.89

EATON'S Opening Sale Price, EACH

(EATON'S Radio Dept. - Lower Floor)



"Linen Look" DRESSES New Styles In A Linen Weave Design

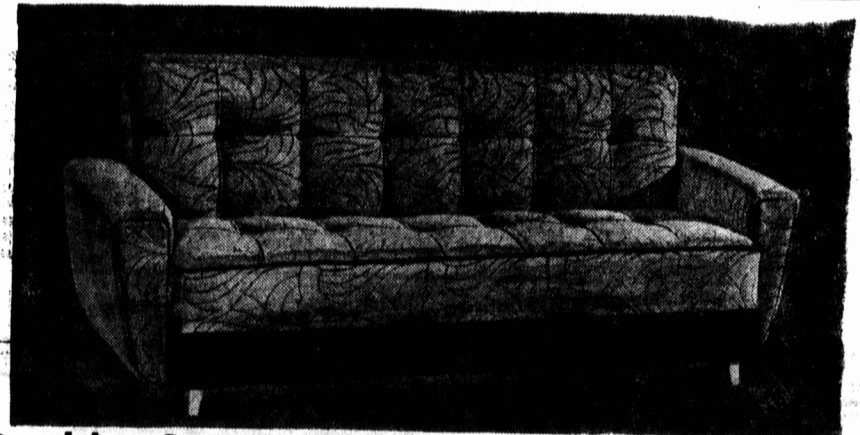


EATON'S Opening
 Sale Price—EACH

5.98

Smartly tailored rayon
 linen dresses. See the
 smart styling and finish.
 Seven styles to choose
 from. Navy, red, pink,
 maize, melon, grey, black,
 blue and aqua. Sizes 12 to
 20.

(EATON'S DRESS DEPT. -
 Mezzanine Floor)



Double Spring Double Duty Davenport

Designed to save space. Priced to save money. High quality consists of double steel
 spring and thick layer felt padding in seat and
 back. Wide upholstered arms. Covered in high
 grade frieze in wine, green, or grey. Davenport
 easily converts into double bed.

89.95

EATON'S Opening Sale Price—EACH
 (EATON'S Furniture Dept. - Lower Level)

COCO FIBRE MATS

Helps to prevent tracking in mud and dirt inside your
 home. Order one or
 more at this low price.
 Size 14"x23". Natural
 colour with bound
 edges.

93¢

EATON'S Opening
 Sale Price—EACH

(EATON'S Floor Coverings - Lower Floor)

Since 1869, every purchase from EATON'S has been backed
 by our famous guarantee:

"GOODS SATISFACTORY or MONEY REFUNDED"

THREE DAY SPECIAL SELLING — Thursday, Friday, Saturday!



OUTSTANDING SPECIAL OFFER! SWISS MADE WRIST WATCHES

15, 17 and 21 JEWEL SWISS MADE, AUTOMATIC, CALENDAR, ALARM WATCHES

Dozens of attractive styles, each in handsome presentation case. All watches covered by EATON'S one year service guarantee. Sketched are just a few from a variety of styles for men and women.

B—Men's 17 Jewel Automatic
 Watch. Ordinarily 100.00
 Chromium-Plate case. Leath-
 er strap. EATON'S Sale
 Price, Each **50.00**

D—Men's 17 Jewel. Ordin-
 arily 55.00 Rolled gold plate
 case. Leather strap.
 EATON'S Sale **27.50**
 Price, Each

F—Men's 17 Jewel Watch.
 Ordinarily 49.75 Rolled gold
 plate, gold filled expansion
 bracelet with stainless steel
 back. (Not Shown)
 EATON'S Sale **24.87**
 Price, Each

H—Women's 17 Jewel Swiss
 Watch. Ordinarily 49.75 10 K
 rolled gold plate case, gold-
 filled bracelet.
 EATON'S Sale **24.87**
 Price, Each

K—Women's 17 Jewel Watch.
 Ordinarily 49.75 Rolled gold
 plate case. Gold filled expan-
 sion bracelet.
 EATON'S Sale **24.87**
 Price, Each

Men's Vulcan "Cricket" Alarm Wrist Watches. Ordin-
 arily 100.00 Rolled gold plate case with stainless steel back.
 EATON'S Sale Price, Each **75.00**

G—Men's Self-Wind Watch.
 Ordinarily 97.50 Gold filled
 case.
 EATON'S Sale **43.75**
 Price, Each

E—Men's 17 Jewel Watch.
 Ordinarily 49.75 10 K gold-
 filled case, gold-filled expan-
 sion bracelet.
 EATON'S Sale **24.87**
 Price, Each

G—Women's Waterproof,
 Automatic watch. Ordinarily
 39.50
 EATON'S Sale **44.75**
 Price, Each

J—Women's 21 Jewel Watch.
 Ordinarily 35.00 Gold-plated
 case, gold filled expansion
 bracelet.
 EATON'S Sale **27.50**
 Price, Each

T. EATON & CO.
 CHARLOTTETOWN BRANCH

1/2 Price

EATON'S BUDGET PLAN and BUDGET COUPON TERMS ARE AVAILABLE WITH

NO DOWN PAYMENT

During the Opening Sale, Tuesday, Wednesday, Thursday, and Following Days Until Saturday, May 14, 1955.
 For Complete Information Inquire At Customers Accounts Office, Mezzanine.

ALL MERCHANDISE—Minimum Purchase 15.00

- The plan is available on all merchandise.
- A minimum purchase of 15.00 is required.
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