

Charlottetown Will Officially Open War Savings Stamp Sales

FRIDAY EVENING, JULY 24th. at 7 o'clock --- in co-operation with the Merchants of Ch'town.



Your Quarters will keep 'em Poppin'

A Massed Gathering of all City Schools Will Take Place on Market Square, Above Date and Hour When the Schools Will be Marshalled and Led by Military Units, Cadets, Scouts and Bands.

Scholars will Form In Market Square for the Purchase of 25c WAR SAVINGS STAMPS from the smartly costumed MISS CANADAS, who will make their First Appearance. Cameras will be there to officially photograph the Lines of Loyal Young Canadians.

DON'T LET YOUR QUARTERS RATTLE — MAKE YOUR DOLLARS GO TO BATTLE

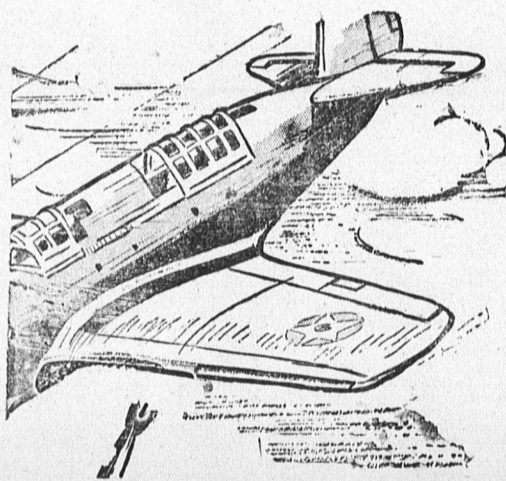


EXTRA

An Opportunity for all Shoppers to make their Quarters do a Big War Job by Always Taking Part of their Change in WAR SAVINGS STAMPS.

HIS WORSHIP MAYOR B. ROY HOLMAN WILL PRESIDE . . .

Speak Briefly and Officially Open the Event by Making the First Stamp Purchase



Keep Them Flying by BUYING WAR SAVINGS STAMPS

It is the obligation and opportunity of every true Canadian to buy WAR SAVINGS STAMPS often, and in the largest possible quantities. We must not desert the boys who are giving everything for us. We must not let them down. . . . KEEP THEM FLYING. Your quarters may save soldiers lives now, and be your protection after the war.

The Merchants Named Below are Loyally Co-operating and will Always Have on Hand War Savings Stamps for their Customers.

City School Principals Appeal To Scholars

The proud distinction has been offered the public schools of Charlottetown to officially open the sale of Canada's 25c WAR SAVINGS STAMPS. It is the wish and earnest request of the undersigned School Principals that every Scholar of the Public Schools be present on this occasion, and as many as possible be prepared to buy one or more stamps in order to help Canada's war effort.

HERBERT W. YEO
Principal West Kent.

HERBERT N. MURPHY,
Principal Queen Square

O. FRED HINE,
Principal Prince Street.

SISTER OF THE RESURRECTION,
Principal Rochford Square.

Your Quarters Will Help to Keep Them Rolling to VICTORY.

The cry is for Tanks, Tanks, and more Tanks to equip our Canadian troops for the inevitable struggle. Who can thoughtlessly squander their 25c pieces when they are needed so badly to help our soldiers defend our country . . . even our very lives. Money withheld under such circumstances is sometimes called blood money. Every quarter spent in purchasing War Savings Stamps will help to seal the Axis doom.

The Merchants Named Below are Deserving of Your Consideration and Appreciation.



The Following Charlottetown Merchants Have Patriotically Sponsored This Advertisement

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|--|-----------------------------|------------------------|------------------------|
| HICKEY & NICHOLSON TOBACCO COMPANY LIMITED | LePAGE SHOE COMPANY LTD | MOORE & MCLEOD LTD | G. H. TAYLOR |
| THE JENKINS PHARMACY | CARTER & CO LIMITED | PROUSE BROS. LTD | CUDMORE BROS. |
| STEWART'S BAKERY | PRINCE EDWARD | A PICKARD & CO. | GUARDIAN PUB. CO. LTD |
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This Advertisement Approved by Public Relations Com., National War Finance Organization, Ch'town.