# The daind Star 

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## Romance of and in the Klondike

The poet has turned novelist. In clear and fascinating prose Robert W. Service tells the story of the Northland with no less felicity than he displayed in "The Spell of the Yukon," "Songs of a Sourdough," and other poems. Behind the text one still discerns the poet, working with materials of romance and adventure, even though the style is confined to straight narrative.

It is a love story of unusually compelling interest placed amid the wild scenes, the roughness, perils courage and daring of the stampede of ' 98 , that exhibition of gold-madness the like of which was never witnessed before and probably never will be again

## History by One Who Helped Make It

The author was in the thick of it all and his faithful account is that of one who participated, not an idle onlooker. He pictures the steamships with their poly, glot, assorted, human cargoes, the rigors and tragedies of the rough-hewn trail, the trip by makeshift boats through unknown lakes and streams nearly to the shadow of the Artic Circle; finally to the point that was Dawson, destined in a few weeks to be a mush room metropolis-a capital of adventure and licen-tiousness-a place for the fruition or the burying of hopes, according as luck treated each argonaut.
The story centers at Dawson, during the several years of the excitement, with side trips and colorful adventures throughout the tributary regions and even beyond the Circle into the Artic wastes. It is huge in its portrayal of the epic gamble wherein men and women staked their money, their health and even their lives in a chance that was 100 to 1 , or more, against them.

## Drama of Love on Nature's Stage

The love interest must of needs be great to measure up to the mighty setting, but Mr. Service has supplied it. Neither the hero nor the heroine are of conventional mold-the conventional types of romatic fic tion would merely weaken the narrative; so the author has provided two lovers and a love story decidedly vemoved from ordinary, the heroine especially being of a type strangely psychological and uncommonly appealing.

This interesting Serial Story will appear in The Star Weekly beginning August 9th.

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## AUTHENTIC STYLES IN READY-TO-WEAR

To be perfectly frank about it, we don't know what they are!

We don't know whether skirts will be lengthened or shortened next season. We can't tell you what are the most popular colors, and we don't know where the waist line is likely to go next.

We do know, however, where we can get this information, and that is the point of this little message

Merchants and clerks in Baird who deal in either masculine or feminine apparel, are informed on the style tendencies. Not only do they have the merchandise, they also have the information.

We have never found a merchant or salesperson yet who was not willing to give this information if we asked for it. It is a part of the retail business of store service.

The stores of Baird welcome the opportunity, always, to discuss the prevailing styles with visitors. It is a convenient and never-failing source of reliable information. We know, because we have tried it.

## THE BAIRD STAR





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