

WIN FREE PRIZES! DURING CHARLOTTETOWN'S COUPON DAYS

Each participating merchant (you'll find them advertising in the following pages) have FREE GIFTS for lucky customers. All you have to do to win at each store is simply fill out the coupon you'll find in each advertisement and deposit in each merchant's place of business. Draw for prizes will be made Monday, Oct. 4th and published in the Guardian and Evening Patriot Wednesday, Oct. 6th

Shop at any of these merchants:

- MONA'S BOUTIQUE
- HAMBLY & INNIS
- WOOLWORTH'S
- RALPH'S MEN'S WEAR
- LePAGE SHOE CO.
- NECCHI SEWING CENTRE
- CAPITOL THEATRE
- FIRESTONE HOME & AUTO
- McINNIS PHOTO - HOBBY
- HENDERSON & CUDMORE
- FASHION SHOP
- DOWS MEN'S WEAR
- FACTORY OUTLET

FREE PRIZES IN EVERY STORE

~~GO COATS~~ →
tailored for warmth
tailored for action!



Sunny days, rainy days, windy days or chilly days... you'll be ready for them all with these fashionable all-purpose coats that go everywhere.

The new line of CAR COATS

Suede, Camel, checks with pile lining and the popular Fur Fabrics in the popular shades.
16.95 to 49.95

Fur trimmed and untrimmed
Coats

Take your pick from a wide selection of snappy casuals and elegant dress styles... fur trims and untrimmed... imported Harris Tweeds... camel and many other fabrics at low, low prices! Misses, Junior sizes.

39.95 and up

Free Ladies' Sweater. 5.98 Value

Name

Address

Phone No.

Clip out this
Coupon
and bring
into our
Store.
You could
win.

The FASHION SHOPPE

Gt. George St.

Charlottetown

IT'S WILD! WE'VE SCARED UP SOME TERROR-IFIC SAVINGS!
IN OUR

MONSTER OF A SALE

At Factory Outlet



LADIES' WINTER COATS

Reg. \$34.95

29.95

JUST ARRIVED
Men's Whipcord
PANTS

Reg. 7.95 **5.95**

Men's Zipper
COVERALLS

Reg. 7.95 **6.95**

Men's Hi Cut
BOOTS

Reg. 13.95 **11.95**

Girl's Lined
JEANS

Reg. 3.95 **2.49**

Men's Zipper 13 3/4 oz.
Denim
OVERALLS

Reg. \$6.95 **5.35**

Men's Greb Insulated
BOOTS

Reg. 23.95
Now **19.95**

Children's Lined
JEANS

Reg. \$1.95 **1.49**

Boy's
PYJAMAS

Reg. 2.49 **1.95**

VALUABLE
COUPON

Name

Address

FREE

Men's Terylene Shirt and
Ladies' Coat Sweater.

10% Discount
To All College
Students

THE FACTORY OUTLET STORE

WOOLWORTH'S

Limited Quantity

Specials

Our FALL SALE
Continues All This Week

Ladies 1st Quality

NYLONS

Seamless Mesh. All sizes and shades.

3 99^c
Pair
For

Limited Time Only
Long Play

RECORDS

ALL 4.20 RECORD ALBUMS—Hun-
dreds to choose from (Rolling Stones,
Tom Jones, Beatles, Freddie and the
Dreamers, Gary Lewis, Roy Orison,
Johnny Cash, Hank Williams, Kitty
Wells, Elvis and hundreds more.

\$3.33

Swamp

COATS

The latest fad. In sizes S.M.L. In
colors red, blue, green, beige and
black.

\$4.33

Limited Time Only
1.98 Long Play

ALBUMS

Thousands to choose from, Jim
Reeves, Don Messer, Wilf Carter,
Bing Crosby, Hank Snow and hun-
dreds more.

\$1.66

Clip out Coupon and Deposit at our Air Conditioned Basement Sales Floor

SAVE VALUABLE COUPON SAVE

WOOLWORTH'S

To The Lucky Draw Winner From our store 35.00 Gift Merchandise

Name

Address

Phone

SAVE SAVE SAVE

All Fall HATS

4.98
and Up

REDUCED
TO CLEAR

TONI HOME

PERMANENT

Reg. 2.00 **\$1.65**
Now Only

WABASSO "COMFORT" PILLOW SLIPS

1st Quality
Per
Pair **99^c**

LARGE SIZE

BRYLCREEM

Reg. 74c **52^c**
Now Only

CURITY DIAPERS

1st Quality Reg. \$4.49 doz.
Now Only
Per
Doz. **\$3.77**

WOOLWORTH'S

Where Your Money Buys More
Queen Street