

JO-ANNA DRESS SHOP OPENS IN MONTAGUE AFTER RENOVATION

CONGRATULATIONS

and

BEST WISHES

to the

Jo-Anna Dress Shop

from

Wightman Business Service
Insurance — All Classes
Montague



Another modern store is now open in the fast growing and progressive business district of Montague. It is the Jo-Anna Dress Shop operated by Mrs. Archie Hume.

In March, 1949, the "Jo-Anna" first opened its doors to the public carrying ladies' dresses, suits, coats and accessories. At that time the shop was very small but continued in these quarters until this year, adding more lines of ladies and childrens wear.

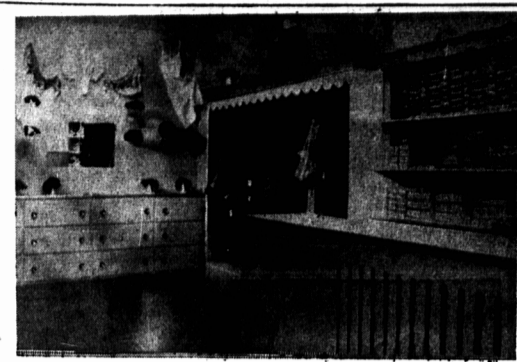
Early this summer, the dress shop moved to temporary quarters elsewhere in the building and a contract was let to enlarge and modernize the dress shop and office above, occupied by Wightman Business Service. The contractor for this work was Mr. William Whiteway of Murray River, with Montague Electric Co. sub-contractor for wiring and MacLeod and Greene for heating.

The shop, which is one of the most modern of its kind on the Island, has a large display window

at the front, with ample racks, drawers and shelves inside. The display window is finished with peg board, as is also the hat bar at the rear.

The shop is well-lighted with fluorescent lights in the main part and spotlights in the window. The walls and fixtures are painted carnation pink with Bermuda green trim, and the floor is laid with tiles in natural wood effect. All in all it presents a very pleasing appearance.

As you enter the shop, the first section on the left contains skirts in all popular styles, sizes and colors. Next is the children's wear, including skirts, dresses, coats and jackets. This is followed by the ladies' dresses. On the right as you enter are sweaters, blouses, lingerie and hosiery, followed by the "outerwear" section, with a wide selection of coats, rainwear and jackets. Beside this section is the fitting room and an office. The Jo-Anna carries such well-



known and nationally advertised goods as "Sacony Sportswear, Piko hats, Weldrest Hosiery, Tropicana dresses, MacKinnon of Scotland and Glenayr sweaters. The Jo-Anna Dress Shop is owned and operated by Mrs. Archie Hume assisted by Mrs. Margaret MacPherson.

KNOWLTON OPENS DEPOT OTTAWA (CP)—A new naval armament depot at Longueuil, Que. will be opened Sept. 2 by Rear Admiral J. G. Knowlton, chief of naval technical services, the navy announced Wednesday. The depot, formerly located at St. Hubert, Que., will repair and store naval armaments and fit them in ships in the St. Lawrence river area.

We Wish

EVERY SUCCESS to the JO-ANNA DRESS SHOP

on its official opening

LESLIE LECO

PAINTING CONTRACTOR — ALBANY

SPECIAL ... for Jo-Anna Dress Shop

Opening

Weldrest Hosiery at

We cordially invite you to visit our new store.

89c

Our CONGRATULATIONS

To The

JO-ANNA DRESS SHOP

T. M. LLEWELLYN LTD.

Dealers in Flo-Glaze Paints — Montague

We Extend Our



To The

NEW JO-ANNA DRESS SHOP

Weldrest Hosiery Ltd. — Toronto, Ontario

CONGRATULATIONS

to

MRS. ARCHIE HUME

on the opening of the

NEW JO-ANNA DRESS SHOP

from

It's a wonderful buy!
Sacony

MONTREAL

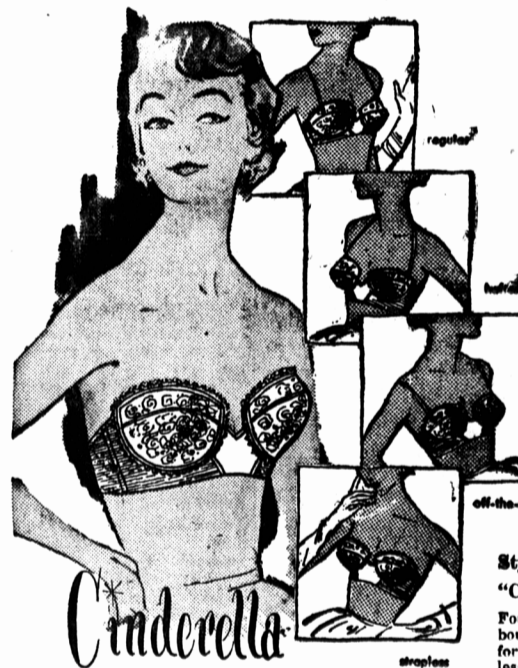
You'll see

Beautiful Figure

Difference ...

Immediately In

Exquisite Form
BRAS

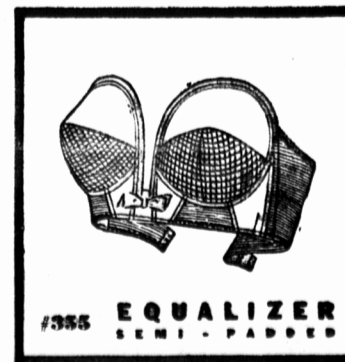


Cinderella
with new Ribbon Wire

Style No. 2207 — "CINDERELLA"

Four-way bra, featuring New Ribbon Wire to give additional comfort... may be worn as a strapless, halter, off-the-shoulder and regular bra. White embroidered broadcloth. Sizes: A cup 32-36, B cup 32-38, C cup 32-38.

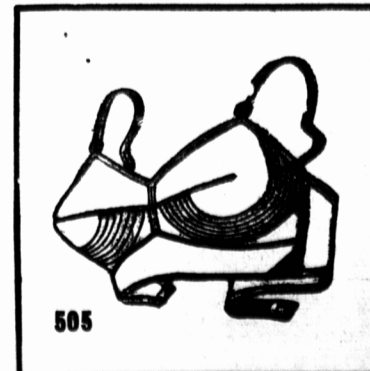
Price \$4.00



#385 EQUALIZER SEMI-PADDED

Style No. 285—Wired strapless, interlined with foam rubber. Diamond-stitched undercup. White Satin. Sizes: A cup 30-36, B cup 32-38.

Price \$3.50



505

Style No. 505—White and black satin with stitched undercup. Sizes: A cup 30-36, B cup 32-38, C cup 32-38.

Price \$1.50

NEW Jo-Anna Dress Shop

We Wish Mrs. Hume

Every Success With

Her New Store

William Whiteway

GENERAL CONTRACTOR
MURRAY RIVER

We are happy to extend Congratulations and proud to have been associated in the complete renovation of the

BEST WISHES

to the success of the

NEW JO-ANNA DRESS SHOP

PEPLER JEWELLERS

MONTAGUE

CONGRATULATIONS

on the opening of the

NEW JO-ANNA DRESS SHOP

GILBERT B. CLEMENTS
Electrical Wiring Contractor
MONTAGUE

We Are Pleased to Join In Extending Best Wishes to the

New Jo-Anna Dress Shop

May the future hold for you much success and happiness.

Chandler Bros.

Dealers in Plywoods
CHARLOTTETOWN

At This Time Of Your Official Opening May We

CONGRATULATE

you and offer sincerest

BEST WISHES

MacLEOD & GREENE

Plumbing & Heating
Montague

JO-ANNA DRESS SHOP