

BURDOCK BLOOD BITTERS

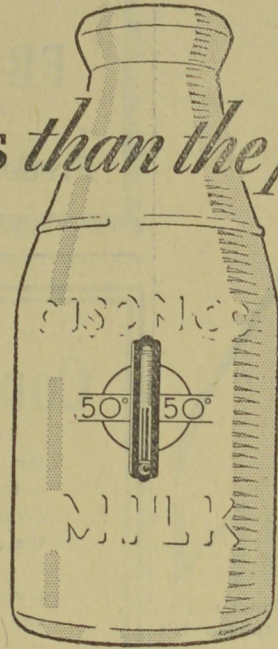
For sale at all drug and general stores; manufactured, for the past 51 years, only by The T. Milburn Co. Ltd., Toronto, Ont.

Indigestion So Bad Was Afraid To Eat

Mrs. A. T. Bowman, 157 Rebecca St., Hamilton, Ont., writes: "I had been troubled, for years, with indigestion and suffered so badly I was afraid to eat. I am on my third bottle of Burdock Blood Bitters, and can now eat anything I like without distress after, and can enjoy my sleep every night without fear of suffering. I cannot praise B.B.B. too highly for what it has done for me."

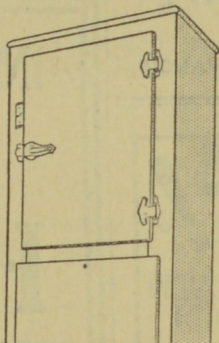
Why We Toil
An apple put Adam to work
When he made response to Eve's
screach.
But ever since then, say all married
men,
The job has been done by a peach.
"He has a good line of talk, hasn't
he?"
"Yes, and he even knows where to
draw it."

Do You Know That for Less than the price of a Bottle of Milk



Whether it is light, heat, power or COLD, electricity will furnish any....or all. One is as convenient....as clean.... as the other. And the cost of electricity is so reasonable that you may enjoy all of its many services economically. So cheap is electricity that nearly any service it performs costs but a penny or two....many cost less. In fact, if you paid for electricity as you use it, pennies would pay your electric bill. And no service brings more comfort and convenience.

Electricity will cool a Refrigerator 24 HOURS

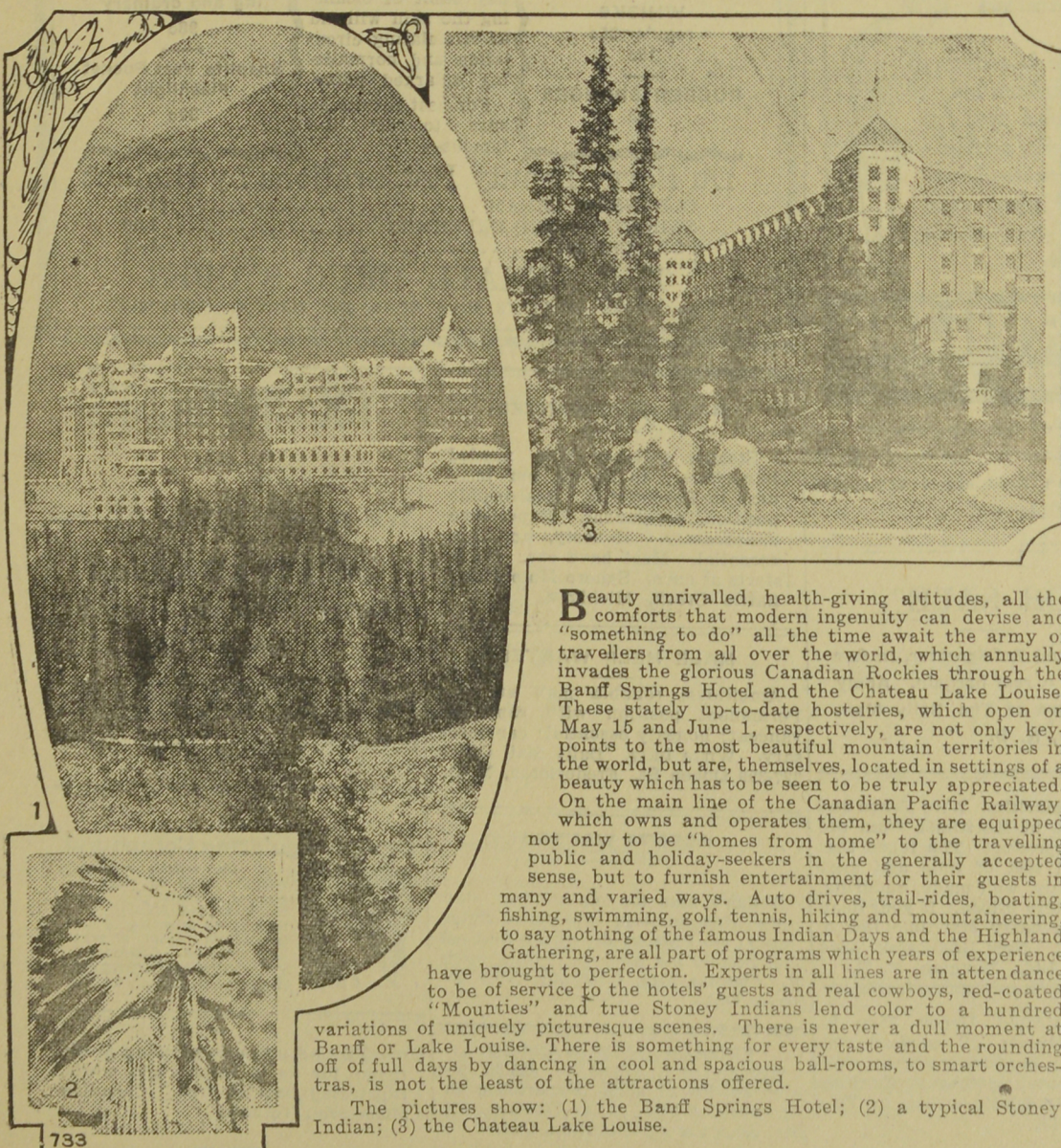


Associated Gas and Electric System

MARITIME ELECTRIC CO., LTD.
FREDERICTON : NEW BRUNSWICK



Rocky Mountains Are Ideal Holiday Land



Beauty unrivalled, health-giving altitudes, all the comforts that modern ingenuity can devise and "something to do" all the time await the army of travellers from all over the world, which annually invades the glorious Canadian Rockies through the Banff Springs Hotel and the Chateau Lake Louise. These stately up-to-date hostleries, which open on May 15 and June 1, respectively, are not only key-points to the most beautiful mountain territories in the world, but are, themselves, located in settings of a beauty which has to be seen to be truly appreciated. On the main line of the Canadian Pacific Railway, which owns and operates them, they are equipped not only to be "homes from home" to the travelling public and holiday-seekers in the generally accepted sense, but to furnish entertainment for their guests in many and varied ways. Auto drives, trail-rides, boating, fishing, swimming, golf, tennis, hiking and mountaineering, to say nothing of the famous Indian Days and the Highland Gathering, are all part of programs which years of experience have brought to perfection. Experts in all lines are in attendance to be of service to the hotels' guests and real cowboys, red-coated "Mounties" and true Stoney Indians lend color to a hundred variations of uniquely picturesque scenes. There is never a dull moment at Banff or Lake Louise. There is something for every taste and the rounding off of full days by dancing in cool and spacious ball-rooms, to smart orchestras, is not the least of the attractions offered.

The pictures show: (1) the Banff Springs Hotel; (2) a typical Stoney Indian; (3) the Chateau Lake Louise.

ACTORS ARE ALL FEELING THE BUSINESS DEPRESSION-GOOD OLD DAYS HAVE PASSED

New York, May 4—The dismal situation in the theatre is being felt severely in the actor's organizations. Not so long ago the Lamb's Club placed a second mortgage of \$100,000 on its fold. The governors of the Friars are lying awake nights wondering how to keep things going with so many members unable to meet their dues. The N.V.A., the great organization of vaudeville actors, as usual, realized about a million dollars through their benefit week observed all over the country. But those funds are usually used for the relief of aged, incapacitated members rather than for running expenses. During the past year the organization expended about \$800,000 for relief, the normal amount being \$600,000.

While the Lamb's have found it necessary to raise funds by means of a mortgage, the famous club is in a stronger financial position than it would have been if it was not for the fact that it has a trained business executive for its treasurer. As soon as Robert L. Hague was elected to that position, he placed the organization on a strict budget basis and kept an eye on all expenditures. He is directing head of the Standard shipping Co., a Standard Oil subsidiary. Nevertheless the Lamb's, along with other actors' organizations, are suffering because of lessening income.

Clubs other than those composed of actors are feeling the effect of retrenchment, though not to as great an extent as the thespians' organizations. Many a wealthy man, listed in last year's directory as belonging to a large number of clubs, has reduced the list materially. In several instances, social prominent men have retained membership in only three or four clubs. Many smaller organizations are struggling along as best they can with the number of members posted for non-payment of dues constantly increasing.

Speaking of clubs, there is the Authors, of which John Erskine is President. Mr. Erskine not only writes books but plays the piano. Possibly if he hadn't become a college professor he might have been a concert pianist. At any rate he has the necessary artistry. His piano solos are high lights of the fortnightly dinners of the club. When he plays the members listen as if they hadn't a single thought of shop.

Annual Dinner

The annual dinner of one of the old conservative clubs bring out practically every member able to leave his room or get down stairs from the guest rooms. Only members in good standing are permitted to attend these dinners, even the usual distinguished guests being barred. The reason is that the organization, just before prohibition went into effect, bedded down a choice stock. With an absolutely reliable custodian in charge, none of that stock ever sees the light of day except at the annual dinner. At the present rate of consumption, it will last for ten more years.

Writers of love stories, according to reliable reports, are coming into their own again. Heroes and heroines are practically of the Victorian type except that they are not so fragile. But they are just as pure in thought and deed. Heroes are of the strong, handsome, manly type, animated only by the highest motives. Villains always have designs on the heroines. Eyes flash, bosoms heave and there are looks of longing and hatred just as there were years ago. The conversation, however, is more frank. And the compensations for such an output is usually two cents a word.

LAZY WOMEN FAIL AT LOVE, DON'T BE A LOVE-LOAFER

You can't be a love-loafer and hope to win. You've got to work at it.

Love is a woman's business, yet how few put honest effort into it? If men were as negligent in their jobs as most women are in the business of love, they would never achieve success. The modern woman, if she wants to attract a man, can't be negative; she can't be a Susie-sit-by-the-fire. She must be alive and busy at the business of love.

I can see some of my readers aghast at this obvious declaration, but don't misunderstand me. I do not say that a woman must be a bold hussy to attract men, far from it. Men don't like bold hussies—at least not for long. What I do mean is that a woman must deliberately cultivate enticing feminine qualities which will endear her to the man she wants to captivate.

That does not imply deceit. Rather does it imply an honest attempt to get the most out of love both for you and the one who loves you.

Let us look at the matter frankly, for there has been too much silly reticence and false thinking about love, and that has led to so much unhappiness, for love is the most important thing in the world. A woman who has not truly loved and been loved is only half a woman, and she must recognize that she has failed to obtain life's greatest joy. But again I warn, the highest ecstasies of life are not a gift nor a matter of luck—they are achieved and the manner of achievement is what I hope to explain in these articles.

The chief reason why so many women do not get the kind of ardent love they want is because they are lazy and selfish and conceited.

They place themselves on a pedestal, and think they are so beautiful and amply endowed with so many wonderful qualities that love should come to them without effort. They try to command love. They do not give; they receive. And that is where they make their mistake!

The woman who takes love without giving love in return does not know what love really is. The higher realms of love are achieved only by an interplay of the emotions between two persons. Without the interplay this half-love withers, perishes and becomes a distasteful ghost of what might have

been. Of course, the beautiful woman who is live-lazy and selfish may attract many suitors. She may contract an advantageous marriage. But she will never know true love, nor can she hold her husband's onesided love after the novelty has worn off unless she makes a conscious effort to keep love stimulated.

And remember, you can't depend on men to keep the love fires burning, especially if they tend the fires alone. Men are rather silly in matters of love. (I'll have a word to say to men in some of my other articles.) Love is a woman's business; and I contend that any woman can attract and keep any man she likes, if she knows how and is willing to work at it. In some of my other articles, I will try to explain the "How."

It is really amazing how little the principles of love are understood, and how few women really know how to attract and hold men. People put tremendous effort into the study of the arts and sciences, but how little they think of the underlying principles of love—which is a combination of art and science and greater than them all! Love must not be left to chance.

I suppose many people think love is mere instinct. But it most decidedly isn't. Mating, I grant, is instinct, but that isn't all there is to love. More of that later. In the meanwhile, those who would achieve love much remember the first lesson, the reasons for which will appear later:

Abandon your love-lethargy—Don't be a love-lazy, love-loafer.

The square root of minus one is the basis of relativity, says Einstein. Now, go on from there.

Among the machines developed by man's aversion to work is the political machine.

Always, in Utopia, it is probably fair tomorrow.

Lima Beane says the only statue erected to Curiosity was that of Lot's wife.

A little time for play is a fine thing for people who feel too good to work.

This spring has been a strong argument against taking the risk of changing the calendar.

GOOD PROGRAM TO BE ON THE AIR TUESDAY

The following is the list of radio programs for Tuesday evening of stations easily picked up in Fredericton:

CFNB FREDERICTON
8.30—Weather Forecasts, News, Columbia Records.
12.30—Columbia Records.
1.15—Stock Market.
7.00—Weather Forecast, Stock Market Report.

WOR, NEWARK

8.00—Footlight Echoes.
8.30—Orchestra.
9.15—Organ Orchestra.
9.30—Golbe Trotters.
11.00—News; Dance Music.

WLW Cincinnati

7.30—Variety.
7.45—Sterling Jack.
8.00—Plaza Orchestra.
8.30—Werk Bubble Blowers.
9.00—Barbasol Program.
9.15—Tastyest Kandykids.
9.30—Chevrolet Chronicles.
10.00—Cotton Queen.
10.30—Crosley Artist Bureau.
10.45—Sport Slices.
10.53—Estate Weather.
11.00—Los Amigos.
11.30—Vox Humana.

WEAF, NEW YORK

7.30—Seconyland Sketches.
8.00—Blackstone Plantation.
8.30—Florsheim Frolic.
9.00—Musical Magazine.
9.30—Happy Wonder Bakers.
10.00—Lucky Strike Orchestra.
11.00—Rapid Transit.
12.00—Orchestra.

WJZ, NEW YORK

6.45—Lowell Thomas.
7.00—Amos 'n' Andy.
7.15—Gus Van.
7.30—Phil Cook.
7.45—Ramblers.
8.00—Whitman's Painters.
8.30—Breer Leaf Boys.
8.45—Polly Preston.
9.00—Household Evening Program.
9.30—Death Valley Days.
10.00—Echoes of the Opera.
10.45—Boswell Line.

WABC, NEW YORK

7.30—Studio Program.
9.00—Henry George.
10.00—Graybars, Mr. and Mrs.
10.30—Public Hour.
10.00—News Bulletins.

CKAC, MONTREAL

7.00—Orchestra.
7.30—Base ball scores.
10.00—CNRM, Canadian National Railways.

11.00—Molson's Orchestra.
2.00—Potato Bulletin.
2.10—Ocean Limited Hour.
3.15—News Bulletins.

6.15—Stock Reports.
6.30—Dinner Period of Music.
7.00—French Canadian Hour.
8.00—L'Heure Provinciale.

9.00—CNRM, Canadian National Railways.
11.00—Jack Denny's Orchestra.
12.30—Studio Organ Music.

CNRA MONCTON

10.00—Molson's Orchestra.
3.15—News Bulletin.
6.15—Stock Reports.
6.30—Dinner Period of Music.
10.00—French-Canadian Hour.

Does it come under the Dana definition of news that a Detroit man has been given 90 days for biting a Windsor policeman?

SORE MUSCLES LAME BACK

If you have an ache or a pain anywhere—if you have a lame back, a stiff neck, a sore joint—if lumbago persecutes you and makes life a burden, be sure to use trusty old Nerviline.

Rub on Nerviline plentifully—it won't blister—it is made to overcome pain—to help discomfort in the muscles and joints, more than fifty years in use and known as the KING of all pain-relieving liniments.



NERVILINE
STOPS THE PAIN
EVERY DROP RUBS IN