

Zeller's opens tomorrow

Thursday is the day of the grand opening of Zeller's newest and first Island store, at 159 Kent Street, Charlottetown.

With a sales area of 37,750 square feet, made up of a main floor and a basement department, Zeller's in Charlottetown is designed for convenient shopping. Customers will find a vast assortment of merchandise for family shopping for many residents of Charlottetown and area.

Accent is claimed to be on service in this newest Zeller's junior department store. Important departments include family fashions and home furnishings. Lady customers will have a modern ready-to-wear department and fitting rooms. Here the ladies may inspect a complete selection of up-to-date fashions and shoes in a congenial atmosphere of feminine decor enhanced by plush red carpeting and conveniently placed mirrors.

A feature of the new store is "The Skillet," a luncheonette of rustic decor with a seating capacity of 40. The Skillet will serve complete meals and snacks. A credit office will open during store hours. Customers are invited to "charge it" when making their purchases. Three types of credit plans are available to suit various budgets and an experienced credit staff is available to advise customers which would be the most suitable plan.

Canadians have been shopping in other Zeller Stores for 32 years. "It's always been satisfactory or your money cheerfully refunded at Zeller's" is the policy to be maintained in the new Charlottetown store. The new store will bring to 100 the total of Zeller's stores now serving the Canadian shopping public from coast to coast.



BASEMENT STORE READY

Spacious basement store shopping area has been provided in Zeller's first Island store on Kent Street near Prince and Great George. For the past several days, new employees have been setting out the brand new merchandise against

Thursday's formal opening of the 103rd unit in the Zeller chain. Family shopping facilities include three different types of credit plan arrangements for the greater convenience of P.E.I. shoppers.

RECOGNITION GIVEN — East German unit composed of men who refused to officially recognize the regime to bear arms. Members of the unit will not be required to swear allegiance to the national defence council has ordered the formation of a new unit.

KILLED IN AMBUSH — Aden radio

claimed Sunday Col. Ali Salal, oldest son of President Abdullah Al Salla of Yemen, was ambushed and killed with a number of companions in Yemen this weekend.



RECORD DEPT. SPECIALS

45 RPM

- DON MESSER
- MARG OSBORNE
- CHARLIE CHAMBERLAIN
- WALDO MUNROE

Limited Quantities

REG. 98c

39^c
or 3/1.00

12" L.P.

- SING ALONG WITH CONNIE FRANCIS
- CONTAINS TWELVE OLD FAVORITES

REG. 1.98

49^c
77^c

12" LP

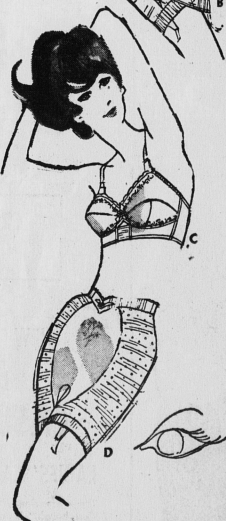
- 16 TOP TUNES
- 12 GREAT SONGS ON ONE L.P.

VISIT ZELLER'S RECORD DEPT. for all the Latest Releases by your Favorite Artists.



WATCH YOUR FIGURE THE FIRST STEP IS

DAISY Fresh GOTHIC sarong



A GOTHIC—Canada's most popular bra. Tailored fine broadcloth with CORDTEX® insets, breathing waist. 32-36A, 32-40B, 32-44C&D. \$1.75

With foam rubber insets. 32-36AA, 30-36A, 32-38B. \$2.50

B SARONG girle of power net and batiste jacquard. Famous criss-cross control. Odd and even sizes 24 to 32. \$5.00

C DAISY FRESH embroidered broadcloth bra with elasticized shirring to fit smoothly. 32-36A, 32-38B, 32-40C. \$2.50

With foam rubber insets. 30-36A, 32-38B. \$3.00

D DAISY FRESH satin latex pantie girle with front panel embroidered in daisies. Figure controlling power net with yellow dots. S/M/L/XL. \$5.00

DAISY FRESH dip front girle of power net and satin latex. S/M/L/XL. \$5.00

E NEW SARONG stretch-strap lace and LYCRA® bandeau with exclusive criss-cross control and CORDTEX® insets. 32-36A, 32-38B, 32-40C&D. \$6.00 Special Order

F SARONG long-line bra with stretch straps that continue down over and under bust. Criss-cross design and CORDTEX® fabric under the bust for support. Nylon lace. Low, low back for décolleté dresses. Sizes 32-36A, 32-40B, 34-42C, 34-42D. \$8.00

G NEW SARONG stretch-strap lace and LYCRA® longline with two inch waist band. Exclusive criss-cross control and CORDTEX® insets. Low, low back for décolleté dresses. 34-40B, 34-42C, 34-44D. \$9.00 Special Order

H GOTHIC'S improved stretch straps with adjustable slides and velvety shoulder pads that feel wonderful, prevent curling and digging in. Cordtex insets — 32-34A, 32-38B, 34-38C. \$3.00

Three-quarter style. 32-34A, 32-36B, 34-38C. \$4.00 Special Order
Longline with waist cincher in sizes 34-40B, 34-40C. \$5.00 Special Order

I SARONG—Hi-waist girle for the woman who wants extra control. Boned 3-inch waistband eliminates bulge, embroidered criss-cross panel and satin latex back panel smooth curves. Zipper Closure. 24-40, except 37-39. \$11.00

J GOTHIC—1/2 bra of white broadcloth. Cordtex® insets, breathing waist, two adjustments. 32-38A, 32-42B, 32-44C, 32-44D. \$2.50

K DAISY FRESH dip front girle of power net with embroidered flowers on satin latex front panel. S/M/L/XL. \$5.00



IF IMPOSSIBLE TO SHOP IN PERSON USE OUR CONVENIENT MAIL ORDER SERVICE. WRITE OR PHONE 892-2473.