

# MID SUMMER SALE ALL THIS WEEK

30 MEN'S YARN DYED WORSTED SUITS, Reg. \$55.00 Quality Popular shades, Browns, Greys, Blues, single or double breasted models—exceptionally fine values—PRICED TO CLEAR ..... **\$37.50**

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Men's Polo and Tee Shirts \$1.29 Men's Satin Jackets ... \$5.95  
Men's Bathing Trunks ... \$1.98 Men's Dress Pants ..... \$5.95

## SPECIAL ALL MADE-TO-MEASURE CLOTHING BY LOWNDES 20th CENTURY REDUCED UP TO 20% FOR THIS SALE.

Dress Shirts ..... \$1.95 Men's Straw Hats ..... 89c  
Men's Overall Pants ... \$2.75 Men's Satin Jackets ... \$5.95  
Boys' Satin Swim Trunks . \$1.79 Boys' Satin Jackets ... \$3.95  
Boys' Polo Shirts ..... 69c Boys' Dungarees ..... \$2.25

### HAMBLY and INNIS

MEN'S AND BOYS' WEAR  
TWEEL BLDG. 166 Gt. Geo. St. Phone 2754

#### CLYDE RIVER W. M. S.

The regular meeting of the Clyde River Presbyterian W. M. S. was held at the home of Mrs. Harry MacLean on Friday, June 2nd, with an attendance of 10 members and three visitors. The president presided. Theme for the evening, "They That Wait Upon the Lord, Shall Renew Their Strength."

Call to worship was the 40th Psalm, which was read responsively. Opening hymn, "We Praise Thee Oh God," after which each member read a portion of Scripture, followed by prayer by Mrs. Murray. Hymn, "Sun Of My Soul" closed the devotional period. Roll call was answered by a verse of Scripture. Minutes of

last meeting were read and adopted. Collection amounted to \$1.70. There were three fees paid. Those being the annual meeting, new officers appointed are as follows:

President, Mrs. James Beer; vice-president, Mrs. Catherine Murray; secretary, Mrs. Louis MacLean; treasurer, Mrs. Arnold Beer.

Some discussion took place regarding a thankoffering service. Special speaker, and Bonshaw Quartette to sing.

Mrs. George Dixon invited the members to meet at her home for July meeting. Meeting closed by Hymn 758 followed by Mizpah Benediction.

Lunch was served by the hostess, assisted by some of the ladies, and a social chat followed.

### Well-Known Doctor To Direct McGill Research Project

Possible hereditary factors in heart ailments, as well as other diseases, will be probed by two research workers in the department of genetics at McGill University, it was disclosed last week. The Banting Research Foundation has made a grant-in-aid of \$2,800 to Dr. Clarke Fraser and Julius Metrakos to undertake this work.

Dr. Fraser is the son-in-law of Mr. and Mrs. Noel DeBlois, Charlottetown. His wife is the former Beryl DeBlois.

More information will be sought on the origin of heart disease, schizophrenia, leukemia, cancer, and arthritis particularly on the factors governed by parenthood.

The two research workers will need the aid of many sets of twins to complete their assignment, it was revealed.

Twins are chosen because a careful trace of their medical history can throw important light on the problem, from geneticists' point of view.

For instance, two brothers born on the same date may not be really twins, in the sense that they are identical. They may be very dissimilar.

On the other hand, the researchers explain, there are "identical twins." These share the same genetic constitution. They may be as much alike as two peas.

By studying sickness in identical twins, and by making comparison with the other type, fraternal twins, who just happened to be born the same day, it will be possible to assess heredity factors.

The research project is being directed by Dr. Fraser, research fellow in medical genetics at the Children's Memorial Hospital, assisted by Mr. Metrakos, who is working for his Ph.D. in genetics at McGill.

The research, in order to arrive at valid conclusions, is expected to take considerable time. Twins are being tested where at least one has been a hospital patient.

Families asked to date have shown a genuine desire to cooperate in this research and much valuable assistance has been given by the Royal Victoria, the Children's Memorial and other Montreal hospitals.

The Children's Memorial is providing the facilities for examining the twins, as well as assisting in their location.

### Canadian Dairymen's Advertising Campaign

(Financial Post)  
Canada's dairy farmers are taking another and more positive look at their marketing "problem". After spending the last year or so and thousands of dollars trying to get margarine banned again they're now preparing to spend up to \$300,000 a year in national advertising to clean up the 6% gap between milk production and consumption.

Their target—to get each Canadian family to consume monthly: one third lb. more cheese, 4 1/4 pints more milk, 8 oz. more butter, one third lb. more of concentrated milks and one more ice cream cone.

This week the Dairy Farmers of Canada had 15 advertising agencies bidding for their account which would put them well up the list of Canada's 25 top advertisers. The organization's budget for advertising is being collected now on the basis of one cent for each pound of butterfat produced by its members during June. This formula provides a potential sum of \$300,000 a year. (By comparison, Ford of Canada spent around \$500,000 on publication advertising in 1948).

The organizers don't hope to reach their full potential in the first year, but they do feel assured that their initial budget will be greater than the housewife's share of the farm organization field.

This sum will be set to work not merely in an anti-margarine drive, but to plug the dairy products market in competition with other advertised foodstuffs. What the farmers want is a continuing drive to convince the housewife that dairy products deserve an adequate place in her shopping budget. Such a program got underway modestly in the States in 1940 and has grown steadily until this year it commands a record \$5 million budget there.

#### Major Decision

The Dairy Farmers' decision to do something really ambitious in the promotion field is also a significant piece of farm news, because:

(a) It represents the first time that the primary producers of a consumer product have used a national advertising campaign.

B. C. Tree Fruits Association has advertised Okanagan apples in the Central Canadian market, but the product itself is a regional one. Ontario Fruit & Vegetable Growers' Association is also an advertiser, though on a much smaller scale than the dairy campaign now contemplated.

(b) It demonstrates a desire on the part of farmers to "follow through" to the consumer in their marketing effort.

(c) It may set in motion advertising plans for other farm products. This is the conviction of the Dairy Farmers' organizers who say that the amount of product advertising conducted by farm organizations will be many times greater 10 years from now.

Plans for the present campaign were set in motion last January at the Ottawa convention of the Dairy Farmers. This was followed in April by the appointment of Orville J. W. Shugg as the organization's director of publicity. Besides managing a farm of his own at Alvington, Ont., Mr. Shugg has had a newspaper and radio background; was CBC supervisor of farm broadcasts.

#### Ask Campaign Proposals

The interviews with agencies now under way will be followed shortly, Mr. Shugg explains, by requests to some of the agencies to outline a proposed campaign on the basis of a summary of the Dairy Farmers' problem and a "test budget". This will narrow the field to three or four.

The Association's agency will be named late this month or in early August, and work will begin immediately on the campaign. Nothing will be decided on media until the association hears the recommendations of its agency. It is probable, Mr. Shugg says, that it will aim not only at selling milk, etc. to housewives, but also at selling dairying as an industry.

The American experience has been that when a wholesome product like milk is promoted, other food merchandisers are willing to "tie in" with other advertising. In one case, it was computed the value of tie-in advertising was 12 times greater than the cost of the original campaign. As a result, the American campaign, which started with dairy farmers in six states, now includes 40 states. The collection formula has increased from one cent on two weeks' butterfat production to a half cent on a whole year's production; the resultant budget from \$270,000 in 1940 to \$5 millions now.

#### TREE-PLANTING PLAN

The Government of Alberta intends to plant 100,000,000 trees in the Province in the next 25 years with the help of farmers.

#### Refrigeration

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Repairs To All Makes

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### The Golden Girl

By AGNES LOUISE PROVOST AND LADBROKE BLACK

continued

XXV

If any one had told Jack Moreland six months before that he would one day be glad to buckle down to hard work, the young man would have referred him politely to a lunacy commission. Now he was not only glad of busy days and constant calls on his time, but he was restless and depressed when the day's work was ended.

Friends had proffered their help. Mr. Dickerson had offered him a position in his office; the elder Dallmer stood ready to train him in as a bond salesman with his own firm, but Jack had found his work the first day at the Garrett-Hudson sales-rooms.

"I'll stick to cars," he had said grimly. "I don't know whether I'll sell them or drive them or go back to greasy jumpers, but it will have to be cars. Meanwhile I get a salary and a commission on sales, and I need the money."

The sales manager had smiled shrewdly over Jack's progress. The new salesman was a "find." He was good-looking, agreeable and had a host of wealthy friends, and he also handled a car expertly. And just now he was a popular hero. There were plenty of romantic girls with rich fathers and big allowances who would be thrilled at the thought of buying a car from Jack Moreland.

Much of this was running through the manager's shining bald head as he stood in the rear of the salesroom one morning talking to Jack. Then he looked

toward the door and saw one of those pretty clients entering. She was so pretty, so amazingly fresh and winsome that the manager went briskly forward to meet her himself. He did not notice the quick turn of young Moreland's head and the slight stiffening of pose.

Left alone, Jack stepped back into the private office. The instinct to avoid her was almost involuntary. For a moment or two, unobserved, he stared moodily at her. That was his wife in the modish blue suit talking graciously to the bald-headed manager, listening with charming attentiveness to his explanation, the same Gloria, a little lovelier than ever.

The manager was exceedingly gracious. "Our Mr. Moreland will show you the phaeton if you wish to try it out now."

"I should like to."

"Thompson, ask Mr. Moreland to come here."

Thompson vanished for a few moments. Gloria wondered where he would be. She was certain she had seen Jack talking with the suave little man just as she had entered the door.

Thompson returned alone. "Mr. Moreland has stepped out. He didn't leave word when he would be back."

The manager was politely deprecating. "Very sorry indeed, but won't you let me make an appointment for you? Mr. Moreland will call at your home at any hour that you desire."

"That will not be necessary." Gloria's voice was very quiet. She was conscious of a sharp hurt that Jack should have deliberately gone away to avoid the necessity of being with her, but pride came to her aid. "I'll send my chauffeur to look at the car. He will understand it much better than I. Thank you."

That afternoon Sara Dalton, in charge of the house at Beechwood

received a telegram. "Coming to stay with you a few days. Will be alone."

"Gloria," said Sara wisely. "She must be in trouble, or she would never show herself at Beechwood. Poor Gloria. If I could only help."

Beechwood, that she had never expected to see again! A husband and quiet Beechwood with closed gates and silent house, deserted save for Sara Dalton, efficiently in charge, and the old gardener who still made his rounds with loving care.

Sara curled her arm around Gloria's shoulder. They were standing on a narrow balcony just outside the library, those long windows from which Miss Endicott, with Frances Payne and Gorham, had once watched her across the lawn in front of them with quickened step and a distressed flame in her cheeks.

"Gloria, dear I was hoping that you two would come back together."

Gloria shook her head. "You were too romantic, Sara. It wasn't to be that kind of a marriage, you know." Her slight laugh sounded a little hard; her eyes were bright and restless as if seeking escape.

"I know Gloria." Sara made not the slightest pretense of accepting this pitiful pose of indifference. "But I have always hoped that it would come out right. He loves you, honey."

"That is over, Sara. I—I threw it away. Don't dream any more about me, dear. They won't come true." There was no more reference that evening to Jack Moreland. Long after Sara had gone to bed Gloria sat her window and looked out over the quiet grounds of the place that had been his home.

Her glance was suddenly arrested by a movement beyond the garage. Then a figure shadowed ghostly in the moonlight. It came closer, but not close enough to be distinguish-

### Queuille Forms New French Cabinet



#### HENRI QUEUILLE

Radical Henri Queuille has formed a French cabinet with the surprise appointment of Paul Reynaud, a former Premier and an anti-Communist, as minister responsible for policy in the Far East. Reynaud is known as a resolute advocate of energetic co-operation with the United States and Britain. Dr. Queuille, 66, formed the cabinet in record time under the pressure of the crisis in Korea. Robert Schuman of the Centrist Mouvement Republicain Populaire (MRP), who sponsored the plan for a European coal-steel merger, remains foreign minister.

able, Gloria held her breath. Height and figure and easy grace of movement, how like him it was!

A gruff sound under her window made her start. It was Kelly, Jack's To be continued

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THERE OUGHT TO BE A LAW

By Fagot & Shorter

WHY IS IT? EVERY TIME YOU PERK JUST ENOUGH COFFEE FOR A SINGLE SERVING TO YOUR BRIDGE CLUB, THEY ALL WANT A RE-FILL!

MINN—DELICIOUS! I'LL HAVE ANOTHER CUP WISTERIA, IF YOU DON'T MIND!

SAME HERE

EMPTY AS MOTHER HUBBARD'S BROOM—WHAT!

BUT WHEN YOU COOK UP ENOUGH TO FLOAT THE "BIG MO"—YEAH! THERE OUGHTA BE A LAW!

OH, NO COFFEE FOR ME TONIGHT

MY DOCTOR SAID I'M DEVELOPING COFFEE NERVES

HAVE YOU SOME GINGER ALE?

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