

4th ANNIVERSARY SALE!

Ladies' Coats and Dresses

Although we cannot hope to replace them, yet in order to make room for our Christmas stock we are reducing prices for quick selling. A fine lot of coats both fur trimmed and plain. Reg. up to 25.00. Now going at ———— **19.50**

A group of our better coats trimmed with Wolf, Squirrel, Opposum and Persian. Good materials and perfect tailoring. Regular to 35.00
Now ———— **27.50**

Individual models up to 45.00 exclusive fabrics, topped with furs in the genuine luxury class. While they last ———— **34.50**

Balance of high class Winter Coats ranging 49.50 to 69.50.
Individually priced ———— **37.50 to 55.00**

Remainder of our Fur Coats, broken sizes, in Electric Seals and Mink-dyed Coney. All re-priced during 10 Days Sale Only.

DRESSES — Choose from entire stock of our newest 3.95 dresses. Get here while sizes and colors are complete. You'll see the loveliest, smartest Fall style. Regularly selling at 3.95.
For this sale all priced ———— **2.88**

An attractive group of new crepe dresses in Misses and Women's sizes. Various colors.
Special ———— **5.95**

LADIES' WEAR

99 QUEEN STREET

PHONE 1501

WE ARE ENTERING OUR FIFTH YEAR OF BUSINESS IN CHARLOTTETOWN AND WISH TO EXTEND TO OUR MANY CUSTOMERS OUR SINCERE THANKS FOR YOUR KIND PATRONAGE DURING THE PAST FOUR YEARS — AND HOPE WE MAY HAVE THE PRIVILEGE OF SERVING YOU FOR MANY YEARS TO COME—IN APPRECIATION OF YOUR PATRONAGE WE OFFER YOU THIS MONEY SAVING OPPORTUNITY TO BUY YOUR FALL AND WINTER CLOTHING—BUY ONLY WHAT YOU NEED.

SALE STARTS 9 A.M. THURSDAY NOVEMBER 26th. TO DECEMBER 5th.

Exquisitely fashioned new fine crepe dresses, including perfect fitting half sizes. Regular to 8.50. Selling at ———— **6.49**

SKIRTS — Every skirt is a new fall model — will continue to sell for 10 days at 2.49 if stock lasts that long. Special ———— **2.49**

HATS — Special group of new Fall Hats. Regular 1.98 ———— **1.00**

Another group which originally sold for 2.98. Now ———— **1.98**

SWEATERS — All wool short sleeve pullovers in blue turquoise, coral and white. While they last ———— **2.49**

MEN'S FINE CALF OXFORDS — SMART STYLES — IN BROWN OR BLACK. Reg. 3.95. SALE ———— **3.49**

MEN'S WORK BOOTS \$2.49

Boys' Heavy Freize Button JACKETS ———— **2.79**

GLOVES LINED OR UNLINED SALE — \$1.29

Lined Molekin WORK MITTS **49c** | Lined Horsehide WORK MITTS **89c**

WORK SOX ———— **23c** | Heavy All Wool WORK SOX **39c**

Men's Heavy Jumbo Knit SWEATERS — EXTRA VALUE ———— **1.69**

Men's Heavy Doeskin WORK SHIRTS ———— **1.29**

Men's Cashmere MUFFLERS **98c** | MEN'S CAPS ———— **1.00**

Boys' Heavy All Wool Freize Zipper Jackets — just the thing for School. Sale ———— **3.25**

Boys' Heavy All Wool Freize Breeches, double seat, double knee. Sale ———— **3.25**

Men's Suits and Overcoats

A group of our regular 26.50 Suits in single and double breasted models, fine assortment of patterns and colors. Sizes 36 to 44.
Your opportunity to save—SALE ———— **21.50**

Blue Serges and English Worsteds, all our regular 32.50 Suits — smart new styles — a fine assortment of worsteds plus a complete line of English Serges. You get 32.50 value at **27.50**

Young Men's and Men's Overcoats in good weight Tweeds and Freizes, good range of styles and colors to choose from sizes from 33 to 37. Splendid value at ———— **14.95**

An assortment of our Better Coats in Tweeds and Plain Meltons — good weight materials — smartly tailored — all sizes 36 to 44 — Assorted shades. Regular to 21.50 — SALE ———— **18.95**

All our best Overcoats — Fleeces — Tweeds — Meltons, smartly tailored for the well-dressed man — these values cannot be equalled at ———— **24.50**

Men's Melton Jackets, plaid trimmed — leather fronts and plain Meltons, full zipper — all sizes Reg. to 6.95 — Extra value at ———— **5.25**

Heavy Wool Combinations. all sizes — super value ———— **2.25**

SAME WEIGHT SHIRTS AND DRAWERS — SALE PRICE ———— **1.19**

Men's Felt Hats, all new Fall and Winter shades. Sizes 6 3/4 to 7 3/8. Extra Good Value ———— **1.69**

MEN'S and BOYS' WEAR

BOOTS and SHOES

144 GREAT GEORGE ST.

PHONE 1500

THE GREENDAL CO.

Canada Proud Of Fast Growing Navy

Celebration of Navy Week in Canada this year marks the pride Canada has in the senior arm of her fighting forces. Almost 50,000 men today wear the blue of the Royal Canadian Navy. Fleets of ships of war steam from Canada's ports in quest of the enemy—and steam forth successfully.

Canadians who, a few short years ago, were hardly conscious of the navy at all, today know that their Navy is playing an important part in the war at sea. The growth of the Navy to a strength which permits it to act in equal

partnership in the Atlantic with the world's two greatest naval powers (Britain and the United States) has been accomplished in three years of conflict during which the major effort has had to be directed toward actual fighting the war at sea.

Without Fanfare The growth was accomplished steadily and quickly, without fanfare and without flourish. Those upon whom the direction of the navy devolved knew the task which lay ahead of them, knew the resources which were at hand, and

laid their plans accordingly. The main duty was to provide ships to safeguard the merchant shipping destined to carry supplies and munitions from the New World to the fighting fronts. There was need too, to provide protection for Canada herself, for her Atlantic and her Pacific coasts. And finally, it was part of the Navy's task to co-operate with the other Navies of the United Nations in seeking out and engaging the enemy.

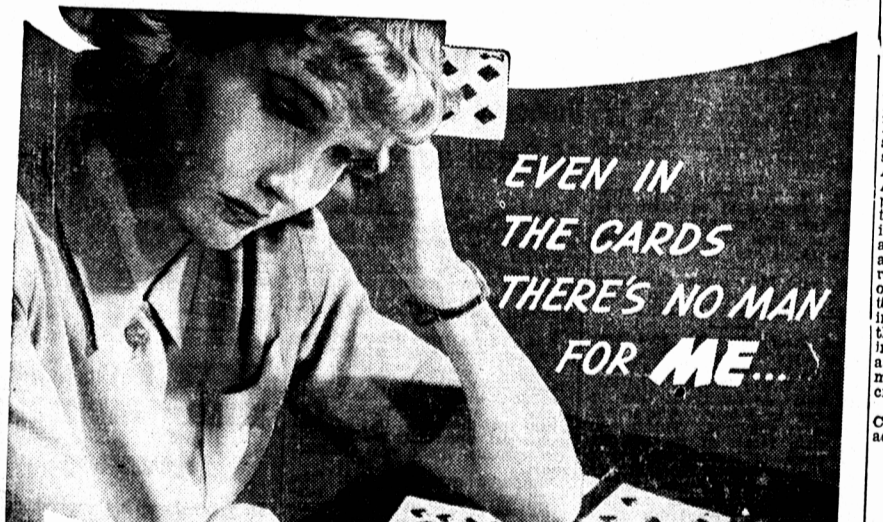
The need for ships was, from the very beginning, acute. It was a need being experienced everywhere, and Canada was called upon to open her shipyards for the building of the warships which other countries could not supply her. Canadian shipyards rose to the task, and from their stocks came a steady stream of corvettes especially designed as escort ships and as submarine destroyers. Minesweepers, built to steam far afield and built, also, to act as escort ships, were

also launched in their scores. There were submarine chasers and motor torpedo boats. Canada, already showing that she could produce the man to make the navy, proved also that she could build the fighting ships for them to man.

It is an old tale now, how Canada's Chief of Naval Staff, Rear Admiral Percy W. Nelles, R.C.N., (now Vice Admiral) surveyed a handful of minesweepers and less than 2,000 men, when war was first declared. Backing up the permanent force were some 250 of the Naval Reserve. Today Admiral Nelles commands a Navy of more than twice the initial force of destroyers, three auxiliary cruisers, flotillas of corvettes and minesweepers and a miscellany of auxiliary craft to boot.

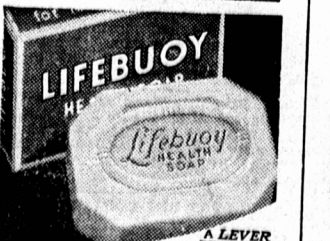
Navy Scores Successes The Navy has scored its successes. It has captured its prizes and caused the sinking of enemy block-masters to the bottom, the exact numbers of National Defence. The Minister of Services, the Hon. Angus L. Macdonald, however, a few weeks ago was able to report that at least four submarines had been definitely sunk, and two others probably sunk by Canadian Naval units this summer alone. And the Rt. Hon. A. V. Alexander, First Lord of the Admiralty, shortly after he had paid tribute in London to the work in the Battle of the Atlantic, was able to report that Britain had actually reported that attacks which had resulted in the sinking or damaging of over 530 Axis submarines since the war began. He added a warning that it must be expected that the enemy's efforts at sea would increase, but to this warning he appended the assurance that counter-measures would also effectively increase.

In these counter measures the Canadian Navy, which has already accomplished much, will contribute.



You have to perspire— You don't have to offend!

It doesn't take a fortune-teller to foretell that romance will never come to a girl with "B.O." For nothing so surely betrays a lack of personal daintiness as "B.O." can happen to anyone. We all perspire and perspiration left on your skin soon becomes stale, unpleasant. "B.O." is the result! That is why we all need Lifebuoy—the one soap especially made to PREVENT "B.O." No other popular soap contains Lifebuoy's special deodorizing ingredient—no other soap can keep you so safe from offending. And a bath with Lifebuoy's rich, stimulating lather leaves you feeling on top of the world! Lifebuoy's GRAND for face and hands, too—20% MTLDER than many so-called beauty and baby soaps.



LIFEBUOY FROM HEAD TO TOE — IT STOPS B.O.

CENTRAL GUARDIAN

This column is reserved for news of local interest, but advertising at five cents a word, strictly payable in advance.

CONFEDERATION LIFE INSURANCE. Evenings by appointment. 11-11-42

COOKS for Christmas Photographs. Evenings by appointment. 11-11-42

CHILDREN'S AID SOCIETY Annual meeting Thursday night 8 o'clock. Courtroom, City Building. Public invited. 11-24-42

C.W.A.C. RECRUITS WANTED Sergeant Rhoda Hyson of the Canadian Women's Army Corps is in Charlottetown Armories, to give information and advice to women considering enlisting. Phone 1885. 11-24-42

PLEASANT SURPRISE — Mr. and Mrs. Seymour Farquharson and family were greatly surprised last Friday evening when their daughter Margaret arrived home by taxi to spend a short week-end with them. She is looking fine and fit and likes her work in the Canadian Women's Army Corps at Camp Borden, Ontario. Margaret is a wonderful scullery maid. She left Monday morning on return to join her unit.

WINS MEDAL—Harry Costello of Saskatoon is the winner of the gold medal and a cash prize for instruction in physical training at the Saskatoon Normal School. The medals were presented by the Saskatchewan Trust for Physical Training. He received all of his high school education from his father, Bremen, Sask. and who is a son of the late John Costello of Green Bay, P. E. I. Harry's father graduated from Prince of Wales in 1909.

Child's Colds
To Relieve Miserable Rub on Time-Proved
VICKS VAPORUB

TILLIE THE TOILER



taught school. In South Melville and Green Bay before going west in 1919. Harry's mother was formerly Mary Dunstond daughter of the late George Dunstond of South Melville.

ADDRESS MARITIME WOMEN. The history of music from the 17th to 19th century was traced by Miss Marion Kelgley Snowden when she addressed a meeting of the Maritime Women's Club held in Tudor Hall, Montserrat. Illustrating her lecture with lantern slides Miss Snowden pointed out that the Restoration period in that had been banned for many years. Miss Snowden also traced from the harpsichord to the piano the 'cello in the reign of Charles II. Prior to the program, Mrs. D. Guigan, St. Ann's Miss Redmond, Rennie's Road; Miss Joyce Hooper, Hunter River; Miss Clara Fraser, New Glasgow; Miss Eunice Rackham, Greenvale; Miss Caroline McCabe, Cavendish; Miss Vivian Rowatt, North Rustico; Miss Thelma Smith, Wheatley River.

WELCOME PARTY. — On Saturday evening Nov. 14, a number of neighbors and friends from Cross Roads and surrounding districts met at the home of Mr. and Mrs. Seymour Farquharson to welcome their daughter Margaret who came home on a short leave, the evening before from Halifax, where she has been in training in Canadian Women's Air Corps. After all had assembled, the meeting was called to order and Mrs. D. Neal read a complimentary address which was accompanied by a purse of money handed to her by Mrs. E. Campbell. Miss Farquharson taken by surprise thanked her friends in a few well chosen words for their kindness in remembering her. Then they all sang "For She's a Jolly Good Fellow" after which some of the strong ladies banded her. A nice lunch was served by the ladies and the rest of the evening was spent in games and a sing-song with Mrs. Earl Ballew at the organ. After singing Auld Lang Syne and God Save the King all wished the guest of honor the best of health and luck in her chosen vocation.

Minard's kills pain.

War—25 Years Ago Today

(By The Canadian Press) NOV. 25, 1917—Germans recaptured Bouron village near Cambrai, but the British retained their hold on positions in Bouron Wood. German forces in East Africa crossed into Portuguese territory. French advanced north of Verdun, capturing 800 prisoners.

YOUR TEA MUST GO FURTHER!

MAKE IT THIS WAR-TIME WAY!

1. Warm the Teapot.
2. Use 1 level teaspoonful per cup required.
3. Pour one cup boiling water (carefully measured) for each cup required.
4. Brew full 5 minutes.

For full flavour and thick-liquoring quality use MORSE'S SELECTED ORANGE PEKOE