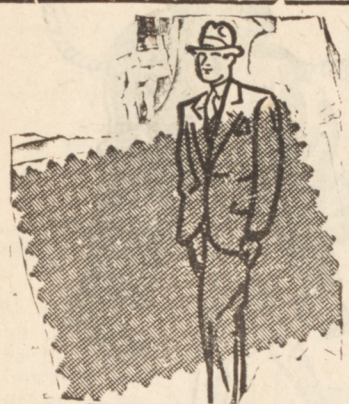


ARTHUR F. BETTS

Plumbing and Heating

QUEEN STREET

PHONE 512



FINEST FABRICS

They're here now! The last word in flannels, chevots, worsteds and tweeds. Pick out your favorite pattern.

Alex. Ingram
876 KING ST.

Dr. B. R. Ross
DENTIST

HOURS:—
9-6 or by APPOINTMENT.
404 Queen Street

Headquarters For
BLANKETS

Buy your Blankets at DeLong's, where you have a good assortment to choose from. Pure Wool Blankets in reversible and plain colors—in beautiful color combinations—also white with blue and pink borders, and Hudson Bay Blankets.

We also carry a good stock of Camp Blankets

J. Stanley Delong
Phone 68-11 63 Carleton St.

TAKING TIME BY
THE FORELOCK

—is a wise suggestion. So we say, have your heating plant repaired or inspected NOW! At this time of the year we can give you immediate attention and the service of our most competent workmen.

By waiting until the fall rush is on you may be at greater expense, or experience unavoidable delay.

SEE US FOR PARTICULARS

H. A. Burt

TEL. 1234

D. J. Shea

80 Carleton St. Phone 563-11

A MESSAGE TO
INVESTORS IN THE
MARITIME PROVINCES —

Surplus funds invested in sound development of natural resources and industry within the Maritime Provinces will return maximum income—Increase Purchasing Power—Create Permanent employment and prove the greatest benefit to general business. A list of carefully selected offerings will be forwarded on request.

IRVING, BRENNAN & COMPANY, LTD.

J. G. BADCOCK, Manager.

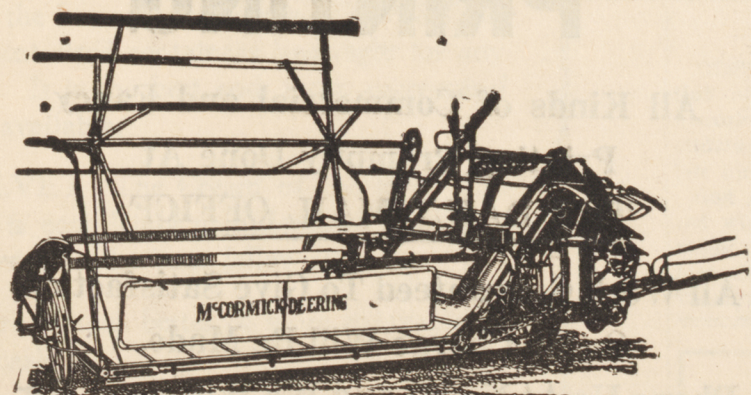
Fredericton Office, Suite 1, Loyalist Building Phone 454
Fredericton Charlottetown Halifax Saint John, N.B.

HONESTLY ... IT'S THE BEST POLICY

Disability Benefits are paid for Life. Every sickness and every accident covered. Additional benefits to cover hospital expenses. Double Indemnity for Travel Accidents. Full, Honest Coverage on Infection and Blood Poisoning. Benefits paid in full every month. All Premiums Waived in Case of Permanent Disability. Policy not affected by change in occupation. Air Travel Coverage. Financial Aid—if Injured Away From Home.

HOWARD H. BLAIR

68 YORK ST. YOU CAN REST ASSURED PHONE 291



The McCormick-Deering Binder with Alemite Hydraulic Oiling. Farmers—when you cut your grain, why not use the best Binder or Reaper? We sell that kind.

J. Clark & Son, Ltd
FREDERICTON, N. B. —and— BRANCHES

Interest to Women

FRENCH FRIED ONIONS AND POTATOES

Marjorie Mills Suggests They Go Well With Fish Courses

(By Marjorie Mills)
French fried onions are nothing new but ever so many of you have been a little doubtful about the right way to prepare them. So while we're telling you about that we'll go into this business of frying potatoes too.

Somewhat nothing seems to go with cool hearty lobster or crabmeat salad like crisp French fried potatoes, but they must be prepared with great care.

Speaking of lobster salad reminds us that there is a whole new world of fish products in cans for you to explore this summer. Some of the products, Gorton's codfish, for instance, and the ready to fry codfish cakes, are old favorites with us but in an attractive little recipe book sent us by the Gorton-Pew Fisheries Company in Gloucester, we find dozens of new recipes. The pages are filled with the most attractive summer dishes that will save you hours of time and produce delectable, satisfying meals.

French Fried Potatoes
Potatoes for deep fat or French fry, may be cut in long strips or oblongs, in cubes, in balls, using a French ball cutter, in chips, or lattice fashion using a special cutter. When prepared in desired fashion, soak one hour in cold water to cover. Drain. To reduce time of frying, parboil two minutes in boiling salted water to cover. Drain and plunge into cold water. Dry between two towels. Fry a few at a time in deep fat, 370 degrees F., until delicately browned, and drain on brown paper. Heat fat to a higher temperature, 395 degrees F., return all potatoes to fat, using frying basket, and fry until crisp and brown, keeping the basket in motion. Again drain on brown paper and sprinkle with salt.

French Fried Onions
Peel onions, cut in 1/4 inch slices, and separate into rings. Dip in milk, drain and dip in flour. Fry in deep fat, 375 degrees F., drain on brown paper and sprinkle with salt.

Mock Scallops
Open a can of prepared codfish cakes, and form contents into little balls, the size of scallops. Roll each in finely ground bread crumbs. Fry in deep fat, 390 degrees F., until a golden brown. Serve with sauce tartare.

Fish Cakes in Peppers
Cut slice from stem end of six peppers, and remove seeds, taking care not to break skins. Parboil five minutes. Make one cup of rich white sauce, omitting salt. Shape the contents of one can of prepared codfish cakes into balls and fry in deep fat until golden brown. Drain, break up with a fork and add sauce. Shake thoroughly in pan until mixed, but do not mash. Stuff the peppers with this mixture sprinkle top with buttered crumbs and bake in quick oven 450 degrees F., until brown.

Flaker Fish Hash
1 can flaked fish
1 cup chopped boiled potato
1 egg
1 onion
1 tablespoon butter
Mix the contents of one can of flaked fish with an equal quantity of finely chopped boiled potato and an onion chopped fine. Add egg, beaten, melted butter, salt and pepper to taste. Form a large cake, and brown both sides in a frying pan. Pork fat adds a fine flavor. Serve immediately on a heated platter, garnishing with parsley or crisp watercress.

Mock Crab Salad
1 can salad fish
1 cup finely chopped celery
Oil, vinegar
Salt, pepper
Lettuce, mayonnaise
Break the fish up into small pieces and mix thoroughly with the celery. Sprinkle with just enough oil and vinegar to help mixture together. Salt and pepper to taste. Serve on lettuce leaves, garnish with mayonnaise. Olives and strips of pimento add to the appetizing effect.

Chopped sweet pickle added to the salad is a pleasant change.
Fish Flake Cocktail
Chill the contents of one can of salad fish thoroughly. Arrange in oyster cocktail glasses and serve with cocktail sauce. Garnish with lemon slices.

Watermelon Rind Pickle
Take 4 1/2 pounds rind after paring off the green outside and all the red. Cut in small pieces and lay in a salt and water solution over night. Use 1/2 cup salt to 1 gallon water for brine. In the morning, wash the rind and soak in cold water about two hours. Put in kettle of cold water and boil until tender. Drain. While the rind is cooking make a syrup of:
3 pounds sugar
3 pints vinegar
1/2 ounce cloves
1 ounce cinnamon

2 sticks green ginger
When the syrup is thick enough, put in drained rind. Bring to a boil, and cook five minutes. Put rind in jars, pour boiling syrup over rind. Seal while hot.

Southern Crab Cakes
2 cups flaked crabmeat
1/4 teaspoon salt
Dash pepper
1 egg
1/4 cup sifted flour
Combine crabmeat, salt, pepper and egg. Shape into small cakes, dredge lightly with flour. Fry in deep hot fat, 360 to 380 degrees F.
Fry until golden brown. Remove and drain. Serve with tartare sauce. Makes six portions.

Twenty-Three Minute Meals
These are particularly planned for business women who get dinner after they return home from the office.
Pillet of Flounder with Lemon Butter
New Potatoes in Jackets
Fried Tomatoes
Crisp Rolls
Relish

Fruit Salad
Coffee
Procedure: Put potatoes on to boil. Prepare fish and tomatoes for cooking. Cut up fruit for salad, and arrange with lettuce from refrigerator. Fry fish, and tomatoes, prepare lemon tartare sauce. Make coffee. Drain potatoes. Take up fish. Surround with tomatoes.

Tomato Juice
Lamb Chops
Buttered Noodles
Fresh Asparagus
Raw Carrot and Cabbage Salad
Strawberry Shortcake
Coffee

Procedure: Put water on to boil for asparagus and noodles. Take carrot and cabbage from refrigerator pan, grate carrots and finely shred cabbage; mix with French dressing or mayonnaise. Chill. Start asparagus. Heat broiler. Hull berries, sugar them, split sponge cake; whip cream, put together just before serving. Put chops in to broil and cook noodles. Open chilled tomato juice. Drain noodles, add butter.

Clear Soup Mushroom Omelet
Sliced Tomatoes
Hot Toast Jelly
Ice Cream Coffee

Cream and slice mushrooms; saute in butter. Open canned soup, heat. Slice tomatoes. Make French dressing. Slice bread for toast. Start coffee. Beat eggs and start a puffy omelet, cooking slowly in heavy frying pan, covered. Serve soup. Make toast at table. Bring in omelet and tomatoes. Serve ice cream brought from store, and coffee.

MOTHER SHOULD
BE VOICE CRITIC

(By Antoinette)
Mothers, you can do much toward endowing your daughters with charm by watching their vocal development. You do not need to be an expert voice coach you understand. But when your girls, in their early teens, give vent to those too-familiar loud voiced utterances, you can remind them of what they're doing.

Near a friend of mine resides a family that puts on great airs for these days. The 14-year old talks of the trips she's taken. She's been to Europe several times. She's been all over America apparently. This child is not an attractive girl, but she has in her the makings of charm if her Mom only were equipped to pass it on to her. But mother screams at her in the coarsest voice when she wants to call her for meals. All of which amuses the neighborhood, considering the airs of the family. The poor youngster's voice is worse than ever her mother's.

Of course, a mother has to be aware of voice quality herself before she can become any kind of a constructive critic. But when people are talking the way they do of the loud, coarse-voiced youngster Mom just ought to make herself aware of this vitally important charm feature.

Habit is uncheckable at the teen age are more than likely to stick during those later teens and early twenties when the daughter's attractiveness or lack of it, is going to mean much to mothers.

When young girls talk roughly, the reflection is on the mother more than on the child. It's what the child hears around home that forms her habits. True, some of the youngsters give their mothers surprising shocks in connection with their voices. The mothers know they never heard that kind of talk around home, but they know, too, that the moment has arrived when daughter's vocal machine needs oiling and smoothing down.

HOW TO KEEP YOUR HEALTH

HAY FEVER AND HOW TO HALT IT

(By Dr. Herman N. Bundesen, Former President American Public Health Association)

The hay fever season has just passed. Millions of noses were sneezing; millions of eyes were watering; millions of hours of productive work were lost. Like the common cold which brings widespread suffering and distress in the fall and winter, hay fever preys upon many of us in the summer.

Hay fever is usually caused by the pollen of ragweed which grows in vacant lots in cities, and along the roads in the country. The pollen is scattered by the wind, is breathed into the nose and irritates the lining membrane, causing the common symptoms of discharge from the nose, and sneezing.

Many home remedies for hay fever have been suggested. These remedies were carefully investigated by Colonel George D. McGrew, a doctor in the Medical Corps of the United States Army. He found that a certain number of persons with hay fever got relief by eating honey and, particularly, by chewing the honey-comb wax.

From this, he reasoned that the benefit these hay fever sufferers obtained, came from the pollen in the honey and wax, carried there by the bees. He then decided to try to treat patients with hay fever by giving them an extract of pollen by mouth. An extract was made by using a mixture glucose, a form of sugar, alcohol and the pollen. This mixture was shaken up and strained or filtered.

Thirty-three patients took this extract by mouth. Some started off by taking from one to ten drops of this solution three times a day. Others used from one to ten drops each time they had an attack. About four drops, three times a day, were enough to relieve the attack. If too much of the extract was taken, the symptoms became worse. In cases when severe reaction followed, the number of drops per dose was reduced.

As a result of this treatment of pollen extract taken by mouth, 10 of the 33 patients had complete relief from symptoms; 19 were almost entirely relieved; and four cases had some relief. The interesting fact is that all of these people got some relief, 29 out of 33 getting great benefit from this treatment.

In addition to the treatment, some of the patients also were given such

drugs as ephedrin or epinephrin during the worst part of the hay fever season. These drugs relieved the sneezing and the swelling of the lining membrane of the nose.

There are a number of reasons why this form of pollen extract treatment may be helpful. Usually, the pollen extract has been given by injection under the skin. On the other hand, the pollen, given by mouth, is usually taken, and the discomfort of serious reaction is lessened.

Dr. McGrew thinks that this form of treatment for hay fever should be kept up the entire year round, the daily dose being gradually increased up to the largest amount that the patient can take without producing any reactions. Dr. McGrew's results encourage us to believe that this method deserves further trial.

Keep Ears Open
For New Dialects

CHICAGO, Aug. 26.—Norman Gottschalk, who plays the Japanese house boy, Sago, and a half dozen other dialect characters in the NBC serial Backstage Wife, goes out for dialect material as a crack police reporter would go after a story.

When assigned to the character Sago, for instance, he made a bee-line for the Japanese consul's office in Chicago and told Assistant Consul Seuch Shirakura his troubles. Gottschalk, with his own improvised phonetic spelling, made notes of some of the more unusual words of Shirakura's dialect during the course of their conversation.

"At the end of about four hours I was talking pretty good Japanese-English dialect and Shirakura was talking better English," Gottschalk, a lithe, sandy-haired little fellow, said.

Gottschalk is 30 years old, was born in Chicago and educated at the University of Illinois and De Paul University. His program, Backstage Wife, is sponsored by the Sterling Products Company in the interest of Dr. Lyons Tooth Powder and is broadcast at 11:15 a. m., EDT, Mondays through Fridays, over the NBC-Red Network.

YOU CAN'T FORCE
LOVE

(By Vida Hurst)

"We had been going together for months," the blonde confessed, "and while he was apparently devoted to me, he had never admitted that he loved me."

"He telephoned me every night and took me dancing or to the theatre several times a week. Christmas and my birthday were remembered, and if another man appeared on the scene his attentions became more ardent. But the magic words were not spoken."

"I tried everything. I was in love with him and wanted to be married. But no matter what I did his attitude remained the same."

"I'm terribly fond of you," he'd say.

"I was sweet and gentle and clinging. When that failed I became mysterious and silent. I neglected him and was capricious. But he refused to respond. Finally in despair I decided to play my trump card. I went away for two whole months, hoping my absence would force him to realize the truth."

"And did it," inquired the brunette.

The blonde laughed bitterly. "Absolutely. He wrote me faithfully, letters which could have been published on the front page of any newspaper. And just before my return he admitted he had met and fallen in love with another girl the week I left town."

TIMELY TIPS

When sending stamps through the mail, dust the gummy side with talcum powder so they will be of some use to the person to whom they are sent and not all stuck together.

Never put glassware into the hot dish water bottom first, as it may crack from the sudden expansion. Slip the glasses in edgewise, and there will be no danger.

Use equal parts of lime or lemon juice in place of the vinegar called for in French dressing recipes.

Don't forget a sauce must be highly seasoned to be effective. A poorly flavored sauce will detract from a dish rather than give it more interest.

A little orange juice and grated orange rind sprinkled over the top of mashed sweet potatoes give them a pleasing flavor.

M.M.A.
STORES
HOME OWNED

VALUES FOR AUGUST 27, 28, 30

—SPECIAL—

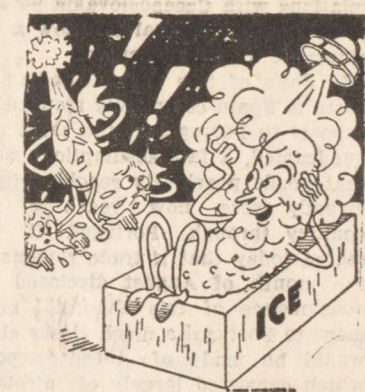


Brown Label

53c lb

CERTO 29c
BOTTLELIBBY'S TOMATO
CATSUP 15c
12-ounce BottleCROWN BRAND
CORN SYRUP
2's PER TIN
22cBRUNSWICK BRAND
SARDINES 25c
Oil or Mustard, 5 TinsVIT-TONE 27c
6-ounce Tin12-ounce 47c
Tin forBrunswick Brand
Kipp. Snacks 5c
TINBrunswick Brand
Chick. Hattie 15c
1's TINBrunswick Brand
Finn. Hattie 15c
1's TINBrunswick Brand
Clam Chowder 25c
1's 2 TINSBRUNSWICK BRAND
SARDINES 25c
Oil or Mustard, 5 TinsVIT-TONE 27c
6-ounce Tin12-ounce 47c
Tin forBrunswick Brand
Kipp. Snacks 5c
TINBrunswick Brand
Chick. Hattie 15c
1's TINBrunswick Brand
Finn. Hattie 15c
1's TINMARVEN'S
MILK LUNCH 18c
15-ounce PackageBaker's Cocoa 16c
1/2's TINTrinidad Grapefruit Juice...15c
13 1/2-ounce TinBAKER'S
CHOCOLATE 23c
1/2's CakeQUEST
IVORY SOAP 23c
FOUR CAKESSCHWARTZ
P-Nut Butter 25c
16-ounce JarAUSTRALIAN SEEDLESS
RAISINS 25c
TWO POUNDSHADOMA CHEESE
half-pounds 18c
PackageGANONG'S SUMMER
Mixed CANDY 19c
Per PoundKRAFT
SALAD DRESSING
16-ounce Jar 25c
ForONE TIN
Carnation Milk 20c
TALL TIN

and one 96-page Cook Book

TIN
SHOE POLISH 13c

Yoo - Hoo! C'Mon
Over and Keep Cool,
Too!

The radish and the tomato and celery—not to forget any of the other fresh vegetables, can all keep as cool as a cucumber in our refrigerated air-cooled vegetable department

Visit the M.M.A. Store and see vegetables in top form—ready to bring deliciousness and healthfulness to your summer table!



BRUNSWICK BRAND
SARDINES 25c
Oil or Mustard, 5 Tins

VIT-TONE 27c
6-ounce Tin

12-ounce 47c
Tin for

Brunswick Brand
Kipp. Snacks 5c
TIN

Brunswick Brand
Chick. Hattie 15c
1's TIN

Brunswick Brand
Finn. Hattie 15c
1's TIN

Brunswick Brand
Clam Chowder 25c
1's 2 TINS

Drink and enjoy Gurd's beverage—a good mixer in any company