

nemo
JANUARY
SPECIAL
SALE

HERE IS YOUR
PET

NEMO
Sensation

\$3.50



Even at its regular price, this clever semi-stepin girdle is a favorite! Like all SENSATIONS, it's soft, supple, and comes out of the suds better than ever. Made of NEMO'S run-proof supple-spun fabric that's as versatile as it is practical. Its double-knit back hugs you gently but firmly... giving you just the right control. Add this young figure-flatterer to your foundation wardrobe while this January Special price prevails! All sizes 24 to 32.

THERE'S A

NEMO JANUARY SPECIAL

FOR YOU...WHATEVER YOUR FIGURE TYPE!



**Sea View and
Vicinity**

The month of January is almost to an end and from the beginning it has been beautiful winter weather. Although the mercury dropped to a few degrees below zero yet the days were full of sunshine and the nights were so wonderful with a full moon. The ice on the banks was in perfect condition and a rink was opened to the delight of a moonlight skate.

The past week has been a busy one in Sea View. Rink games have been played in competition between the Nationals of French River and the Dairy Kings of Stanley with the Maple Leaves of Sea View of the MacKenzie Wigmore League but so far the Maple Leaves of Sea View have been the winners making higher scores than any of the other teams. The Maple Leaves are receiving hearty congratulations. There have been a large crowd of spectators present at all the games to cheer for their teams.

On Thursday evening the Spring Valley Team played a friendly exhibition game with Sea View team. After a well fought and fair played game the honors fell to Spring Valley amid much cheering. This team from Spring Valley forms a part of the North Shore League.

Mr. John E. Campbell, is to be congratulated by his many friends on being the lucky winner of a ten of coal by holding the lucky ticket, sold by the Junior Hockey team of Spring Valley. There were four prizes offered Mr. Campbell received first prize which was the ten of coal. A very nice gift for this frosty weather.

Mr. William Hunter, Baltic, spent Tuesday in Sea View with his engine and saw cutting ice on Brandus Pond for the Sea View people. It was a busy day and a large quantity of ice was harvested by the farmers and fishermen in that community. Although the day was extremely cold a large number availed themselves of the privilege of getting the ice.

Miss Pauline Couston R.N. has returned to her home in Sea View after spending some time in Summerside on professional duties.

Miss Katherine Mountain, has returned to her home in Marsate, after spending a pleasant visit in Sea View the guest of Miss Laura Adams.

Mr. and Mrs. Richard Dickleson, New Glasgow, spent the week-end in Sea View the guests of Mr. and Mrs. H. L. Donald.

Miss Mildred Calsley, Spring Valley, spent the week-end with friends in Sea View.

Miss Mildred Blakaney, Kensington, spent a few days recently at her home in Sea View.

Mr. Eric McMurdo, Kelvin, was a recent visitor to Sea View.

Mr. John S. Cousins, has returned to his home in Park Corner after a pleasant visit with friends in Darnley and Baltic.

Mrs. Percy McGougan, Malpeque, is spending a few days recently with her sister, Mrs. James Thompson, Darnley.

Many friends will regret to learn of the passing of Mr. James MacGougan Thompson at his residence in Darnley in the early

**SPECIAL ON
PERMANENTS**
\$1.75 — \$3.50 — \$5.00
Shampoo, Wave and Manicure
all for \$1.00
Empress Beauty Parlor
29 King Square Phone 1604

New Glasgow

Miss Ruth and Mr. Robert Stevenson, Charlottetown spent the weekend at their home here.

Friends of Miss Ruth Dickleson, will be glad to learn that she is recovering after her recent illness.

Mr. and Mrs. Leigh Paynter, Burlington, were visitors to New Glasgow Sunday.

Mr. and Mrs. Richard Dickleson spent Sunday with the latter's parents in Sea View.

Miss Pauline Bagnall, Hazel Grove, left on Saturday morning for Brookline, Mass., where she has accepted a position. On Thursday evening, Jan. 20, Miss Bagnall's many friends from Hazel Grove and surrounding country gave her a surprise party and presented her with a generous purse and address which was as follows Dear Pauline.—It is with deep feelings of regret, that we, your friends, have learned that you are about to leave us and seek your fortune elsewhere. Words fail to express how we still miss you from our midst, but the greatness of our loss must be conveyed to you by the large number of people assembled here to bid you farewell. To leave the home where one is born, cradled and taught is a great sacrifice, but you will be consoled by the words of the poet—
Though skies may be gray,
And clouds may be dark,
There comes out the brighter tomorrow.

We feel sure that you will find many friends in your new home, but we trust this will not cause you to forget the high place you occupy in the hearts of your old friends here. We can only hope that sometimes when the pendulum of time seems to move more slowly you will turn your thoughts to this little Isle and think as Tennyson did, Does my old friend remember me? or better still that you will return to renew acquaintances in your island home. Now dear friend, we ask you to accept this gift. It is accompanied by our sincere wish, for your future happiness. With hearts full of sorrow we bid you farewell. The teacher, Miss Barbara Pound read the address, and Miss Irene Nicholson presented the purse. Miss Bagnall gave a fitting reply and thanked her friends and assured them she would keep a warm spot in her heart for them. Lunch was passed by the ladies and after a social hour the young people enjoyed themselves dancing. After farewells were said the people returned to their respective homes.

Miss Oona Buntain, Wheatley River, left for Ottawa on Monday morning to resume her duties while the House is in session.

Mr. Herbert Stevenson is gradually improving since his severe illness.

Messrs. Elbert Hill and Chester Bulman were visitors to the city last week.

Misses Alice McLellan, teacher at Wheatley River and Marjorie Bulman spent the weekend with Mrs. Harold Dickleson.

The Rustico Rangers and New Glasgow Imperials played another league game of hockey in the New Glasgow rink on Tuesday evening. This time the Imperials were victorious with a score of 6 to 2. Reid Stevenson of the Rangers getting both goals while Harold Stevenson, tucked home two for the Imperials and Alex Richards two for the Rangers. Gass evened up the number early in the last period. John Bulman handled the rubber for Rustico and Mervyn Bulman for New Glasgow. Both goalies were brilliant throughout the entire game. Rustico has a splendid team and the honors are not easily taken from them. They won the Wachuset Cup last season. Elmer Bulman and Weston Leferre make up the splendid defence, while Ed Stevenson and Alex Richards defend the Imperial zone. The Imperials have two junior players this year who are doing good work. Ray Dickleson and Ed Stevenson are fast skaters and their passing plays are pretty to watch. There are five teams displaying good hockey in New Glasgow rink namely, Muffield, Hope River and Rustico Juniors. The Wheatley River Stars are also in the league and have been a hard team to defeat. There is plenty of hockey excitement here for young and old.—G

Life all over Canada. The pupils demonstrated that they are worthy bearers of the torch kindled by those that have gone before. The distribution of prizes to the Senior pupils was as follows:

Prize for Geography match (during the afternoon) awarded to Clara McDonald.

Prize for Attendance — Teresa Hogan.

Prize for Deportment — Cecily Murray.

Prize for Senior Latin and French — Mary Coady.

Prize for Junior Latin and French, Blanche Murray.

After a few remarks, Mr. Peter Clarkin was appointed chairman and a very pleasing variety program was carried out. Mr. Amos Costello supplied the music for the evening. The Duets of Blanche Murray and Clara McDonald, and the step dancing of George McDonald and Basil Costello were perhaps outstanding but all acquitted themselves very creditably indeed. From Louis McDonald who hosted his property an inspiring ready sale only to find more toned piled on and Mary Coady who would not get married, to the little tots who said their pieces in Jane Withers or Bobby Green tempo and in the words of Teno McCloskey were just as good as gold. By happy coincidence Santa was passing and called and awarded each child present with a gift. About forty pupils present also received a bag of candy as well as many pre-school children who were initiated with their first glimpse of school life, a glimpse with which they will at times in the future be a bit (should we say), disillusioned. In the child's space around the tree represented a veritable fairland of gifts which beggared of description, for teachers and pupils so that it seemed that old man recession (I think he is now called) with his twenty-five cent potatoes was brought to his knees until after the Christmas season at least. Each child also received an orange through the kindness of Mr. P. J. Trainor while all present were treated to candy by the teachers. Soon it was all over Santa departed, the lights were out, and all departed for home, burdened down with gifts but buoyed up by the spirit of brotherly love which these same gifts and the festive season rightfully inspired, while the more philosophically inclined felt in the words of John Massfield—that they had for a little bit brought near to the professional political or business heart of things.

Super VALUE Days

SuperVALUE No. 2
**100 DOZEN
Bloomers—Panties**
35c
This is a record breaking factory clearance value, one of the best shopping opportunities you've had!
Vests, Bloomers, Cuff Panties, Briefs, Ultra Briefs
35c
SECOND FLOOR

SUPER VALUE NO. 3
Sale of Berets 39c
Special sale of Berets. Colors Navy, Brown, Red, Orange, Green and Royal **39c**

SuperVALUE No. 4
**4.75 Celanese
Bedspreads 2.98**
Celanese Tailored Frilled Bedspreads in gold, green and blue. 88 x 100". Regular price \$4.75. Clearing **\$2.98** at, each ————
Colored Cotton Bedspreads, size 81 x 100". Rose, Blue, Gold and Green. Regular price \$1.85. Clearing **\$1.39** at, each ————

SUPER VALUE NO. 5
BASEMENT
Ladies' long sleeve Tweed and Jersey dresses. In many different patterns and styles. **\$1.00**
Sizes 14-44. On special sale for ———— **\$1.00**

SuperVALUE No. 6
**5 Patterns
Sunworthy
Wall Paper 19c**
Reduced from 1.25
SUNWORTHY Wallpaper. 5 patterns 1937 embossed designs. Reg. priced at 65c, 75c and 85c. 125 rolls only in the lot to clear at per double roll of 72 sq. ft. ———— **19c**
Border to match at per yard ———— **3c**

SUPER VALUE
**Girls' Dresses
HALF PRICE**
Girls' dresses sizes 4 to 14x smart serviceable school dresses, in the following materials, woollens, jersey, crepe, wool crepe and tweeds.
Special ———— **HALF PRICE**
\$1.98 Dresses for \$99c
2.50 Dresses for 1.25
2.95 Dresses for 1.48
Dress Fabric 1.25 for 59c
Dress fabrics, rough crepes and printed crepes regularly priced up to \$1.25 yd. **59c** yard
Special price ———— **59c** yard

Today, Friday, and Saturday are super value days at Moore & McLeod's. Every department in the store offers you at least one super value bargain of desirable merchandise that must be turned into cash before Jan. 31st. Study the super values! — shop early and promptly, to profit by them.



Final Clearance
LADIES' COATS HALF PRICE
All remaining stock of handsome fur trimmed winter coats goes on sale this morning at half the original retail price. This is a time for prompt action and early shopping.
\$16.95 Coats for \$ 8.48
19.50 Coats for 9.75
22.50 Coats for 11.25
25.00 Coats for 12.50
29.50 Coats for 14.75
\$35.00 Coats for \$17.50
39.00 Coats for 19.50
48.00 Coats for 24.00
55.00 Coats for 27.50
60.00 Coats for 30.00
Terms of course cash. You understand that it would be quite impossible to allow approbation or credit service at these prices.

SUPER VALUE NO. 8
**Ladies' Dollar
Gloves 50c**
Warm smart stylish Gloves, famous Kayser make known as Kay-Vel, Kay-Spun, Kay-Knit and Bunnie Types. Colors Brown, Sand, Grey, Blue and Black. All sizes.

SUPER VALUE
YARN
Here's a snap: Beehive Sylvan Crepe in all summer colors for suits and sweaters. Reg 25c. Sale price ———— **15c**

SUPER VALUE NO. 11
**Men's Worsted
and Tweed
Trousers**
Regular \$3.00, \$3.50 and \$4.00 Values
\$2.50

Only 46 pairs in this selected lot of broken range trousers of all wool tweeds and serges in blacks, browns, blues and fawns. Save \$1.50 on this special. Don't miss this saving for the **\$2.50** week-end only ———— **\$2.50**
No approbation — no exchanges — no refunds

SuperVALUE No. 7
**75c Silk
Stockings 49c**
Discarding some shades and sizes from our stock in chiffon and service weight. These stockings are first quality full fashioned hose. Note: the sizes are 8 1/2, 9, 10 and 10 1/2. Regular 75c for pair ———— **49c**
Femans Silk and Wool platted hose, regular \$1.00 for 65c pair in sizes 9, 9 1/2, 10, 10 1/2.
Silk and Wool hose in dark shades only. Sizes 9 to 10 1/2, regular 50c for 35c.
Silk and Wool hose. Sizes 9 to 10 1/2 regular 30c for 25c.

SuperVALUE No. 10
**Boys' Navy Frieze Jackets -
Reduced For Clearance!
1.60**
A great low price for the week-end only. All wool navy frieze jackets in zipper or button style with slash pockets and waist band adjusters. Just 60 in the lot, sizes 26 to 36. A regular \$2.75 jacket. Save \$1.15 **\$1.60** on this item. Special ———— **\$1.60**
No approbation — no exchanges — no refunds

Watch for SUPER VALUES that are not Advertised.

