



Launder dainty things twice as often, this way

It's not necessary to keep your prettiest things folded and laid away. Wear them—often. Launder them just as often as necessary. But do it this way:

Use Palmolive PRINCESS SOAP FLAKES—and see fragile crepes, silks, laces, come from laundering absolutely unharmed. Colors brightened and freshened, if anything.

The great foam of suds contains nothing to hurt the daintiest fabric, the most delicate coloring. It dissolves the dirt, however, most thoroughly—and washes it away.

These snowy, crinkly flakes contain nothing but pure soap. So they go farther, cleanse more efficiently. That makes it economical to use them in the washing machine, for all laundering, and for every general household purpose.

If only to try, get some today of your dealer. He has them—in handy one-pound packages.

THE PALMOLIVE COMPANY OF CANADA, Limited
Toronto



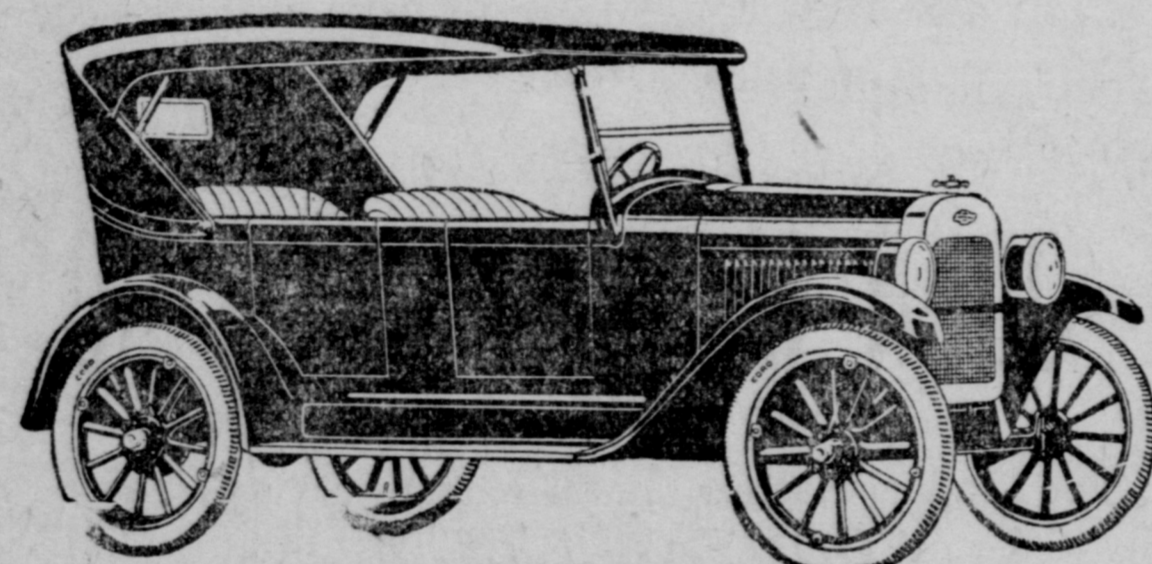
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PRINCESS SOAP
FLAKES**

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For finest silks, or coarsest woollens

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Chevrolet Meets All Standards By Which A Car Is Judged



By what ever standards you judge a car—whatever qualifications you demand—Chevrolet can meet your closest scrutiny.

Chevrolet economy is an established fact, no other car can be run so inexpensively. Chevrolet is the lowest priced fully equipped car.

Chevrolet dependability is proven by thousands every day, in all kinds of weather, over all kinds of roads.

Chevrolet Service is the final factor in determining the value of the car, wherever you travel throughout the length and breadth of the Dominion, Chevrolet Service is close at hand. There are Chevrolet Dealers and Service Stations everywhere, where you can be sure of getting genuine Chevrolet parts and expert service.

Consider all this carefully and you will more fully appreciate Chevrolet value. Chevrolet is a car you can no longer afford to do without. Allow us to give you a demonstration.

J. CLARK & SON, Limited
WOODSTOCK, N. B.

DODGE BROTHERS POLICY EFFECTS SUBSTANTIAL SAV- ING FOR USERS

Local Dealers Say Public Appreciates Significance of Policy

Continue Buying Without Fear of Sudden Depreciation Through Obsolescence

It is quite evident from the comments of buyers, that Dodge Brothers policy of making constant improvements in their motor cars instead of changing models every year.

Magazines, newspapers and bulletin boards everywhere are reminding the people this month that this policy continues to prevail and that they may buy Dodge Brothers cars without fear of seeing a new and entirely different model put on the market soon after they take possession of the present type car.

Coming just at this time, when many manufacturers are preparing to issue new models, in keeping with their annual custom, this advertisement is having a striking effect. It serves as a wholesome reassurance to prospective buyers. They dislike the idea of buying a car today and finding a month or so later that it is an obsolete model. And it is only natural that they should. The depreciation loss is out of proportion for a few months' use. Moreover, most people like to be up-to-date in their motor equipment and if they wish to follow their desire in this respect they must accept this sharp depreciation loss.

Dodge Brothers Motor Car owners who buy new cars every year—and there are many of them—have a big advantage here. A one-year-old Dodge Brothers car is modern in appearance and mechanical design. That fact is conceded by everyone. Equally important to its resale value, however, is the fact that it is substantially the same car that Dodge Brothers will manufacture a year later. In other words, there is no danger that this one-year-old car will suffer an undue depreciation loss simply because an entirely different model is about to make its appearance. We charge off only for the normal rate of depreciation for one year. And the used car buyer in turn appreciates the fact that the price represents full value and that he can buy the car with full assurance of many years of satisfactory service.

Another factor enters into this policy which is also of considerable importance to buyers. A change in models involves a complete change of dies and production schedules. It upsets a factory completely and often means a virtual stoppage of production. This naturally means a loss to the manufacturer and his only recourse is to get it back in the price of his product. The saving effected by Dodge Brothers, through their policy of constant, gradual refinement instead of radical annual changes of models, is faithfully returned to the buyer in the form of surplus value. Every dollar saved, of course enables the factory to give that much more for the money.

The practice of bringing out new models every year is also responsible for a slow up of sales during the summer months. People hold off, waiting to see what the new models are like. The fact that Dodge Brothers sales are continuing at the normal volume is another indication of the confidence engendered by the practice of not issuing annual models. Many

buyers have said to us, "Dodge Brothers cars couldn't be finer than they are to-day, either in appearance or riding comfort. I am not afraid of a change. There is certainly no occasion for it."

"Also although most owners do not realize it, the cost of replacement parts is greatly affected by bringing out yearly models. One reason for the extremely low price for Dodge Brothers parts is the fact that, parts stay standard for years."

WHITE WOMAN IS LOOKING FOR COLORED HUSBY

(Mail)

A white woman calling herself the wife of Thomas Holmes, colored, well known as a driver of horses on tracks in Maine and the Maritime Provinces, arrived in Fredericton on Thursday and instituted inquiries as to the whereabouts of her husband. The latter is said to have left on Wednesday night for Halifax.

The arrival of the so called Mrs. Holmes resulted from the marriage of Thomas Holmes and Miss Susie Gosman, also colored, in this city on the 5th. inst. by Rev. P. J. Trafton of the Reformed Baptist Church.

Wives were together. It is reported that wife No. 1 and wife No. 2 were about the streets in company with one another yesterday. Wife No. 1 also spent time and gasoline securing information concerning Thomas having a taxi under charter to run of the time. She is reported to have returned to Bangor where she resides.

Queried the Local Police Prior to her arrival the police here had received a letter of inquiry from a detective in Bangor to which the reply was that Holmes had been married here on the 5th. The allegation is that the marriage is bigamous but both parties when married here represented themselves as unmarried.

Chequered Marital Career Holmes has had a chequered marital career. Some years ago he was married here to a white woman but according to report was divorced by her in Maine. Later he was reputed to be married to the woman who was searching for him here on Thursday. He reappeared here during the recent harness racing meet after a long absence.

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We are Clearing Balances

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Men's Socks
Men's Shirts
Straw Hats

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Comes loose or in bricks and in every flavor.

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The Great English Preparation. Tones and invigorates the whole nervous system, makes new blood in old veins. Used for Nervous Debility, Mental and Brain Weakness, Excess, Loss of Energy, Palpitation of the Heart, Failing Memory. Price 2/6 per box, 3/6 per dozen. Sole and all druggists, or mailed in plain package on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT.

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New Bleach Pack

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Moth, Tan and
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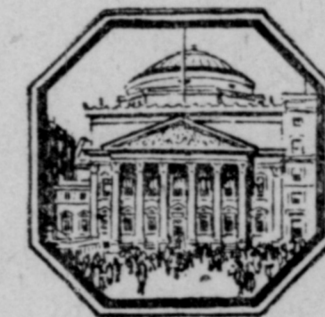
For Coughs and Warts—Miner's Liniment.



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