

ARMY WEEK June 29-July 5

The Department Of National Defense has set aside the week of June 29th - July 5th as "ARMY WEEK", one set apart by the people of Canada in which to demonstrate in every possible way their loyalty to and appreciation of the services rendered by the Canadian Army at home and overseas. The City Firms whose advertisements appear below ask your hearty cooperation in making "ARMY WEEK" in Charlottetown the success it ought to be.

DRESS UP FOR ARMY WEEK

TOPPERS—Day and night wool toppers you'll wear over everything, full boxy styles in white, rose and beige. Special **\$4.95**

SUITS—Tailored, dressmaker and plaid sport suits. We have each and every style in a nice assortment of colors — **\$12.95 to \$26.50**

REDINGOTES—Attractive line of new redingotes including all best summer shades in sheers and alpaca crepes. Misses and Women's **\$8.95 to \$13.95**

SKIRTS—Alpine skirts, full flared in white, blue, rose and darker shades **\$2.69 to \$3.29**

SWEATERS—All wool sweaters in pullover or buttoned styles. Newest shades — **\$1.00 to \$4.25**

A Discount of 25% on Our Entire Stock of COATS

THE GREENDAL CO.

LADIES STORE 99 QUEEN ST.



OFFICERS' UNIFORMS FOR THE THREE SERVICES.

JACK CAMERON Men's Wear



ARMY WEEK

JUNE 29
JULY 5th

SHOP HERE FOR THE BOYS IN KHAKI, THEY WILL APPRECIATE A NICE COOL PAIR OF PYJAMAS OR UNDERWEAR, PERHAPS A PAIR OF HEAVY WOOL SOCKS WOULD GIVE THEM A LITTLE MORE COMFORT, THESE AND MANY OTHER ITEMS ARE BEING FEATURED FOR ARMY WEEK—AT—

THE GREENDAL CO.

MEN'S WEAR
144 GREAT GEORGE STREET

THE ARMY IS FAMOUS FOR ITS GOOD HEALTH

SO LET US KEEP UP THE STANDARD OF HEALTH IN OUR COMMUNITY THROUGHOUT ARMY WEEK AND EVERY OTHER WEEK—

Our Milk is Clarified and Pasteurized and we have all the latest equipment.



Keep your children healthy throughout the summer months by giving them lots of good fresh milk daily.

GET "GARDEN CITY" TO-DAY

THE VERY BEST FOR THE BEST HEALTH.

THE PURE MILK CO. LTD.



ARMY WEEK

GIFTS FOR THE SOLDIERS

SUGGESTIONS

Wrist-Watches, Identification Bracelets, Signet Rings with Crests, Cigarette Lighters, Pen and Pencil Sets, Rosaries, Collar Pins.

GET YOUR GIFTS HERE

C. W. PATTERSON JEWELLER

GIFTS FOR THE BRIDE TO BE

We have a large selection of wedding gifts in fancy lamps, table lamps, clocks, coffee makers in fact everything electrical also shower gifts in China, pyrex, kitchen reminders, notions, etc.

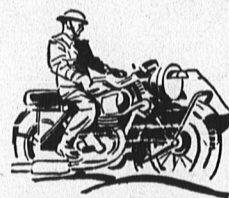
We have a large display of Artificial Flowers

SHOP HERE IN ARMY WEEK

BROWN ELECTRIC SHOP

Phone No. 971

117 Kent St.



PICK THE BEST PLACE TO EAT FOR ARMY WEEK and Every Week

When in town for ARMY WEEK drop in here for Lunches, Hot Sandwiches—Confectionery, Fruit, Tobaccos, soft drinks.

For The Best Food, Best Service

JOHNNY'S MAY FAIR TEA ROOM

Cor. Prince and Kent St.

BE DRESSED YOUR BEST

ARMY WEEK

Give that man in the army a real eyeful this week. Drop in and see our new specials in

SUMMER DRESSES and HATS

See our new Skirt-Shorts, Playsuits and Slacks for the beach.

BE THE ARMY'S SWEETHEART IN A DRESS FROM

THE FASHION SHOPPE



ARMY WEEK

JUNE 29th.

JULY 5th.



Victor Records 75c

27875—Sleepy Lagoon—Dina Shore.
27877—A Soldier Dreams—Vaughn Munroe.
27849—The Last Call For Love—Tommy Dorsey.
27798—Somebody Nobody Loves—Artie Shaw.
27821—I'll Pray For You—Hal McIntyre.
27810—Moonlight Cocktail—Joe Reichman.

Bluebird Records 50c

11486—One Dozen Roses—Art Kassel.
11490—Jersey Bounce—Shep Fields.
11503—Johnny Doughboy Found A Rose In Ireland—Freddy Martin.
11473—Skylark—Dina Shore.
11497—I Threw A Kiss In The Ocean—Shep Fields.
11474—Don't Sit Under The Apple Tree—Glenn Miller.
11508—Three Little Sisters—Vaughn Munroe.

MILLER BROS. LTD.

Are Your Parcels up to "PAR"?

THE BOYS OVERSEAS share their parcels with their buddies. Are yours adequate and of the best materials?



There's nothing the boy's in the army will appreciate as much as parcels from home. Have you mailed any lately?