

ARTHUR F. BETTS

Plumbing and Heating

QUEEN STREET PHONE 512

A TAILORED-MADE SUIT IS
TAILORED OF EXCLUSIVE

FABRICS

We buy only a limited amount of each pattern and fabric. That's why you can choose your fabric and know that you won't be seeing it on every other man in town! Our complete line of fall fabrics are now in. Call and select YOUR OWN Distinctive Pattern.

Alex. Ingram

376 KING ST.

HARNESS
OVERALLS
WORK PANTS
GLOVES

H. A. Burtt

TEL. 1234

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.

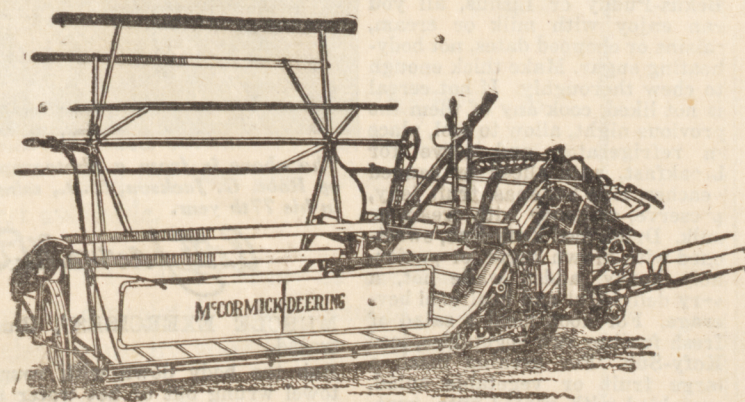
Fredericton Office, Suite 1, Loyalist Building Phone 454
Fredericton Charlottetown Halifax Saint John, N.B.

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

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

D. J. Shea

80 Carleton St. Phone 563-11

... OF ...
Interest to Women
NEW MIDSUMMER WARDROBE TONICS

Velvet Evening Coats, Lace Jackets, Mesh Heels, Pearls, Corsets.

(By Marjorie Mears)

The big midsummer costume let-down is here. Does the frock that looked so crisp and exciting when you bought it only a few weeks ago, now stare back at you with a jaded air as it dangles limply on its hanger in the closet? Although practically brand new—has it already a passe appearance when you put it on? Then it's time for a little accessory doctoring.

The one thing that will cure jaded midsummer clothes is a new accessory or two. It's almost incredible how much new life a new evening jacket, belt, pair of gloves, piece of costume jewelry can put into the tired appearance of a summer frock.

Lace Jackets

Even though mid-July always will bring a lull in incoming merchandise there are several new accessory items in the shops that would enliven any summer costume. For evenings there are new all-over lace evening jackets at one Fifth Avenue shop, for instance, or Schiaparelli adaptations of chiffon velvet trimmed with sequins in scroll design at another. New pale pink, or white organdie gloves with deep cuffs and hand stitching in black are a pep-up fashion note for pastels or garden party type frocks. And the latest chalk-white bead costume jewelry would be charming with the all-important back dress.

The important brief jackets for summer evening gowns are running a little longer than they did. Sequins are still good. So are capes in ostrich and marabou, white, and the even newer sable-dyed marabou, made in lines to simulate the effect of fur, being the most popular. The all-over white lace evening jacket is beautiful fitted with tailored collar, with 'full at the shoulder' elbow-length sleeves, one-button fastening in front with a fairly long peplum effect that comes down to the hip line. Lined with mousseline de soie, they're much cooler and more feminine looking than last summer's similar models in white pique, or ribbed silk.

Velvet for Evening

Perfect for now, and into the fall are these new 'turn of the century' velvet evening coats. Made on long and straighter lines, the collarless black velvet coats are chiffon lined, with the big scroll design in sequins bordering neckline, front, and the fairly long sleeves. The coats come with sequins in gold, sapphire, or a heavenly fuchsia that would be very good worn over a back gown, since shades of red are a new fashion note with black, for evening, or in daytime accessories of red shoes and gloves with the smart black street frock.

That black frock fashion which

has stamped into summer's high style scene lends itself beautifully to different accessory colors. If you're carrying out the red note, one shop has smart gloves in framboise (raspberry to us).

Another good color contrast note for black is gold, in huge blobs of costume jewelry, such as a giant fig leaf clipped at the front V of a neckline. And if you can't be drawn away from white the new chalk-white bead calla lilies in the 'white berry' line, with little yellow bead centres, and green glass leaves are charming.

The lilies come in clips, on bead bracelets and necklaces. One ingenious four-strand necklace of big beads has a calla lily clip at either end, instead of the usual clasp fastening. It's long enough so you can do all sorts of lovely new tricks with the clips, such as crossing the bead strands in front and clipping the calla lily ends at opposite sides of your frock's neckline.

Pearls Important

Pearls are important. And they've just come in showing new eighteen and twenty inch lengths to fit down into the new low V necklines. And for a bracelet that looks and feels as cool as the noted cucumber, there are new little sterling silver chain strands set at intervals with five round beads of imitation stones, emeralds, rubies, or the semi-precious jade and turquoise. You wear several of the strands together. And they have the advantage of being equally good with sports frocks, or the dressier pastel of flowery afternoon frock.

Smart for the tall slim figure are the new black satin corselettes that one Fifth Avenue shop is showing. With several gores, the new corselette belts lace up in back with a satin string in six eyelets, just like the old-fashioned corset. Very fitted and period-looking they come up high in front to hold up the bustline. The girl who was modelling the new corselette wore it with a black evening gown. And it looked stunning. But you could wear it with any color.

Mesh Heels

Even the heel of a stocking can make you feel a little more chichi these days of heat waves. The newest stockings to wear with open-backed summer sandals have heels of mesh silk. It's just a new thought in stockings, according to the buyer in the Fifth Avenue store which carries them. But the mesh does look very attractive in that unlovely gap of usually heavier stocking heel that shows between the bottom of the foot and the strap of the sandal. You can get the mesh-heel stockings in all summer shades, such as desert tan, Caribbean and Nassau tan.

For an Early Morning
Headache—DO THIS

IN 2 SECONDS BY STOP WATCH

An "ASPIRIN" Tablet Starts
to Disintegrate
and Go to Work

Drop an "Aspirin" tablet into a glass of water. By the time it hits the bottom of the glass it is disintegrating.

"Aspirin" tablets start "taking hold" of pain a few minutes after taking.

What happens in this glass happens in your stomach

Enjoy Relief Before You've Finished Dressing

If you wake up with a headache, just do this: Try two quick-acting, quick-dissolving "ASPIRIN" tablets with a little water. Take them the moment you get up—before you start dressing.

By the time you've finished dressing, nine chances in ten, you'll feel relief coming. You'll meet the day with a clear head instead of suffering for hours.

"Aspirin" provides this quick relief because it is rated among the quickest methods for relief science has yet discovered. And—because

"ASPIRIN" tablets are ready to start working almost the instant you take them. (Note illustration.) So, next early morning headache you have, try this way.

"Aspirin" tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited, of Windsor, Ontario. Look for the name Bayer in the form of a cross on every tablet.

Demand and Get—

ASPIRIN

LOOK FOR THE BAYER CROSS

TODAY'S COLUMN SHOULD
PROVE A LIP PUCKERER

(By Marjorie Mills)

When we asked for pickle recipes in the Wife Saving contest last Sunday, we were overwhelmed with your contributions of amazingly good recipes; so we're printing part of the overflow today.

You'll like the Crystallized Cucumbers sent in by Mrs. Cora Bishop—they're so unusual. You cook them in syrup, dry them, sprinkle them with sugar and then pack them away in waxed paper. Doesn't that sound out of the ordinary?

We have a luscious sounding cucumber relish from Mrs. A. Florence Ingoldsby in Salem which would go so well on sandwiches or with fish. Eva Williams sent in a recipe for Golden Glow Pickles made from cucumbers, and we are including a recipe for spiced pineapple relish for Mrs. Stedfast of Waban.

Crystallized Cucumbers

Cut cucumbers in quarters lengthwise. Remove seeds and soak in a brine of 1 quart of water and 1 teaspoon of salt overnight. In the morning drain and put in fresh water, cook until cucumbers are tender, drain and drop into ice water. Make a syrup of 1 pound of sugar and 1 cup of water and 1 tablespoon of lemon juice. Boil 5 minutes, take from the fire and add cucumbers. Let stand half an hour and then simmer again until syrup is almost gone. Remove cucumbers from sauce pan, let dry on towel, and then sprinkle with sugar. Pack away between waxed paper.

Golden Glow Pickles

4 quarts sliced cucumbers
4 large sweet peppers
4 large onions
Soak in ½ cup salt and enough water to cover for two hours. Drain well and pour over them one quart of vinegar, five cups brown sugar, two teaspoons turmeric powder, two teaspoons white mustard seed. Let come to a boil and can while hot.

Cucumber Relish

Pare 24 large cucumbers, then force through a food chopper using the medium blade. Place the ground cucumbers in a large colander and allow cold water to pass through the mixture for two minutes to remove any cucumber juice. Drain thoroughly and place in a large bowl. Add sufficient vinegar to cover, about one quart of vinegar to each quart of cucumber mixture. To each quart of vinegar and cucumber mixture add one tablespoon of salt and one teaspoon of black pepper. Mix thor-

oughly and place in cold sterilized jars and seal.

Easy Cucumber Pickles

3 quarts of cucumbers
3 quarts of vinegar
3 red peppers

Small cucumbers are best and not quite ripe ones are preferred. Wash and wipe dry. Put into a stone crock and cover with a brine made of one cup of salt to every quart of water. Let stand for a day then place cucumbers into a kettle and bring to a boil. Drain off brine and again bring

to a boil in fresh water. Drain again. Then cook the cucumbers a few at a time in vinegar to which the peppers have been added, cut up rather small. Place in sterilized jars and cover with hot vinegar and peppers.

Ripe Cucumber Pickles

Peel ripe cucumbers and cut in six or eight strips lengthwise, then cut into lengths to fit in pint jars. Soak overnight in four quarts of water and one cup of salt. Drain and rinse. Pack loosely into sterilized jars and pour over them the following mixture and then seal:

1 quart vinegar
1 tablespoon turmeric
2 cups sugar
1 tablespoon mustard seed
Boil two minutes and pour hot over the pickles.

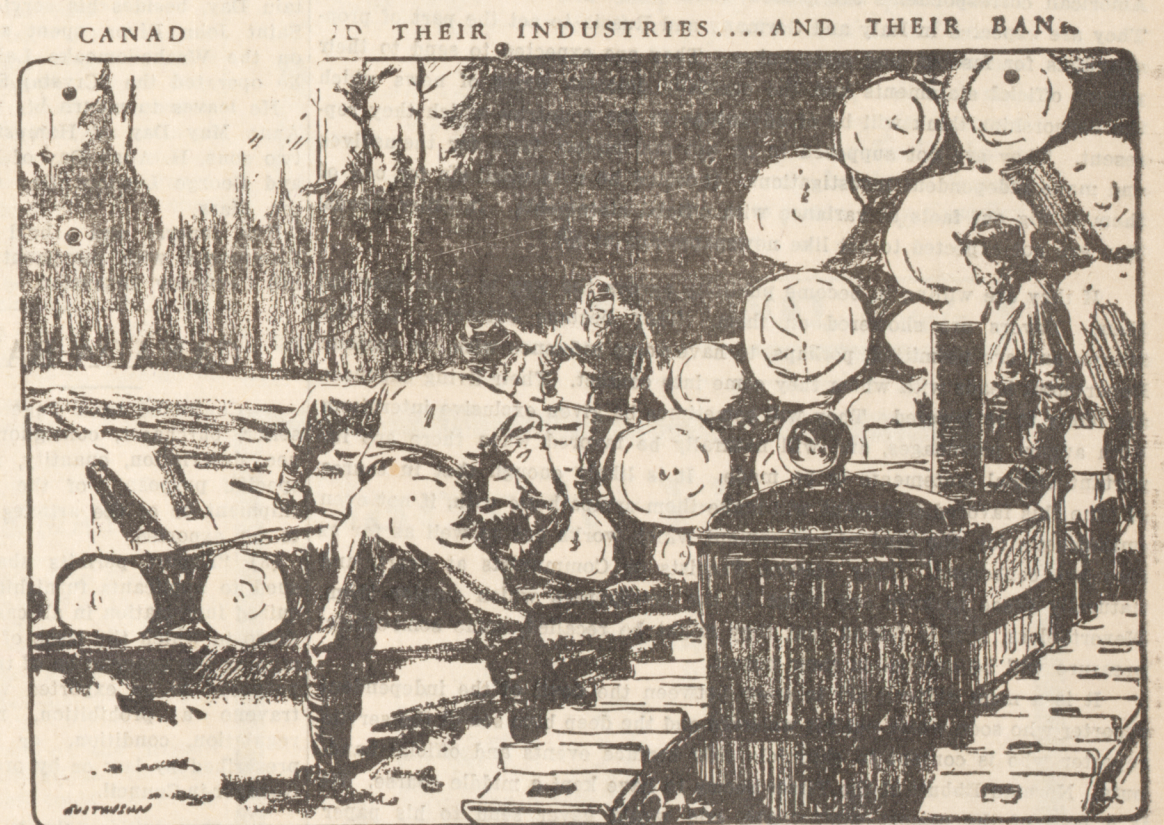
OFF Easy as Wink!

THE latest Barbour achievement is the new, easy-opening ACADIA Baking Powder tin. One twist and off comes the top. It's the most convenient Baking Powder tin that ever graced a pantry shelf.

THE SAME LOW PRICE 25c THE POUND TIN

And just as the easy-to-open tin gives you delight so does ACADIA Baking Powder bring you economy. Because ACADIA is double acting it assures baking success, and you need smaller quantities than with ordinary brands. One level teaspoonful to each cup of sifted flour is the correct proportion. You owe it to your budget to try ACADIA.

ACADIA DOUBLE ACTING BAKING POWDER



THE FOREST INDUSTRIES

The forest area of Canada on which there is timber of merchantable size is larger than the total area of France and Germany combined; the standing timber on this is estimated at 274 billion cubic feet. An area of even greater extent is covered with young growth.

This vast reservoir of wood is the source from which Canada drew wealth in excess of \$110,000,000 in 1934 (the latest figures available) in the form of primary products such as:

- raw material for saw-mills, pulp mills, wood distillation, charcoal plants;
- logs, pulpwood, bolts, etc., for export;
- firewood, railroad ties, posts, poles, fence rails, mining timbers;
- maple sugar, balsam gum, resin, casars, tanbark, moss, etc.

The total value of manufactured products made principally from raw materials of forest origin was \$404,435,948. Forest products in 1936 afforded an excess of exports over imports—\$158,560,000—very important to Canada's international trade.

The Bank of Montreal has co-operated with every activity of the forest industries—assisting in every phase of production and marketing. The Bank has had the privilege of financing a large share of the export business of these industries. Thousands of workers are depositors, sharing in the safety and facilities of the Bank with their employing companies.

Some of the Bank's services most frequently used by employers and employees in the forest trades: Commercial accounts, foreign currency accounts; financing of shipments; commercial loans and discounts; collections; trade and credit information; safekeeping of securities; savings accounts; personal loans; money orders; travellers cheques; banking by mail.

BANK OF MONTREAL

"A Bank Where Small Accounts Are Welcome"

Fredericton Branch: M. A. JOHNS, Manager

MODERN, EXPERIENCED BANKING SERVICE . THE OUTCOME OF 119 YEARS' SUCCESSFUL OPERATION