

EATON'S

Opening Sales

IN

CHARLOTTETOWN

3 BIG DAYS OF SPECIALS! SALE STARTS TUESDAY, OPENING DAY and continues Wednesday Morning -until 12:30 p. m.- and ALL DAY THURSDAY

Watch for the big 8 page circular which is now being delivered . . . note the many sale-priced items. In this great line-up of specials you'll find clothes, including shoes, for the whole family, household needs, house-furnishings, electrical appliances . . . all at low sale prices!

EATON'S BUDGET PLAN and BUDGET COUPON TERMS ARE AVAILABLE WITH

NO DOWN PAYMENT

During the Opening Sale Tuesday, Wednesday, Thursday and Following Days Until Saturday, May 7th, Incl
For Complete Information Inquire At Customers' Accounts Office, Mezzanine

ALL MERCHANDISE—Minimum Purchase 15.00

- 10 months to pay on purchases under 75.00
- 15 months to pay on purchases of 75.00 and under 200.00
- 24 months to pay on purchases of 200.00 and under 400.00
- Up to 36 months on purchases of 400.00 and over
- An equitable carrying charge is made for this accommodation.

SALE PRICED! BIG SAVINGS! POPULAR 1954 "FRIGIDAIRE" REFRIGERATORS

Note the Features...the Low Prices, of these Top-Selling "Frigidaire"! Take advantage of this outstanding offer and save dollars at EATON'S.



DELUXE 9 cu. ft. Featuring PUSH BUTTON DEFROST

Automatic reset defrosting . . . complete defrosting at touch of finger. When defrosting is completed, refrigerating mechanism automatically turns on.

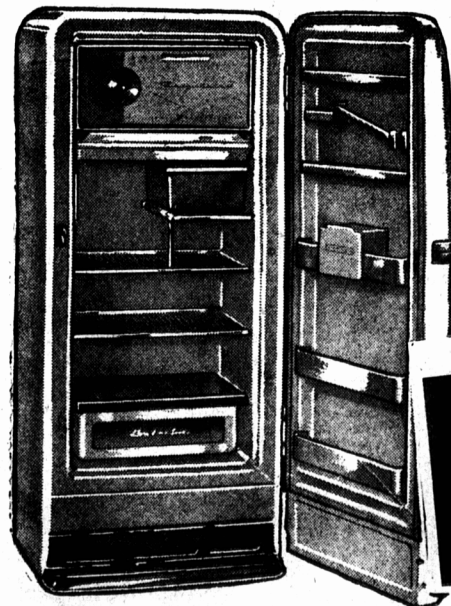
- Full width freezer, should hold up to 38 lbs. of frozen food.
- Frozen juice can rack
- "Quickube" ice trays
- Full width sliding hydrator
- Pantry door with egg server and butter keeper
- Approx. size: height 59 1/2", width 27 1/2", depth 30 3/4"

EATON'S OPENING SALE PRICE **266.00** each

NO DOWN PAYMENT, up to 24 months to pay

Shop with Confidence at EATON'S. Our guarantee since 1869: "GOODS SATISFACTORY OR MONEY REFUNDED"

STORE HOURS:
9:00 A.M. to 5:30 Daily except Wednesday
Wednesday 9:00 A.M. to 12:30 P.M.



DELUXE 9.1 cu. ft.

- Full width freezer for up to 38 lbs. of frozen foods
- Frozen juice can rack
- "Quickube" ice trays
- Full width sliding hydrator
- Pantry door with egg server, butter compartment
- Height 59 1/2", width 27 1/2", depth 30 3/4"

EATON'S OPENING SALE PRICE

257.00 Each

NO DOWN PAYMENT UP TO 24 MONTHS TO PAY



DELUXE 7.6 cu. ft.

- Full width freezer holds about 27.3 lbs frozen foods
- Strong bar-type shelves
- Full width hydrator
- Removable door shelves
- Butter storage compartment
- Approx. size: height 56 1/8", width 24 1/2" depth 29"

EATON'S OPENING SALE PRICE

218.00 Each

NO DOWN PAYMENT UP TO 24 MONTHS TO PAY

(EATON'S HOUSEHOLD APPLIANCES — Lower Floor)

Manufacturer's Clearance

UTILITY COATS

Ordinarily 25.00

EATON'S OPENING SALE PRICE **16.59** each

A special purchase of utility coats in a variety of styles, one of which is sketched. Materials: Rayon flannelette, rayon gabardine, rayon tartans and rayon fancy and plains. Grey, blue, tan, charcoal and black watch tartans. Sizes 10 to 18.

(EATON'S Women's Coats—Mezzanine Floor)

T. EATON CO.
MARITIMES LIMITED
CHARLOTTETOWN BRANCH



Big Special Purchase! WOMEN'S NEW SPRING STYLES

Women's shoes in three different styles each one fashion-wise. Low priced yet smartly styled of smooth, soft leather. You won't find them elsewhere for they were made especially for EATON'S of CANADA.

AA width in sizes 6 to 9. B width in sizes 4 to 9.

A—"Melstick", classic low-cut pump with elasticized rayon braid outline. High heel in black patent leather, avocado green leather. Cuban heel in black patent leather only.

B—"Murdoc", suit pump with contrasting piping and bow trim. Black red and tan kip leather.

C—"Aldes", walking pump with moccasin effect vamp, cuban heel. In black only. EATON'S OPENING SALE PRICE FAIR

(EATON'S SHOE DEPT. — Main Floor—Upper Level)

5.99