

Children Cry for Fletcher's

# CASTORIA

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of *Dr. J. C. Fletcher* and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

## What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

*Dr. J. C. Fletcher*

In Use For Over 30 Years

The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

### OF INTEREST TO WOMEN.

#### Gingham Comes Into its Own

The woman who has not much to spend on her wardrobe is, or ought to be, delighted when something really inexpensive comes into style.

So this summer she should be charmed with the fashion for gingham frocks, blouses, and other articles of

apparel.

Of course, if you wish to do so, you can pay \$40 or \$50 for a gingham frock. But equally if you want to, you can buy one for a very small sum, and you and your seamstress can make one also for a very small sum. Some of the expensive gingham

frocks are charming, but they are simple, as anything made of gingham must be to be at its best. These gingham frocks are an outgrowth of the tremendous fashion for sport clothes of all sorts.

There are attractive blouses too, of gingham. Of course if you have a colored gingham blouse you must be careful to wear it with a simple skirt—simple, that is, so far as color is concerned. Perhaps these gingham blouses look best with white or other light-colored skirts.

There are also charming blouses of white lawn or linen, with collars and cuffs of striped and plaid ginghams. A white handkerchief linen blouse with collar and cuffs of gay Scotch plaid gingham, worn with a white pique skirt, with a belt of the gingham and perhaps a parasol of the same plaid, makes a really delightful costume for the young girl.

For hats and parasols, you know, are made of gingham. You could yourself cover a plain white straw hat with gingham without undue difficulty. The work must be neatly done, but a little painstaking care will accomplish this. The gingham over the under and upper sides of the brim can be bound on with a bias strip stitched on and then finished with a row of French knots. The joining of the crown and brim can be under a hatband of a bias strip with a flat bow of the gingham.

#### Maple Pudding

In a double boiler, heat 1 quart of milk, add ¼ teaspoonful salt and stir in 4 tablespoonfuls of corn starch mixed to a paste with a little cold water. Stir constantly until mixture thickens, then cook in double boiler 8 minutes. Mix 6 tablespoonfuls grated maple sugar with 1 beaten egg, add to the corn starch and stir until sugar is dissolved. Do not boil. Mould in cups and serve with maple sugar and milk. To make a chocolate pudding, substitute 3 heaping tablespoonfuls of cocoa in place of the maple sugar and flavor with a few drops of vanilla and ½ teaspoonful of cinnamon.

My dear unmarried aunt reminds us that many at time we youngsters got sick on her hands.

Spink—Jones told me today that he isn't drinking any more. Spink—I don't see how he could.

### Suffered From Severe Headaches

FOR TWO YEARS

Headaches are many and varying; but when the head starts to ache you may be sure there is some chief cause. The stomach may go wrong, the bowels become constipated, the blood may not circulate properly, but the presence of the headache clearly shows that unless the cause is removed some other harmful disease is liable to assert itself.

Burdock Blood Bitters has, for the past forty years, been curing all kinds of headaches and has proved itself to be a remedy that cures where others fail.

Mr. I. N. Petershen, Dnieper, Man., writes: "I am only too glad to be able to state that I derived wonderful benefit from Burdock Blood Bitters. I suffered from severe headaches for two years. I was treated by several doctors, but received no benefit until by chance I heard of B.B.B., and I at once procured two bottles and in a short time I was completely cured. I am, and always will be, grateful for what Burdock Blood Bitters has done for me."

B.B.B. is the oldest and best known blood medicine on the market today, having been manufactured for the past forty years by The T. Milburn Co., Limited, Toronto, Ont.

### MARYSVILLE NEWS

The Hiltz-Bailey Wedding Yesterday  
Private Picnic at Mill Brook—  
A Tie Match.

Marysville, June 7.—A very quiet wedding was solemnized at the home of the bride yesterday afternoon when Miss Grace Bailey daughter of Mr. and Mrs. Fred Bailey was united in marriage to Mr. L. T. Hiltz.

The ceremony was witnessed by a few immediate relatives and was performed by Rev. E. J. Barras. The bride and groom left by C. P. R. last evening on their honeymoon and will visit American cities. Both are members of the Olivet Baptist Choir and will have the best wishes of a host of friends. A number of Marysville ladies and a party of Sergeants of the 236th Battalion held an enjoyable picnic on the grounds adjoining the Mill Brook yesterday afternoon. Mrs. H. H. Pope and Mrs. H. A. Gailey were the chaperones.

Mr. and Mrs. Fred McConnell and child of Hampstead are visiting relatives here.

An aged resident of Penniac was lodged in the lock-up by Town Marshal Saunders last evening.

An interesting bowling match took place on the Dawson Club Alleys last evening, between the Veterans and Youngsters, resulting in a tie.

Phlubbub—I hear Billign's widow broke his will. Smartleigh—That's nothing. She started in to do it as soon as she was his wife.

Smith—Was that operation strictly necessary? Brown—Of course it was. The doctor needed the money.

Make way for my sister-in-law whose potatoes sprouted out on her.

**Wood's Phosphodine,**  
The Great English Remedy.  
Tones and invigorates the whole nervous system, makes new Blood in old Veins, Cures Nervous Debility, Mental and Brain Worries, Dependence, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will cure six will cure. Sold by all druggists or mailed in plain package on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Winsor.)

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E. O. MacDonald

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We have a fine line to choose from.

Neat Road Wagons in Steel and Rubber Tires, Top Buggies, Two-seated Wagons, Light and Heavy Express Wagons. There are some at prices like they were before the advance.

A few of our own make of Carriages that cannot be duplicated at the prices we now offer them.

Electric Light Outfits for Carriages, \$14.00 complete.

J. CLARK & SON  
LIMITED

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IS TO BETTER SANITARY CONDITIONS, through Knowledge of the Proper Installation of Sanitary Equipment. Special attention given to out-of-town work.

D. J. SHEA & SON

Mail Ads Will  
Bring You Results

## The Newest of the New at the Style Store WM. R. FRASER & CO.

BEAUTIFUL NEW SILK SUITS at . . . . . \$21.75 and \$24.00  
LOVELY NEW SILK SKIRTS at . . . . . \$6.75, \$7.50, \$8.25 and \$10.25  
NEW BLOUSES in Voiles, Crepe de Chene, Georgette Crepe, Shantung  
Silk and Habutae, from . . . . . - 98c. to \$10.25  
NEW DRESSES in Silk or Voiles from . . . . . \$3.25 to \$28.25  
NEW MIDDIES, all Styles, from . . . . . \$1.00 to \$1.90  
NEW WASH SKIRTS in Plain White or Fancy Stripes, from . . . \$1.00 to \$3.00  
NEW SPORT COATS from . . . . . \$13.25 to \$27.75

WELCOME NEWS FOR BUSY MOTHERS.

Now you shan't have to bother with summer sewing for the kiddies, for we are showing a splendid assortment of dainty, durable WASH DRESSES. The designs reflect the smart summer styles. Clever touches of trimming add to their attractiveness. Many bright vivid colors are used. Materials featured are Percale, Gingham, Muslins and Voiles, and the prices range from 50c. to \$5.00.

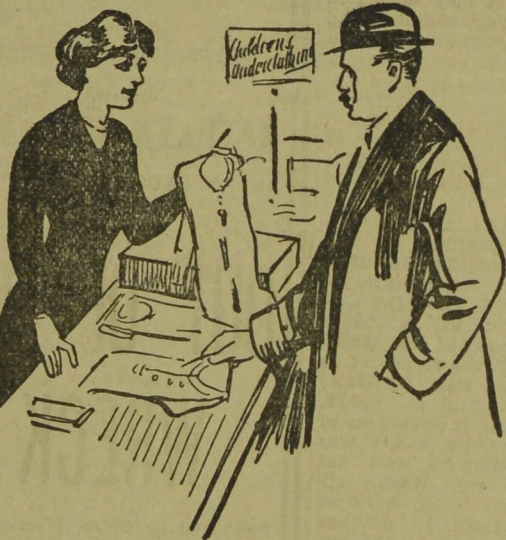
Wm. R. FRASER & Co.

P. O. Box 317.

430 QUEEN STREET.

Telephone 423

# How Brown Learned How.



There is a man who makes shoes for children—and sells them to stores all over Canada  
But he is only just learning how people buy.

It was this way: His wife—let us call her Mrs. Brown—'phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well-advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown—a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is—If the name Brown was as synonymous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.