

Important News For Every Woman In P. E. I.

# 3 BIG RETAIL FURRIERS

## Combine Their Vast Buying Powers!

### This Tremendous 3-Store Buying Syndicate - PLUS Over 70 Years Combined Fur "Know-How" Means Finer Furs at UNEQUALLED SAVINGS For You!



ARTHUR G. HOGAN  
President, Island Furriers Ltd.  
Charlottetown, P.E.I.



LEO C. HOGAN  
President, Maritime Furriers Ltd.  
Halifax, Nova Scotia



GEOFFREY HOGAN  
President, Brunswick Furriers Ltd.  
Moncton, N.B.

The Hogan Brothers, presidents of three of Eastern Canada's great fur retail houses, announce a new POOLED fur-buying policy! Mr. A. G. Hogan personally selected each fur garment after many months of searching and examining! His tremendous Purchases from the leading fur manufacturers effected vast savings which will be passed along to you in

island furriers ltd. Greatest-of-All

## AUGUST FUR SALE

Island Furriers' slogan "Never Exceeded—Never Undersold" is truer today than ever. In the face of rising fur prices, the Island Furriers Limited, the Brunswick Furriers Limited and Maritime Furriers Limited have combined their huge purchases as ONE... and are able to hold prices down to lower levels than dreamed of! You'll be wise indeed to select your furs NOW when selections are best... and save!

REMEMBER - FUR PRICES ARE UP GENERALLY BUT WE CAN and WILL KEEP the PRICES DOWN THANKS to OUR POOLED FUR BUYING

Specially Priced for August!

### ● Lovely FUR JACKETS

Your wardrobe is not complete without one of these flattering, practical fur jackets. New sleeve treatments, many larger collars and a selection of four-flair, casual and flat backs.

- |  |   |
|--|---|
| * MUSKRAT BACKS or SIDES from \$195                          | * SHEARED MUSKRAT Breath of Spring (dyed) ..... \$265 |
| * LAPIN (dyed rabbit) in Logwood and Beige shades ..... \$98 | * CHINA MINK (Dyed wild mink shade) ..... \$395       |
| * PERSIAN LAMB Black or grey ..... \$185 to \$395            | * KIDSKIN (grey) 28" and 32" length ..... from \$165  |
| * SQUIRREL (brown, Canadian and Russian) ..... from \$325    | * SEALSKIN (Fouke Dyed) Cape of Good Hope ..... \$395 |

Many, many other jackets, capes and stoles not listed! MAKE YOUR SELECTION FROM A COMPLETE STOCK!

### Expect To Pay A Big Price? Look At These Values! MUSKRAT COATS

We have combed the markets for the very finest in quality, styling and coloring. Every garment shown has been hand-picked and carries the full guarantee of Island Furriers Ltd. Many models are by the world-famous designer, Norman Hartnell. We cannot repeat this offer after August!

- |                              |                                      |   |
|------------------------------|--------------------------------------|---|
| GROUP 1 Northern Backs \$248 | GROUP 2 Quality Northern Backs \$325 | GROUP 3 Super Quality Finest Northern \$395 |
|------------------------------|--------------------------------------|---|

### ONE and TWO of a KIND ONLY COATS

Especially Priced For This Sale!

- |   |                                       |
|---|---------------------------------------|
| * PERSIAN LAMB PAW (black, brown, grey) ..... \$285 | * NUTRIA (dropskin) ..... \$665       |
| * ELECTRIC SEAL (dyed rabbit) ..... \$185           | * CHINA MINK ..... \$665              |
| * GREY CHINESE KIDSKIN ..... \$225 to \$295         | * CAPE SEALSKIN ..... \$685           |
| * MOUTON (Processed Lamb) .. \$135 to \$225         | * SHEARED RACCOON from \$445          |
| * PERSIAN LAMB (black) ..... \$385 to \$585         | * GREY PERSIAN LAMB ..... \$745       |
| * PERSIAN LAMB (grey) ..... \$695 to \$895          | * BLACK PERSIAN LAMB ..... \$585      |
| * PERSIAN LAMB (grey middles) ..... \$335           | * SAPHIRE MINK Trim                   |
| * JAP RABBIT (mink dyed) ..... \$149                | * MUSKRAT (dropskin) ..... \$395      |
| * HUDSON SEAL (dyed muskrat) ..... \$345            | * RUSSIAN SQUIRREL (brown) .... \$485 |

Generous Trade-In ALLOWANCES on Your Old Furs.

A SMALL DEPOSIT HOLDS YOUR SELECTION.

FREE! INITIALS! in each coat!  
FREE! PLASTIC COAT HANGERS!  
FREE! Storage and insurance until delivery!

TIME PAYMENTS TO SUIT YOUR BUDGET.

# island furriers ltd.

"If You Don't Know Furs - Know Your Furrier"

P. E. Island's Only Exclusive Fur House

## Sets New Canadian Mark In Freestyle Swimming

MONTREAL (CP) — Eighteen-year-old Charlie Stagnan of Cincinnati whacked almost half a mile of the Canadian record for the 1,650-yard freestyle swimming race Thursday to lead a general onslaught on Canadian marks during opening heats of the Canadian swimming and diving championships.

Stagnan opened the first heat with a time of 19 minutes, 42.3 seconds, well ahead of the old record of 20:11.3 held by J. Lacoursiere of Montreal.

In the 10 events run off in the afternoon, six Canadian records were broken and another tied. In one event alone, the senior women's 200-yard medley swim, nine of the 13 contestants entered bettered the record of 2:51.2.

Finals in 11 events were to be held Thursday night.

Canadian women starred in stopping the Americans from sweeping opening races, as three juniors and one senior broke old Canadian marks. Helen Stewart of Vancouver and Sara Barber of Brantford, Ont., each set Canadian records while Gladys Priestley of Montreal and Vancouver's Irene Service, although beating the old time in their events, were in turn edged by American swimmers who set records.

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## East Baltic

Miss Arnie McInnis, Lakeville, and Mr. Mary MacDonald, Charlottetown, are visiting with Mr. and Mrs. Charles MacDonald of Greenwood, Nova Scotia.

Mr. and Mrs. Allan McDonnell, Glen Valley, were recent visitors with Mrs. MacDonald's mother, Mrs. Carrie McVane and Mr. and Mrs. Carl McVane, Bothwell.

Mr. and Mrs. Percy Peardon left on return to U. S. A., having spent some time visiting relatives in Bothwell and North Lake.

Mr. Freeman Massey, Bothwell, spent some time visiting his daughter, Miss Marie Massey and sons; Messrs. Kenneth and Joseph Massey of Hamilton, Ontario.

Misses Mary O'Neill and Annie Almon, school teachers of Glace Bay, were recent guests of Mrs. John C. Campbell and family, Red Point.

Mr. and Mrs. Victor Bird, Toronto were recent guests of Miss Marion Kennedy, Kingsboro.

Mr. G. B. Campbell, Red Point, was on business to Moncton, N. B., during the past week.

Mr. and Mrs. W. H. Rockwell returned to their residence in Waltham, Mass., having spent a pleasant holiday with the latter's sister, Mrs. James and Mr. Robertson, Kingsboro.

Mr. and Mrs. Doug McGowan with Mr. and Mrs. Robert Machon, Montague attended the wedding reception for Mr. and Mrs. Ross Young at Kingsboro on July 27.

Miss Marian Kennedy, U. S. A., entertained Mr. and Mrs. Victor Bird, Toronto, at her residence in Kingsboro on July 30, where relatives and neighbours spent the evening with music and a sing-song, followed by a lunch prepared by Miss Kennedy.

Mrs. Boswell Jenkins spent some time visiting Mrs. H. G. Morrow, North Lake.

Rev. W. I. McClare, pastor at Kingsboro, closed camp on July 27 at Augustine Cove, in which he had spent the past ten days conducting the Boys' Camp.

Mr. and Mrs. Herbert Campbell, Ottawa, who have been vacationing at Mr. Campbell's home in Red Point, spent some time with relatives and friends in Glace Bay.

Master Donald MacRae, who had spent the summer holidays with his grandparents, Rev. H. R. and Mrs. Bell, Red Point, left on return to his home in Montreal.

The many friends of Mrs. Isaac Arsenault, Souris, are pleased to know that she has returned to her home in Souris after having undergone an operation in the Charlottetown Hospital. Mrs. Arsenault, formerly belonged to Campbell's Cove.

Mr. and Mrs. Colin Dixon, East Baltic, entertained Mr. and Mrs. Fred Dixon and family of Turo, N. S., at their home on July 26.

Congratulations are extended to Mr. and Mrs. Alvin McSwain, Peters Road on their recent marriage in Charlottetown.

The W. M. S. of the South Lake Christian Church members was held at the home of Mr. and Mrs. Renfrew Cameron, East Point, on July 26.

Dr. Donald Campbell and Mrs. Campbell and young son left on return to their residence in U. S. A., having spent a holiday with the doctor's mother, Mrs. John C. Campbell and brothers in Red Point and Charlottetown.

Mrs. Harvey Poole and children, Souris, spent a few days with her parents, Mr. and Mrs. James Jardine and sister Miss Elsie Jardine, Bothwell.

Mr. and Mrs. Rawleigh Bruce, East Baltic, had recently as their guests Mr. and Mrs. Bert Tutein of Lynn, Mass.

Mr. Vernon Poole, Halifax is visiting with his mother, Mrs. Edgar Poole, Souris.

Miss Lyla Robertson, Charlottetown attended the wedding reception of Mr. and Mrs. Ross Young at Kingsboro, July 27.

Mr. and Mrs. James Robertson, Kingsboro, have recently returned from a nice holiday trip to Cape Breton and through the Cabot Trail. They were accompanied by Mrs. Robertson's sister and brother-in-law, Mr. and Mrs. R. R. Meredith of Wellesley Hills, Mass.

Congratulations go out to Mr. and Mrs. George Holland, Elmira, on their marriage in St. Columba Church, July 20. Mrs. Holland is the former Cecelia Provost of East Point.

Misses Roma Ching and Betty Robertson, Toronto, are spending their holidays with their parents, Mr. and Mrs. Clarence Ching, Black Pond, and Mr. and Mrs. Alton Robertson, Munns Road.

Mr. Francis Campbell, Charlottetown, spent the recent weekend at his home in Red Point.

Mr. and Mrs. Harold Mason and daughter Shirley of Medford, Mass., recently spent a week in Murray River, guests of Mrs. Mason's parents, Mr. and Mrs. Stephen Reid.

Mr. and Mrs. John MacLeod, Coleman, spent the past week-end in Murray River as guests of Mr. and Mrs. John H. Saunders, G.D.

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