



The Eyes of the World Are Upon SCHOOL CHILDREN of CANADA

THESE young people of today are the hope of tomorrow's world — the success, or failure of it depends upon them, and our guess is that they won't let us down. They are growing up in a world at war, and it's a world that's dealing mighty tough blows . . . Fathers and older brothers are fighting to help insure a peaceful world for these youngsters. Your town is geared to give its younger generation the best in education, good times and entertainment that it possibly can offer.

THE GIRLS' SHOP

On the second floor, in the annex there's a shop that's doing a notable piece of work in supplying the right equipment for girls of all ages from two to fourteen.

There are cotton dresses, jumper dresses, skirts, sweaters, blouses, slacks, in fact if you think of any wearables that your girls should have, it's a good plan to visit the GIRLS' SHOP. The efficient staff in this department invites your visit.

THE BOYS' SHOP

This busy department is on the main floor in the rear of the MENS' STORE. It's a department carefully planned toward outfitting the younger set. There

are well modelled, nicely tailored suits for schoolboys, there are popular zipper jackets, wool sweaters, sport shirts. There are tweed trousers, golf hose, caps, braces, ties and belts. You'll find salesmen who understand boys' needs ready to give you efficient service.

It is time now for their return to school. Charlottetown schools open on Tuesday, September 5th, and the young folk will be ready with renewal of energy, renewed vigor of body and brightness of mind to face the new work and the advanced studies. Some of these boys and girls doubtless have been working at many different useful activities during part of their vacation time, getting a bit of experience, an enlarged understanding as they participated in their share of the sort of work that forms part of the programme of building up Canada.

We wish them a successful, happy school year. Let us remember that from the schoolboys and school-girls of to-day come our hopes of a great Canadian to-morrow!

MOORE & McLEOD limited

Charlottetown, P.E.I.