

New "SENSATIONS" with a "CALLIPYGIAN" COMPLEX



Sensations, with their exclusive Double-Knit backs, are curve-proof. You can count on 'Callipygian' smoothness when you entrust your silhouette to a Sensation. Made of ventilated two-way stretch, they're practically weightless and allow plenty of freedom. Run-proof and washable.



'MITE' . . . a tiny stepin, just like its name. Of softest ventilated two-way stretch. Just perfect for juniors. **\$2.50**

Three members in the popular Sensation family—and they're all Callipygian . . .

'BREEZE' . . . Intermediate length stepin, a bit longer and firmer but just as comfortable. **\$3.25**

'JUBILEE' combination comes high into waist-line and extends down well over hips. Controls quite firmly. **\$5.50**

'HOOPS' Brassiere . . . **\$1.00**

Get 'Callipygian' in the Corset Section.



3 piece Sets

Shorts—Skirts—Blouses
Regular \$2.49 for **\$1.98**

Today, with another month of delightful summer sunshine just before you, comes the opportunity to buy these needed things at a saving. Get yours for your vacation needs.

Blaid Polo Shirts and Shorts
Regular \$2.59 for **\$1.89**

Smart, snappy, modern as tomorrow, you need them and they're costing less.

In sets **\$1.89**
Separately: Shirts **79c**
Shorts **\$1.19**

Jersey Shorts
Blue and Green **89c**

SEERSUCKER BEACH PAJAMAS

formerly \$1.98

Did you ever see these, in such quality, sold for so little a price? Come SOON, to secure best choice!



Brief PANTIES

59c

Beautifully cut, smooth fitting, will not show when worn with shorts, perfect with closest fitting evening frock.

Rose or white **59c**

"Rolettes" the popular

knee length Silk Hose **75c**

These knee length stockings have come into wide and much deserved popularity. Self supporting, novelty "LASTEX" garter, sheer, mirror-klar all silk, with silk plaited foot.

In all the new popular summer colours **75c**

Mailed anywhere postpaid.

Moore & McLeod Limited

The Central Guardian

This column is reserved for news of local interest but advertising of a new nature may be inserted at 4 cents a word strictly payable in advance.

NOETH RIVER W. L.

On July 3rd the monthly meeting of the North River Women's Institute met at the home of Miss Mary Doyle with seven members and six visitors present. Meeting opened with Creed followed by Roll Call, which was answered with "My Idea of Happiness." Minutes of last meeting were read and adopted. Correspondence was read and sick committee reported one member remembered during the month. A program consisting of a humorous reading by Miss Beth Lader, and piano selections by Miss Doyle and Mrs. Horne were much enjoyed. Lunch was served and a social hour spent. Roll call at next meeting is to be answered with "My favourite name for a man and for a woman." Program committee, Miss Mary Doyle and Miss Alice Matheson. Lunch committee, Mrs. Jack Moreside, Mrs. Gordon Thompson, Mrs. Glen Owen and Mrs. Harry Scott. Place of meeting undecided.

PLEASANT CIRCLE INSTITUTE

The July meeting of "Pleasant Circle" Institute was held at the home of Mrs. Hugh Walker with an attendance of fourteen members and a large number of visitors. Meeting opened by singing "Ode" and repeating "Creed" in unison. Roll call was responded to by "My Favorite Cold Drink". Minutes of previous meeting were read and adopted. One new member was welcomed. Some correspondence was read and adopted. The various committees reported and new ones were appointed. Sick—Miss Malsie Cameron and Miss Christie Dawson; program—Mrs. Elmer Gamble and Mrs. John Walker. Through the kindness of Mrs. Henry Cameron the letter was received from the T. Eaton Co. donating several pieces of print to the Institute. Splendid reports were given by the two delegates to the convention in Charlottetown. It was decided to meet at the home of Mrs. Hugh Walker on Thursday afternoon, July 18th, to work an Institute quilt. Some discussion took place in regard to the district convention. A bill of 83 cents was paid to Miss A. Harvey. Delegates expenses \$5.75. Dainty refreshments were served by the hostess. Next meeting at the home of Mrs. Emmet Croken on Aug. 16th. Roll call answered by "What Does it Mean to be Well Dressed." Meeting closed with National Anthem. Receipts for the evening, \$1.10.

PERSONALS

Mrs. Vera Lea Goulding, Calgary, Alberta, is spending several weeks on P.E.I. the guest of Mrs. Jabez Lea, Victoria.

Mr. Bernard Fleming has returned to the City after spending well earned vacation in New Glasgow. His many friends welcome him back.

Trophy For International Ball League

(C. F. By Guardian's Special Wire) NEW YORK, July 30.—International League club owners today decided to award a cup to the winner of the play-off series between the four leading clubs next fall. The trophy will be known as the Governor's Cup.

At the same time the owners, holding their mid-summer meeting, voted to throw out same between Baltimore and Albany at Albany. The game, played July 2, was ordered replayed Aug. 20 on Baltimore's protest that an umpire changed a decision. It will be curtailed to seven innings.

The Governor's Cup will be sponsored by the Lieutenant Governor of Ontario and Quebec and the Governors of New York, New Jersey and Maryland.

Air Conditioned Couches Used On N. Y. Trains

Additional comfort for passengers on railway trains en route from Montreal to New York City and Washington is being provided by the installation of air-conditioned equipment on the Washingtonian and the Montrealer trains of the Canadian National Railways, according to C. W. Johnston, General Passenger Traffic Manager of the company. These trains are now completely air-conditioned. Air-conditioned cars have also been placed on The Ambassador, the Canadian National-Central Vermont Railways train operating between Montreal and Boston daily, and this feature, together with the new club coach and the faster schedule of this train between these important points is proving an attraction for travel on that line.

When you have heard of the pound "sterling," or "sterling silver," have you ever wondered where the word comes from? It comes from the time of Richard the Lionheart, when money coined in the eastern parts of Germany was in special request among English merchants because of its purity, and all money coming from those parts was called "Easterling" money, and the inhabitants of those parts "Easterlings." Shortly after, King John sent for some Germans, skilled in minting to bring the English coinage up to proper purity and perfection, and such money was called "sterling" for "easterling."

by the Dominion Department of Agriculture, the quality of eggs available to the consumer is notably high.



"That's our line-up, sir . . . and that's the reason we sell more tires!"
"We don't have to try to talk anyone into paying more than he can afford for tires!"
"With six different Goodyears we meet every man's price ideas and know that we're giving him the biggest value for his money!"
"For the man who wants the best, we have the G-3 All-Weather . . . the daddy of 'em all . . . the Goodyear Tire that has left a diamond trail on every Canadian road!"
"A step lower in price there's the Pathfinder . . . with a sturdy Supertwist Cord body and a keen centre-traction tread!"
"Then there's Speedway! Away down in price but with Supertwist Cords and a tough, long-wearing tread . . . a real bargain, sir!"
"All three grades are made 4-ply and 6-ply so that makes six different tires . . . but they're all Goodyears and they all carry a written guarantee against road-hazards and defects!"
"Yes, sir . . . that's our line-up . . . and what a great line-up it is!"
"Come in and see for yourself why Goodyears give us the biggest tire sales in Canada!"

GOODYEAR

SELECTED DEALER

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

Early Moisture Conditions Help Western Crops

WINNIPEG, Man., July 31.—"On our western trip we were of course, greatly interested in the coming crop and were all impressed with its full volume, especially this in apparent in districts that for the last few years had not taken off a crop because of drought conditions. The early moisture conditions this year went a long way in putting these districts back on their feet and there is a general feeling of renewed optimism and hope," declared Hon. C. P. Fullerton, Chairman of the Board of Trustees of the Canadian National Railways, who is back in Winnipeg, after a short tour of Western Canada.

"Weather Conditions are playing some queer pranks on the western crop, however, and because of the recent intense humidity and extreme heat steam rust will take a considerable toll in certain parts. Rye cutting is fairly general now and a uniform crop is expected. Crops will be late in the Peace River Country because of the excess early rains. But conditions here are good and damage from any source will be practically nil."

The Pacific Coast has a better tourist business to Alaska than for many years. Because of the increase we were forced to augment our regular Alaska service with four special cruises by the S. S. Prince Rupert. These four extra trips have been booked to capacity and our regular boats have done splendidly. It has been an exceptionally good year for our coastal steamships.

"I paid a short visit to Maligne Lake to look over the additional accommodation constructed to take care of the summer tourists. This area is becoming more and more popular with visiting fishermen. The opening of the Tonquah Valley area is also good news to those interested in battling the mountain trout."

"Our trip was one of general inspection we looked over our line closely and will be in good position to do our share in moving the new crop." Stated the Chairman. Others in the official party were: Edouard Labelle, K.C., member of the Board of Trustees, S. J. Hungerford, President Canadian National Railways, A. E. Warren, Vice-President, C. B.

Social Event

A social event transpired at the home of Mr. and Mrs. Darrell Picketts, Wilmet Valley on Friday evening, July 26. A large number of neighbors and friends assembled to celebrate the recent marriage of Mr. and Mrs. Picketts and to welcome the bride to her new home. These sociable friends were most kindly welcomed by the newly-wedded couple and were royally entertained.

The guests presented the newly-weds with a china cabinet. The chairman, Mr. Robert Agnew, invited Mr. Herbert Agnew to give formal expression to the sentiment of appreciation that the neighbors and friends entertain for the newly-weds. Following is the address:

"Mr. and Mrs. Darrell Picketts, Wilmet Valley: Dear Darrell and Katherine: It affords us great pleasure this evening to gather in your spacious home to tender you our congratulations, and a house-warming."

Since you are not strangers we need not offer an introduction to the people here tonight. To you, Katherine, in leaving your old home and becoming the mistress of a new one, we welcome you to your new home, trusting you will find everything to your satisfaction and comfort. You each have life before you, and may each day be filled with some noble and unselfish purpose, ever keeping in mind that our times are not our own, but to be used for good of others, for we shall always find many opportunities for service and help to others.

Our presence this evening, on this our first opportunity of meeting you in your home indicates our desire to make a permanent friendship with you, and as evidence of esteem in which you are both held we ask you to accept this small token as a mark of appreciation, from your neighbors and friends.

The address was accompanied by a highly artistic china cabinet which is a gem of superior material and a neat product of artistic finish. Messrs. Harold Day and Darius Rogg made the presentation.

Mr. Picketts on behalf of his wife and himself accepted the present with expressive gratitude, showing how sincerely appreciative the young couple are for this kind remembrance.

He assured them his home would be a most welcome place to all their friends, and no effort will be spared to make friends welcome. To the accompaniment of Mrs. Clark McQuarrie on the piano, the guests sang "Po: They are Jolly Good Fellows." Mr. D. McKenzie, Kensington, made a most fitting speech, which was warmly supported by the chairman and other guests.

A delicious lunch was served by Mrs. Fred Clark, Mrs. Justin Woodside, Mrs. Waldron Davison, Miss Ernestine Marchbank, Mrs. Wm. Montgomery, Mrs. George Prizzell. After lunch was enjoyed the guests truly thanked the host and hostess for a most sociable evening, and then wended their way homeward.

Imperial Fox Food

The Unanimous Verdict of Successful Ranchers

"We have never fed anything to equal IMPERIAL FOX BISCUITS and IMPERIAL PUPPY FOOD in promoting healthy and normal growth of pups and developing sturdy bodies with superior pelts of lustrous sheen, thick-skinned and retaining their color."

IMPERIAL BISCUIT CO. LTD. CHARLOTTETOWN P.E.I.

BEEF NOW MOST POPULAR MEAT

There has been a sharp decline in the consumption of pork in Canada in recent years and a moderate increase in the consumption of beef. As a matter of fact beef has taken the place of pork as the most popular meat in Canada, according to a bulletin just issued by the Agricultural Branch of the Dominion Bureau of Statistics for the years 1931-1934 inclusive and entitled "Estimated Consumption of Meats, Poultry, Butter, Cheese, and Eggs in Canada." One reason for the change is that the price of beef in the years under review was, for the most part, less than pork, due in part to drought, which was serious in some parts of Western Canada, an important beef raising country.

In 1931 the per capita consumption of pork in the Dominion was 83.17 pounds; in 1932 it rose to 85.81 pounds, but in 1934, it was down to 66.36 pounds, while beef advanced from 57.79 pounds per head of population in 1931 to 65.66 in 1934. The consumption of lamb has not varied substantially. It was 7.08 pounds in 1931 and 6.28 pounds in 1934. Canadians may be classified as considerable meat eaters for the per capita consumption of beef, pork and lamb was 141.30 pounds in 1934. In 1933 it was down to 135.98. The high point was 148.90 pounds in 1932. In 1931 the total was 148.04 pounds.

In poultry, hens and chickens are the most popular on the Canadian table. Last year the per capita consumption was 6.92 pounds compared with 7.98 pounds in 1931. Each person in the Dominion ate 1.61 pounds of turkey in 1934; .38 of a pound of duck and .79 of a pound of goose.

The reputation that the people of Canada enjoy being among the largest eaters of butter is evident by not likely to be lost, taking the statistics for the four years under review as a criterion. In 1931 the per capita consumption was 30.76 pounds and in 1934 it was 30.92 pounds.

Cheese consumption was 3.64 pounds per head of population in Canada in 1934; 3.39 pounds in 1933; 3.25 pounds in 1932 and 3.50 in 1931. Though Canada makes the best factory cheese in the world, the people of the Dominion eat less of this dairy product of such high food value than those of the other leading countries of the world.

There has been a decline in the consumption of eggs recently. In 1931 the consumption per capita in the Dominion was 24.78 dozen and last year it was down to 23.31 dozen, but even at this figure Canadians may still claim to be the world's largest consumers of eggs. This may be due to the fact that, as a result of the egg grading standards introduced several years ago

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