

The Wedding Page

The right plans usually result in a beautiful wedding whether it's June, January, May or December. That's why it's important to make the proper plans for the wedding itself, for the reception and for all the intricate details of a beautiful and proper event. That's why those planning or helping with the plans for a wedding should avail themselves of the merchandise and services of these merchants. Many of them have outstanding wedding gifts, too!



Photo Meyers Studios.

**YOUR WEDDING DAY TO REMEMBER
FOR PORTRAITS OF DISTINCTION
MAKE YOUR APPOINTMENT EARLY.**

MEYERS STUDIOS

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DIAL 9912

TROUSSEAU TREASURE

Those filmy intimate treasures for your trousseau are the specialty of Moore and McLeod Ltd. Lingerie by the famed Luxite and the well known Ardele in the delicacy of styling and shades so essential to the bride's trousseau. And for travelling a full fashioned pure Rotany English wool twin set by Wolsey. These you will find at —

MOORE & McLEOD LTD.

FLOWERS FOR YOUR WEDDING

Selecting flowers for your wedding is an easy matter at the West End Nurseries. We have helped hundreds choose their flowers from our large selections and it will be a pleasure for us to assist you in selecting your flowers for Church decorations, the bridal bouquet and corsages. Our service is Province-wide and a phone call or letter from any part of the Island will bring you immediate service. For fresh flowers in the right place at the right time it's always —

WEST END NURSERIES

22 RICHMOND ST.

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WALK DOWN THE AISLE IN COMFORT WITH FOOTWEAR FROM—

--- LePAGE'S ---

Silver Brocade Pumps in spike and Cuban heels—AA and B widths at \$6.95

We will have these shoes dyed to match your wedding gown for only \$1.00.

LePAGE SHOE CO. LTD.

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WEDDING CLOTHES FOR YOU

- BRIDAL GOWNS . . . 29.95 and up
- BRIDESMAIDS 24.95 and up
- DRESSES FOR MOTHERS OF THE BRIDE AND GROOM . . . 19.95 and up
- HATS 4.95 and up

MOORE & McLEOD LTD.

COMPLETE HOME FURNISHINGS

The wonderful home furnishings values offered during our mammoth anniversary sale are designed especially for the newly-weds.

Here you can completely furnish your apartment or home—livingroom, bedroom, kitchen, etc., with furniture, furnishings and appliances made by Famous Name manufacturers.

You will find that many of Canada's most reliable manufacturers are represented in Prince Edward Island by CROCKETT & STOREY LTD.

CROCKETT & STOREY LTD.

CHARLOTTETOWN & SOURIS

PROTECT WEDDING GIFTS & PURCHASES

In the rush and excitement of wedding plans and preparations it is easy to overlook one important thing—proper insurance coverage on those valuable wedding gifts and the important purchases you are making for your new home.

Let us protect you with insurance tailored to meet your needs.

TO BE SURE — INSURE WITH

A. R. McINNIS LTD.

CHARLOTTETOWN

75 Queen St.

Dial 6331

WEDDING CAKES

BAKED TO YOUR ORDER



Small or large, all our wedding cakes are baked to order and are of the same highest quality. We are taking orders now for May and June weddings. A bride deserves the best and tastiest wedding cake. So why not drop in and see for yourself. A visit to our store will convince you.

STEWART BAKERIES LTD.

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DIAL 5431

ITEMS FOR THE HOME

We have a large variety of lovely items for the home, such as all small electric appliances, Firestone and Westinghouse refrigerators, washers, clothes dryers, food freezers, television, etc.

When wedding bells are ringing, you can make it like the old saying, "and they lived happily ever after", when they purchase all their needs from

FIRESTONE HOME & AUTO CO. LIMITED

187 ST. GEORGE ST.
Your Friendly FIRESTONE Dealer

HAPPY IS THE BRIDE

When she tries Sterns Ltd. Sanitone Service! How much better ALL household fabrics and garments are Dry Cleaned this modern way! Proud is the groom... His shirts are always new looking, professionally finished at Moderate Cost.

STERNS LTD.

LAUNDRY

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DIAL 6501

LUGGAGE FOR THE BRIDE

Ultra Smart — Ultra Light — Luggage for her going away — You'll find the greatest selection of Eveleigh's, McBrine, Carson's and all other fine luggage in blue, green, grey, and white—Make her travelling happier—with new luggage

FROM

MOORE & McLEOD LTD.

TO THE BRIDE TO BE



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- PARAGON
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To us they mean the finest English Bone China—All in open stock—in our housewares department. Those who purchase their dinnerware from us will be happily surprised by a free gift.

THE ROGERS HARDWARE CO. LTD.

THE RECEPTION -- CATERING

After the wedding—the reception and the gay good wishes of friends that make it a day to remember. And, here, in the catering, the surroundings, the attention to detail, lies the secret of a wedding happily remembered by bride, groom and guests. The Queen Hotel is an ideal setting and the management and staff have long experience in helping select the menu and arranging the myriad of details. No guest list is too large or too small. When you plan your wedding reception consult us.

QUEEN HOTEL

89 - 103 WATER ST.

DIAL 5531

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from

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WE'VE WEDDING RINGS FOR EVERY TASTE AND BUDGET—SIMPLE GOLD, FROM \$19.00; WIDE CHASED GOLD FROM \$15.00; DIAMOND BANDS FROM \$29.00.

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