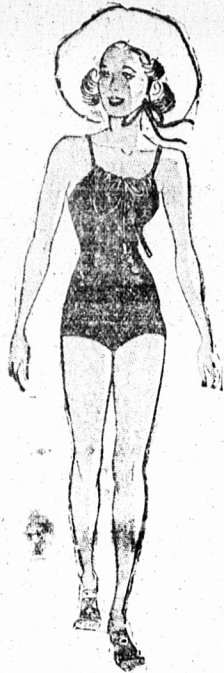


CLEARANCE SALE Beachwear and Bathing Suits ONE-THIRD OFF

In the Beach Shop - First Floor

Ladies Bathing Suits
1/3 OFF



\$1.95 Dressmaker Suits	\$1.35
For	
\$2.95 Dressmaker Suits	\$1.95
For	
\$5.95 Satin Ripleys Suits	\$3.95
For	
\$6.95 Silk Ripleys Suits	\$4.65
For	
\$3.95 Hollywood Swim Suits	\$2.65
For	
\$7.95 Jantzen Wispo Weights	\$5.35
For	
\$6.95 Jantzen Wispo Weights	\$4.65
For	
\$5.95 Jantzen Wispo Weights	\$3.95
For	
\$7.95 Jantzen Wispo Weights	\$4.95
For	
\$2.95 Knit to Fit Suits	\$1.95
For	
\$1.95 Surf Suits	\$1.35
For	
1.50 Klingtites	\$1.00
For	
Beach Robes - Bathing Shoes - Beach Bags	

ALL 1/3 OFF

In the Girls' Shop - Second Floor

GIRLS BATHING SUITS
Sizes 20 to 26 newest colors and styles
ONE THIRD OFF
\$9 for 59 cents 35c for 24c
\$1.25 for 84 cents 65c for 44c
\$1.50 for \$1.00 69c for 46c

GIRLS BATHING SUITS
Sizes 28 to 34 pure wool suits newest
styles and shades.
\$1.00 for 67c \$1.95 for \$1.30
\$1.25 for 84c \$2.50 for \$1.67
\$1.50 for \$1.00 \$2.95 for \$1.97

GIRLS SHORTS AND CULOTTES
Sizes 10 to 14
ONE THIRD OFF
\$1.69 for \$1.13 \$1.95 for \$1.30



In the Lingerie Department - Second Floor

ALL CULOTTES GOING AT 1-3 OFF
Seersuckers - Silk Broadcloth - Linens
\$2.95 for \$1.97 \$3.95 for \$2.64
\$4.95 for \$3.30

3 PIECE SPORT DRESSES
Shorts and tops attached or unattached
\$2.95 for \$1.97 \$3.95 for \$2.64

PLAY SUITS
Different styles and materials
\$1.95 for \$1.30 \$2.95 for \$1.97
\$3.95 for \$2.64

COTTON HOUSECOATS
Clearing at 1-3 off
\$1.98 for \$1.32 \$2.95 for \$1.97
\$3.95 for \$2.64

All Halters Clearing at 1-2 price.
79c for 40c 98c for 50c

ALL SHORTS
1-3 off original prices
79c for 58c \$1.95 for \$1.30
\$1.00 for 67c \$2.95 for \$1.97

"ON THE ISLAND IT'S
MOORE & McLEOD LTD
FOR FASHION AUTHENTICITY"

Much knowledge of divine things
is lost to us through want of
faith.—Heraclitus.

A. B. CUTCLIFFE

Funeral Director
And Embalmer

Ambulance Service
DAY and NIGHT

77 Fitzroy St. — Phone 633

Have you Insects
Among Your Books?

A diminutive household insect
that often makes its appear-
ance in great numbers in summer
and autumn, especially in newly
constructed dwellings, is the so-
called book-lice. These insects are
tiny, pale, yellowish or grayish
white, and wingless, usually meas-
uring less than one-twelfth of an
inch in length. As their name in-
dicates, they are louse-like in ap-
pearance, but they are not related
to the true lice which feed on the
blood of animals and man. Book-
lice have small, feeble mouthparts
and feed on organic matter. They
rarely do much damage, however,
although they sometimes occur in
sufficiently large numbers to con-
stitute a nuisance. They multiply
rapidly in warm moist places in

apartments and dwelling-houses,
and are occasionally found breeding
in immense numbers in straw mat-
tresses and in furniture stuffing of
vegetable origin.

The Division of Entomology, Science
Service, Dominion Department of
Agriculture, Ottawa, each year
receives numerous complaints about
the presence of these tiny intrud-
ers. If their numbers are moderate,
they can usually be controlled by
thorough house-cleaning and a
sunning and airing of the infested
rooms. In all cases the liberal use
of a good fly spray containing
pyrethrum extract is an effective
remedy. Infested furniture may be
freed of the pests by subjecting it
to dry heat (120-140 degrees F.) or
by fumigation. Even when no spe-
cial measures are taken, infestations
usually disappear shortly after the
central heating system is put in
operation with the arrival of cool
weather.

Through The Looking Glass

(By E. O. LAIRD)

THE RIVER

Geographically speaking, it is not
a river but a small arm of the sea
which, somewhere, sometime, creep-
s in over a sandy bar and, pushing
its course up a valley, met and
cradled the singing brooks and
creeks that flow out from among
the hills. At high tide the river ad-
vanced boldly into the little shore
caves till it kisses their red clay
banks; at low, retreats like
fleeing lover, using its channel be-
fore to slide by jutting points of
land. But, however it advances or
retreats the river is, for the most
part, banded by red shore sand,
and scarred by rolling slopes of
wood and open field.

From where I sat, one warm
early August evening, the slopes
across the river presented a deli-
cious color scheme in green. There
was the brownish green of matura-
ing pastures, the various yellow
greens of ripening grain fields, the
deep green of the poplars along
Here and there clumped spruce and
fir made great velvet patches, and
groves of beech, maple and birch
sprawled satiny hands. Some-
times the velvet and the satin trim-
med the shore bank.

When the winds go down, as they
usually do in the evening, the slope
and evening, the slope of field and
wood is pictured in the still water,
but during the day, they ruffle the
river till it is a blue-grey, opaque
and agitated thing, reflecting noth-
ing but the sparkle of sunlight on
its surface. After the shimmering
heat of the August day, the river
now lay cool and quiet. The sun
was setting behind the hills that
drew away from the upper reaches,
leaving a glory of rose in sky and
water.

"It is a beautiful evening, calm
and free.
The holy time is quiet as a Nun
Breathless with adoration; the
broad sun
Is sinking down in its tranquillity;
The gentleness of heaven broods
o'er the Sea."

The quiet of my river, however,
was broken by the voices of several
children who were playing round a
diving board at a point farther
down. The splash of their small
bodies as they dived from the board
into the water was like the splash
of a large fish rising to a fly. But
they were as much a part of the
lovely picture as the lone, white sea
gull that swam in broad circles di-
rectly below me, and the small,
shore birds whose plaintive cries
drifted faintly to where I sat. Far-
ther up the river, a crane winged
his awkward, leg-dangling flight
from one shore to another. For a
minute he was outlined sharply
against the red glow of the sunset.
That something had disturbed him,
I knew when I heard the faint
trumpeting of a guitar. Presently a
small boat emerged from the shadows
of the bank far up the river.
It, too, was silhouetted on the tin-
gled water as it moved down stream.
The voices of a man and a woman
joined the guitar in duet, and
through the cool evening air came
the nostalgic refrain:
"I saw the Harbor Lights
The same old Harbor Lights
That once brought you me . . ."

When the song ended, only the
slap of the paddles in the water,
and the throb of the guitar as it
repeated the refrain, came to me as
they passed. Rounding the point
where the children lately had been
playing, the boat and its singers
slipped out of sight and sound.
The rose color faded from the
sky, leaving one silver star to kiss
the river now sleeping in the shad-
ows; and I thought of a lover's
memory of one of our Prince
Edward Island beauty spots.

Local Ladies Open New Fashion Store

Elsewhere on this page appears
the announcement of the opening
of a new ladies' ready-to-wear
store in this city. The new store,
which will formally open on Mon-
day morning, is known as Rob-
inson and Wilde and is being con-
ducted by two very well known
Charlottetown young ladies, Miss
Vaughan Robinson and Mrs. Theima
Wilde.

Both Miss Robinson and Mrs.
Wilde have had wide experience
with ladies' wear, and both were
formerly employed at the store of
R. P. Simpson, on Queen Street.
A splendid location has been
secured next door to Harry A.
MacDougall's Men's Wear Store on
Great George Street. The new
store has been remodelled and re-
decorated in the latest and most
artistic styling, and is divided into
three departments. At the front
of the building is the dress room
displaying coats, dresses, etc., in
specially constructed glass dust-
proof closets. Here also is a spec-
tacularly designed show-case and
counter for the display of hats and
a large full-length mirror is set
in the south wall, conveniently
arranged with modern lighting ef-
fects. The next room back of this
is a fitting Millinery Department,
and at the rear of the store the
young ladies have a well appointed
office, etc.

The color scheme throughout is
a pleasing combination of light
brown with cream. The ceilings are
in white. A special flooring
called "Century of Progress" has
been laid. This new floor cover-
ing made its first appearance at the
1933 World's Fair.

All operations in connection with
the firm are in charge of these
two enterprising young ladies, and
it is their policy to cater to mis-
sesees and women of all ranks and
professions. They have obtained
the sole right to feature the fam-
ous "Carrie Gay" line of dresses
in this city, and while it is their
intention to specialize in exclusive
fashions in the higher priced lines,
they will at all times carry a full
assortment of new models and
styles in a price range to suit
every purse.

Miss Robinson and Mrs. Wilde
look forward to a share of patron-
age from all the residents of the
city and neighboring communities.

TAPESTRY FURNITURE

To clean tapestry or needlepoint
furniture, run it with hot bran
reheating the bran as it gets cold.
Many times the furniture is not so
soiled that a real cleaner is nec-
essary and the bran will do the
trick.

ANNOUNCING
The OPENING on
AUGUST 15th, 1938

ROBINSON & WILDE

141 Great George St.,
CHARLOTTETOWN, P. E. I.

"A MODERN STORE FOR MODERN LADIES"

DRESSES --- COATS --- MILLINERY --- LINGERIE --- HOSIERY



Books-Art-Music

(Continued from Page 8)

Simpson famous English actor and
adjudicator. While adjudicating the
Scottish Drama Festivals all over
the country Mr. John visited every
place described in "Crippled
Splendour."

This book is an historical novel
about James I of Scotland. The
manuscript of 200,000 words, was
entirely written by hand by Mr.
John who also decorated the first
page of each chapter with a coat-
of-arms in colour. It is said to re-
semble a medieval vellum and is
a feat of penmanship not unworthy
of a professional scribe of the Mid-
dle Ages.

Another English actor, Stephen
Haggard, has also turned author.
Most familiar to audiences on this
side of the Atlantic as Finch in
Miss de la Roche's play "White-
oaks" Mr. Haggard has won fame
on the English stage as Raskolnik-
off in a version of "Crime and Pun-
ishment" and as the young sculptor
Gordon Daviot's "The Laughing
Woman" founded on the lives of
Henrie Gaudier and Sophie Bzreska.
Now he has followed in the foot-
steps of his great-uncle, Rider Hag-
gard, and has written a novel called
"Nya."

Mr. Robert Flaherty, the Irish-
Canadian, is a film director turned
novelist. He has recently written a
dramatic novel of the Hudson's Bay
region, called "The Captain's Chair."
James Bell who also designed the
jacket of "The Years." Collabora-
tions between a writer and a paint-
er belonging to the same family are
always interesting. Not long ago a
book on Scotland by the novelist
Lennox Kerr contained delightful
paintings and sketches by his fa-
ther-in-law, Lamorna Birch, R. A.,
and at various times there have
been collaborations between mem-
bers of the Bone family.—Mr.
James Bone's "London Perambula-
tor" has illustrations by Sir Muir-
head.

John O'London's commenting on
these "family affairs," writes:
"The prodigality of talents to be
found in certain families must
make a curious study for the
genealogist. Virginia Woolf and
Vanessa Bell are, of course, the
daughters of the late Sir Leslie
Stephen; both married distinguished
writers and critics. Everyone has
heard of the Fowkes—T. F. John
Cowper, and the late Sir Leslie
Stephen. Then there are the Waugh
—Mr. Arthur Waugh and his sons,
Evelyn and Alec; the Haldanes—
Professor J. E. S. Haldane and
Mrs. Naomi Mitchinson; and the
Huxleys—Julian and Aldous. Many
other names could be added to a
list of this sort—for example, the
Brontes."

Another family that might be
mentioned is the Manns. Heinrich,
author of "Young Henry of
Navarre," Thomas who, after leav-
ing Germany when the Nazis came
into power, is now to be a Ameri-
can Citizen. He is a Nobel prize
winner and has had published re-
cently a new volume in his vast
work about Joseph; and Thomas
Mann's son, Klaus Mann who has
had published this spring a novel,
"Pathetic Symphony," a sensitive
study of Tchaikovsky. It has been
translated by Herman Guild, a writ-
er with a wide knowledge of music
and the minds of musicians.

In the "Nutteracker of Nurem-
berg" a new book for children,
written and illustrated by Donald
Cooke, the hero of Tchaikovsky's
Nutteracker Suite is brought to life
in a beautiful edition of the old
German fairy tale.

B. K. Sandwell in reviewing sev-
eral books, writes:
"A large and handsome volume
is "Ballads of Britain" edited by
John Goss, well known to Canadian
music lovers. Mr. Goss is more in-
terested in the music than the
words, and gives several variants
of the tunes of his sixty or seventy
different ballads. The music is
handsomely engraved in a medieval
but sufficiently readable music
type, and there are many black and
white decorations. It will be an ex-
pert band leader who will not find
a good many new songs in this col-
lection, and one of the most in-
teresting things about it is the dif-
ference between the original old
country versions and the American
versions of what must have been
originally the same song."

Two huge one-volume works of
reference on music will be publish-
ed this fall; the Macmillan

FAIR WEEK

THE BEST SHOW
IN ISLAND HISTORY

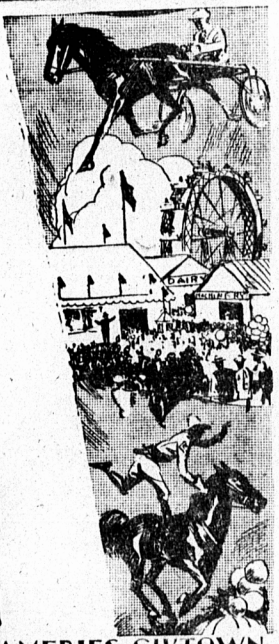
The stage is set for the finest Provincial Ex-
hibition the Island has yet produced. Visitors
will see the best horse racing, the best vaude-
ville, the best night show, the best list of ex-
hibits since the Exhibition Park was opened
and to maintain the general high standard

THE BEST ICE CREAM

will be served exclusively in the Main building
and at the Track.
"More Than Ever the Cream of Good Taste"

Perfection
ICE CREAM

MANUFACTURED BY CENTRAL CREAMERIES CH'TOWN



ART GUM
Use art gum on the new white
kid shoes to remove smudges just
as long as possible before start-
ing cleaning with a liquid cleanser.
The shoes will stay cleaner and
more glossy if rubbed clean and
many times a whole summer will
pass before a more stringent
cleaner is necessary.

The MARITIME
SHOW OF THE YEAR
**Nova Scotia's
BIG ANNUAL FAIR**

A seven-day exhibition presenting Maritime life and
industry of today. See this year's great outdoor
show—a feast of fun and thrilling entertainment, a
month earlier.

GRANDSTAND VARIETY SHOW;
of Headline Vaudeville Artists, daily

5 DAYS of HARNESS and RUNNING PACE
New Midway Frolics Spectacular Fireworks
Band Concerts 2 Big Wrestling Shows
World's Champion Bahonist and Parachute Jumper

SPECIAL GRAND LABOR DAY PROGRAM
with Broadway Balloon Parade
and change of Vaudeville

Agricultural and Industrial Exhibits
Livestock - Horse Show - Ox Pulling
Arts and Crafts - School Exhibits
Musical Festival - Pet Parade
and other fascinating attractions

Advance sale of Tickets (till Aug. 27) 4 for \$1.00. Children &
for 60c from Exhibition Manager, Halifax; or authorized sellers.
BUY NOW and SAVE. Gate admission 35c - Children 20c
Reduced Fares on Trains and Buses

A Good Show at the Right Time
**NOVA SCOTIA PROVINCIAL
EXHIBITION**
HALIFAX AUG 29
SEP 5