

# HELEN'S DRESS SHOP RE-OPENS IN SPLENDID NEW BUILDING

We Pay Our Tribute  
to  
**HELEN'S DRESS SHOP**  
on the opening of  
this fine new establishment  
We were privileged to  
supply the Sashes and Frames  
used in the construction.  
**J. D. McASKILL, WOODWORKING**  
Ornamental Church Sash and  
Church Furnishings — Furniture Refinishing  
Beasley Ave., Parkdale Dial 8866

We Are Happy To Extend Our  
*Congratulations*  
to  
**HELEN'S DRESS SHOP**  
On The Opening Of Their Very Modern  
**LADIES' WEAR**  
\* \* \* \* \*  
**Beaton's Wholesale**  
**DRY GOODS**  
50 Queen St. Dial 6625

**BEST WISHES**  
for  
**CONTINUED SUCCESS**  
is our wish for  
**HELEN'S DRESS SHOP**  
We are happy to be associated with  
this firm by supplying  
**THE PLUMBING AND HEATING**  
— ALSO —  
**YOUNGSTOWN KITCHENS**  
**LEN CONNOLY**  
8 Haviland St. Dial 9871

**BEST WISHES**  
For The Deserved Success of  
**THE NEW**  
**HELEN'S DRESS SHOP**  
**CARSON and BIRT**  
Carpenters and Cabinetmakers  
Auto Plate Glass  
Cutting and Grinding  
Show Cases Built  
Show Case Repainting  
Glass Drilling  
Plate Glass  
Ornamental Glass  
Chipped Glass  
Plain Mirrors  
Bevelled Mirrors  
67 King Street Dial 2543

*Congratulations*  
to  
**HELEN'S DRESS SHOP**  
on their re-opening  
in their fine new  
premises on  
Grafton Street  
**THE ROGERS HARDWARE**  
**COMPANY LIMITED**  
Suppliers Of All General Hardware  
CHARLOTTETOWN  
Dial 8501

**WE SAY...**  
Congratulations  
Best Wishes  
And  
Good Luck  
To  
**HELEN'S DRESS SHOP**  
We are happy to have been responsible for all the  
Electric Wiring and Installation in this up-to-date  
building.  
**Storey Electric**  
ELECTRICAL CONTRACTORS  
175 Grafton St. Dial 3237

**Congratulations**  
To  
**HELEN'S DRESS SHOP**  
ON THE COMPLETION OF THEIR  
NEW MODERN STORE  
IT DOESN'T COST TO MODERNIZE—  
IT PAYS!  
Experienced — Equipped — and Able — to advise the  
correct modernization program for your store.  
**ALSO REMEMBER**  
Your Headquarters For  
**TOP QUALITY PLYWOODS**  
**CHANDLER BROS.**  
1 Plywood Place P. O. Box 492  
CHARLOTTETOWN, P. E. I.

**BUILD WITH Brikrete**  
for Strength and Safety  
As  
Suppliers  
of  
**BRIKCRETE**  
IN THE CONSTRUCTION OF  
**HELEN'S DRESS SHOP**  
WE EXTEND OUR  
Congratulations  
and  
Best Wishes  
**ISLAND BRIKCRETE**  
PRODUCTS LTD.  
149 North River Road Charlottetown

**SUCCESS...**  
be it yours for a job  
well done.  
Your efforts will surely  
be appreciated by  
customers  
old and new.  
So We Say:  
**CONGRATULATIONS**  
and  
**BEST WISHES**  
to  
**HELEN'S DRESS SHOP**  
•  
**John Wilson**  
GENERAL CONTRACTOR  
81 York Lane Dial 4606



IN TIME FOR CHRISTMAS!  
**Announcing**  
**The Re-opening**  
Of  
**HELEN'S DRESS SHOP**  
At  
54 Grafton Street

Come Thursday, Dec. 2nd, we shall be very pleased to open  
our door to my lady with a complete new stock of fine wear-  
ables. Materials and colors are of the finest and most pop-  
ular, and the styles are sure to chalk up points in your ward-  
robe. Drop in and look over the large stock—slip on a  
dress of your choice—then stand before our mirrors—you  
will be convinced that nowhere in town can you buy such  
quality and style at so reasonable a price.

**HELEN'S DRESS SHOP**  
54 Grafton St. Dial 9388

ON THE  
**OFFICIAL OPENING**  
of  
**HELEN'S DRESS SHOP**  
We Extend  
**HEARTIEST**  
*Congratulations*  
and  
**BEST WISHES**  
for a Bright and Prosperous Future  
WE ARE PLEASED TO HAVE  
SUPPLIED AND INSTALLED THE  
"OIL FIRED FURNACE" FOR THIS  
MODERN NEW STORE  
•  
**IRVING OIL CO.**  
**LIMITED**  
CHARLOTTETOWN

