

MOORE & McLEOD Limited

Bringing you a Real Fur Event

SOME TYPICAL VALUES

HUDSON SEAL COATS...These aristocrats in fine fur feature among other styles the shirred back yoke, while loose styles and fitted models with flared skirt are popular. Some of the prices:—

\$425.00 for \$375.00	\$395.00 for \$350.00
\$325.00 for \$300.00	\$325.00 for \$295.00

MUSKRAT COATS...These dependable garments are unsurpassed in styling this season, fitted, flared, yoke treatment in backs, sleeve features the new closed cuff and loose flare with shield.

\$300.00 for \$265.00	\$285.00 for \$250.00
\$225.00 for \$195.00	\$195.00 for \$175.00

SUPERSEAL AND FRENCH SEAL...These beautifully styled coats give you the maximum of good appearance for the money paid. One only Persian trim in this group.

\$175.00 for \$150.00	\$139.00 for \$125.00
\$125.00 for \$110.00	\$115.00 for \$95.00

HUDSON HEAD Coats...\$50.00 for \$45.00
HUDSON "Piece" Coats \$90.00 for \$75.00
FRENCH SEAL "Piece" Coats \$45.00 for \$39.00

Exclusive **PERSIAN LAMB**, loose style \$420. for \$375.
PERSIAN PAW, fitted and loose style \$200. for \$179.
RACCOON, nicely striped and styled \$210. for \$185.

SPECIAL LAPIN in a rich, soft brown \$110.00 for \$89.00



See the Window Display New Furs

Many of the beautiful furs advertised will be on display in the windows...more on the second floor.

Tune in to C.F.C.Y. at 12.45 p.m.

For the convenience of the public we sponsor the midday news over this station, and invite you to tune in.

W. C. T. U. NOTES

THE FLAG OF LIBERTY
 (By F. H. MacArthur)
 We shall rally round it's standard, as our fathers did of yore;
 We shall fight or die to shield it
 In these stark, grim years of war,
 For no matter what our color,
 Race or creed, we all agree
 That this flag long famed in story
 Is the flag of liberty.
 Who would not defend it's honor
 When our foes the ramparts storm?
 Who would fall to guard Old Glory
 And the land where he was born?
 Where the Union Jack is flying
 There you'll find brave men
 And free
 For the flag of Old Britannia is
 The flag of Liberty.
 May we ever bow in reverence
 Where it's colors flaunt the breeze
 May it never cease to flutter o'er
 Our far-flung lands and seas
 Neath it's banner we as Britons
 Nelson gave their lives on
 Ocean's wave.
 In it's shadow lies the ashes of
 Our Empire's great and brave.
 Weary troops have taken courage
 Age felt the blood of valor rise
 When they saw the flag of freedom
 Bravely borne before
 Their eyes.
 Now in Briton's darkest hour
 Loyal sons from sea to sea
 Proudly brave the storms of
 Battle for the flag of Liberty.

(All music rights reserved by the author).

THE PRESIDENT'S MESSAGE
 Dear Co-Workers:—
 A good soldier never falters, and today our soldiers are more anxious to come to grips with the foe than ever before. So we, as Christian Temperance women, must never falter or fall down on our job. This is a time, not only of great testing, but of many opportunities, and we must always be "ready for action."
 While necessary foodstuffs are being rationed, and housewives are being urged to cut down on all luxuries, think of the annual liquor bill of Canada, said to be well over \$150,000,000. This is a waste that goes on with nothing done to lessen it, even though the government receive huge sums in revenues from the traffic. Large delegations have gone to the Federal Government, numberless personal letters, resolutions from nearly every religious and social organization have poured in, pleading with our leaders to do something to stop this appalling wastage, and to close wet canteens for the sake of our soldiers—and—"nothing happens." WHY?
 Ignorance sometimes leads to failure in the lives of individuals, therefore let us do our utmost to educate regarding alcohol, especially through our Scientific courses in the public schools, and everywhere it is possible to do so.
 You will be preparing for and working on your district conventions. May they be helpful and inspiring.
 Let it not be said of The Woman's Christian Temperance Union that "NOTHING HAPPENS."
 L. McArthur.

TEMPERANCE MOVE MADE BY MINISTERS
 Decision to support efforts of the Canadian Temperance Federation to obtain specific wartime restrictions of sale of liquor was reached at a meeting of the Regina General Ministerial Association.
 At the first step, the association membership decided to ask people of the churches to sign pledges for total abstinence for the duration of the war.
 The association appointed a committee of two to co-operate with Major M. A. MacPherson and the Regina committee promoting sale of war savings stamps and certificates and the association, in a resolution, expressed the opinion that "the first place the nation should begin to sacrifice is by following the example of His Majesty the King in abstaining from liquor for the duration, and using the money to buy war savings stamps and certificates."
TAKE EMPHASIS OFF DRINKING SCENES, SAYS MOVIE CZAR
 "That Will Hays, famous chairman of the Motion Picture Producers' Association, and the officially constituted 'Czar' of the movies has, it is announced, issued an edict to the filmworld banning the production of vicious and degrading drinking scenes, 'is news that will be hailed with warm approval by the thousands who have for years been protesting as it seemed, in vain, against this drab feature of the day-by-day Hollywood output,' declares Alonzo E. Wilson of the American Business Men's Research Foundation in a statement recently released.
 Pointing out that the Foundation has, for many months, been in receipt of multiplying protests against the increase in alluring and overdrawn drinking scenes in the movies, Mr. Wilson continued:
 "The importance of this latest move in the screen world is all the more significant when it is considered in the light of the prediction made by the late Carl Laemmle, Sr. in a December 24, 1932 broadcast in which the great pioneer leader in the movie field, then president of the Universal Pictures Corporation, warned his fellow producers that the return of the legalized saloons 'would wreck the movies' and urged them to join with him to 'fight the return of the saloon as we would a pestilence.'
 "As a matter of fact, the drop in movie attendance from an average exceeding 110,000,000 admissions to a new low of 55,000,000 admissions weekly, confidently admitted by authoritative sources within the industry, is startling confirmation of Mr. Laemmle's prophecy that, with the return of legalized liquor, 'a large part of the money which will go to saloons for beer and beer taxation will come out of the movie business.'"

BEVERAGE ALCOHOL AND CRIME
 As to crimes due to alcohol, Dr. Kolb finds that crimes due to alcohol are of medical as well as legal and social significance, and that they indicate to some extent the prevalence of serious alcoholism and that the relation between alcoholism and crime has not been given the thorough study that it

Plane Jane

By ROBERTA COURTLAND

CHAPTER XVII
 Jane felt that she would never forget the morning she took off, with Aunt Emily and Aleck, on the first leg of the flying tour that was to be nation-wide.
 During the days that had passed since her arrival in New York, she had been kept so busy that, now and then she had had the feeling of being an automation pushed here and there. There had been endless fittings of the extensive wardrobe that Cynthia Collins had selected for her. There had been interviews with the press, with Cynthia hovering in the background to make sure that the questions and answers were steered in the right direction.
 Worst of all, there had been speeches to memorize, the speeches she was to deliver on the tour. She had spent hours rehearsing them under the direction of a dramatic coach, who made her do over and over certain lines, changing the inflection of her voice, altering her gestures, until she felt like screaming.
 There had been a final rehearsal, with Aleck, Hobarts, Cynthia Collins and the coach all present, Jane had gone through the entire set of speeches, proving herself letter-perfect and winning even the coach's grudging approval of her delivery.
 Now, at last, the day of her take-off had arrived. Hobarts had seen to it that the press was well represented at the airport.
 Beneath the bright autumn sun, Aleck and Jane and Aunt Emily posed before the trim plane, while flashlights exploded and cameramen called directions. Then, Aleck and Aunt Emily stepped aside, and Jane posed alone.
 Finally, Aleck followed her into the plane. Aunt Emily helped, settling herself with an air of resignation. Aleck took the final salute of the crowd as his just due before he swung himself inside and closed the door fast.
 Then, with Jane at the controls the plane taxied down the field and winged away.
 "That," Aleck told her sharply, "was about as rotten a take-off as anybody could have managed. Here I'll take over from here until we land."
 Jane forbore to point out that she had been excited and nervous, that it was her first take-off under such conditions, and that she was only a fledgling flyer at best. But Aunt Emily's eyes flashed and her mouth tightened.
 Their first stop was to be a middle-sized town. Aleck called it a "break-in date." There were to be several of these before their big-city date.
 They arrived at their destination in the early afternoon. There was a crowd to greet them—the sort of crowd that can always be recruited for a free event with any trace of interest or excitement.
 As Jane and Aleck stepped from the plane, a rather flustered committee of welcome came forward, and a stout woman wearing garlands on her plump shoulder offered a speech of welcome. The mayor presented the keys of the city. Then they were driven away from the field to their hotel.
 That night, after a banquet attended by various city officials, representatives of the Woman's Club and the Y. W. C. A., and a few girls' clubs, Jane stood on the platform at the City Auditorium, facing a crowded house.
 She looked curiously over the crowd. She saw a great many girls around her own age. Some of them were watching her with curious eyes; some were absorbed and intent.
 Before leaving the hotel, Aleck had insisted that she run through the speech she was to deliver. She had gone through it without a hitch. And yet here, facing the girls and women whom she hoped to inspire, to build into an organization that would proudly take its place beside the young men of the country, suddenly every word of the carefully rehearsed speech went out of her mind. She remembered only that here before her were girls like herself who loved their country; girls who would, if they had the chance, spring as gladly to the defense of that country as the young men who were already training.

(To Be Continued)

How Are Your Eyes?

If you are having symptoms of strain — headaches, sore eyes or dizziness — consult a specialist.

At our service with years of experience and a thorough refracting service.

Call in and discuss your difficulties.

G. F. Hutcheson

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LONG RIVER W. I.
 The September meeting of Long River W. I., was held at the home of Mrs. Hedley Paynter with an attendance of 18 members and 2 visitors.
 The president presided and the meeting opened by singing the Institute Ode followed by the Club Women's Creed in unison.
 After the roll call, which was answered by guessing the number of beans in a bottle, the minutes of

last meeting were read, approved and signed.
 Correspondence was read and disposed of and the committees gave their reports after which new committees were appointed as follows: School, Mrs. Edwin Bernard and Mrs. Oliver Paynter, Sick Mrs. W. J. Proffitt, Mrs. W. E. Johnstone and Mrs. Bruce Bell. Program, Mrs. A. A. Campbell (re-appointed) Miss Mamie Connell, and Miss Vera Brander. Lunch Miss Mae Found, Mrs. W. E. John-

stone and Mrs. A. C. Johnstone.
 A discussion followed on ways and means of raising money. It was decided to ask Indian River Players to present their play in the Hall here as soon as possible and if they were unable to come, it was decided to ask the Stanley Variety Concert to come here. A pantry sale to be held in Kensington in the near future was also planned.
 The Red Cross Convener displayed a pretty Crib puff which was donated by Mrs. Johnstone to

be sent to the Red Cross rooms in Charlottetown. Several other articles were handed in to the convener. It was decided to divide the members into two groups for the purpose of making quilts for war victims.
 The program of the evening consisted of a contest put on by Mrs. Edwin Bernard and a reading, How Joe Sailed the Cows," by Mrs. Oliver Paynter. The singing of the National Anthem brought the meeting to a close.

Mrs. W. J. Proffitt invited the members for the next meeting and the roll call to be answered by handing in a 9 inch quilt patch.

NORTH CARLETON SCHOOL
 Following is the report of North Carleton School for the month of September:
 Grade IX—1 Helen Lowther, 2 Everett Nuttall.
 Grade VIII—1 Freda Myers, 2 Anna Arsenault.
 Grade V—1, Dorothea Hamill.

Grade IV—1, Francis Arsenault.
 Grade III—1, Ewen Huestis, 2 Elizabeth Wedge, 3, Margaret Cormier.
 Grade II—1, Fannie Arsenault, 2 John Wedge, 3, Deane Lowther.
 Grade I—(Sr) — 1 Kristine Huestis, 2 Deryn Huestis.
 Grade I—(Jr) — No exams.
 Percentage of attendance 98.2 per cent.
 —Teacher—Dorothy MacFarlane

Minard's relieves aches.