



CHARLOTTETOWN'S NEWEST, MOST MODERN STORE

EATON'S OF CANADA

Opens Tomorrow!

April 26th, 1955...Another important date in Charlottetown's history! It's the long awaited opening day of Charlottetown's newest, most modern store—EATON'S of CANADA

Since the Fathers of Confederation formulated the plans for our great Dominion in Charlottetown over 90 years ago, this city has progressed with the development of our great country. And as Canada grows, so Eaton's of Canada meets the need for more shopping facilities to serve Canadians in every province. Eaton's pays tribute to the traditions and historic importance of Prince Edward Island in bringing to Charlottetown in its Centennial year, our newest store. Our company, a truly Canadian organization, has a proud heritage of traditions, too, and we hope to serve you well in this new setting.

In this beautiful new store, with its gleaming fixtures, its spacious shopping areas, you will find variety of merchandise and a courteous staff to serve you. We know you will continue to rely on Eaton's of Canada for the widest selection, at the fairest prices possible, with every purchase backed by the famous Eaton guarantee:

"GOODS SATISFACTORY OR MONEY REFUNDED"

BIG OPENING SALE

We're just as excited as you are about this sparkling new store! To celebrate, every department on the four shopping levels is offering exciting specials. See them advertised in today's paper! See the 8 page Opening Sale circular which is now being delivered! Shop for these specials starting tomorrow! Join the other thrifty shoppers who will be on hand to explore Charlottetown's newest, most modern store . . . Eaton's of Canada!