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There is hardly anything* in the world that
some man can not make a little worse and
sell a little cheaper, and the people who con-
sider price only are this man's lawful prey.
(Ruskin)

* Insurance is no exception.

HOWARD H. BLAIR

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Interest to Women

WILL YOU HAVE THE BLUES NEXT WEEK? PSYCHOLOGIST TELLS HOW TO PREDICT

HAMILTON, N. Y., May 27—Want
to know when you'll get the blues
again—and when you'll bounce back
to cheerfulness?

Dr. Donald A. Laird, Colgate Uni-
versity psychologist, can help you
predict it with "calendar like regu-
larity." Simply by working out your
variation of his chart you can tell
from one week to the next, he says,
what mood you'll be in.

It's all in the emotional cycles
which he insists we have at regular
intervals—cycles when our spirits
rise and fall, run the gamut from
gloom to peevish to disinterested, to
pleasant, cheerful or even elated
moods. Each of these in indicated
by a square on the chart.

Three of the psychologist's stu-
dents tested his theory with a care-
ful check of each other's moods.
They found that the blues gave way
with regularity to cheerfulness, in-
termediate moods filling the gap over
a four to five week period in the
average person.

When you're "down," the experi-
ments showed, you eat less, sleep a
little longer, hate to get up in the
morning, feel as though your job
was too much and generally are
hard to get along with.

When you're "up" you sleep less,
eat more, can tackle hard problems
with high spirits and vigor and gen-
erally feel "on top of the world."

It's during the "down" period, says
Dr. Laird, that persons who are af-
flicted that way go out on periodical
sprees—not because it makes them
feel any better but because it carries
them over the two or three day "low"
until they get started on the normal
upswing to better moods.

What causes the cycles?
"It is a part of the ebb and flow
of the energies associated with the
automatic nervous system, the solar
plexus, the ductless glands," says Dr.
Laird, "particularly four tiny para-
thyroid glands on each side of your
windpipe."

He finds the cycles more marked
among single than married folk,
more marked among women than
men.

How can you lessen the effect?

Avoid nervous fatigue.

Avoid "inflammation of the ambi-
tion" (restlessness).

Avoid "chronic dilation of the con-
science" (let bygones be bygones).
Don't expect yourself or other
persons to be perfect.

IF WE ALL LIVED OUT OF DOORS —

There Wouldn't Be So Much Fuss About Vitamin D and Cod Liver Oil

(By Edith M. Barber)

"I don't believe in all this fuss
over giving children cod liver oil or
vitamin D milk," said a man to me
the other day. "If nature had meant
us to have it, it would have been
provided naturally."

But, of course, nature does pro-
vide a source of vitamin D. If man
lived in the open, the way he did in
the early history of the world, he
automatically received vitamin D
from the action of the sun's rays up-
on his skin. Today we must, how-
ever, seek some source of supply.

This is especially important while
teeth are forming and bony frame-
work of the body is developing. In
order to utilize the calcium and phos-
phorus which we obtain in liberal
quantities from milk, and in smaller
quantities from some other foods,
vitamin D is essential. In its absence
a condition of acute rickets results.

While there are small amounts of
vitamin D to be found in whole milk,
cream, butter, egg yolk and some
green vegetables, it is not enough to
supply the daily need. We can de-
pend upon fish oils, upon rays from

ultra violet lights from special lamps
upon irradiated foods and upon those
foods to which vitamin D con-
centrate has been added.

Vegetable Goulash
1/4 cup salad oil, 2 onions, 2 green
peppers, 8 tomatoes or 1 can, salt,
pepper, minced parsley.

Heat the oil, slice the vegetables
and add in order to the oil. Cook the
peppers and onions five minutes be-
fore adding tomatoes. Cook until the
tomatoes are soft. Just before serv-
ing add minced parsley to taste and
seasoning.

Golden Tapioca Cream
3 tablespoons granulated tapioca, 3
cups milk, 1/2 cup brown sugar, 1/4
teaspoon salt, 3 eggs, 1/2 teaspoon
vanilla.

Scald milk in double boiler, add
tapioca slowly. Cook until clear and
add some of hot mixture to yolks of
eggs slightly beaten with sugar and
salt. Return to boiler and cook, stir-
ring constantly until mixture coats
spoon in a straight line when test-
ed. Remove from fire and fold in
stiffly beaten whites. Flavor, pour
into pudding dish and chill.

IRRITABILITY SETS A BAD EXAMPLE FOR CHILDREN

(By Ruth Cameron)

"Do as I say, not as I do," is an old
saying which a parent or teacher is
supposed to say to a child. My moth-
er used to quote it to me sometimes
when I accused her of not always do-
ing what she told me to do.

I thought of it yesterday when I
saw and heard a most interesting
little tableau in a restaurant.

(Can you hear a tableau or not?
Well, anyway, I did.)

At the table next to us sat a
mother and two small children. The
children had a bottle of ginger ale
between them and as they came to
the end there was some argument
over who should have the last of it.
At least I suppose there was. I didn't
hear the argument or become con-
scious of the situation at all until I
looked toward the table and saw the
bottle and one of the two children
grasping it.

Whatever they said had obviously
not been said loudly or unpleasantly.

But what I did hear, what drew
my attention to the situation, was a
nasal voice full of exasperation say-
ing sharply, "If you want more, we'll
get more, but don't argue." It was
mother speaking.

In what she said there was abso-
lutely nothing out of the way. A very
reasonable thing to say.

But oh the way she said it! I could
positively feel a sense of antagonism
rising within me, who had nothing to
do with the situation at all.

Pretful, irritable, nasal, antagon-
izing.

How would these children inevit-
ably react?

Could they help being set on edge,
made nervous and quarrelsome by
that voice and manner?

Could any precepts of good breed-
ing do them any good when counter-
acted by an irritable way of speak-
ing. Irritability is contagious.

Loud-voiced reprimands beget loud
voiced protests.

In a few minutes the group got up
to go and the mother absolutely yank-
ed the children into their coats,
crammed their hats on their heads.
She did not speak as loudly as before
because she had seen heads turn to-
ward the table, but the edge of ex-
asperation was in her voice.

The children had said or done very
little through all this. One of them
had cried, but in a subdued way.
They seemed nice children and they
had nice voices. I wondered what
they would be five years from now.

Of course I do not know what that
mother had to exhaust and to exas-
perate her. But I do know that she
can do nothing worse for her child-
ren than approach them in that mood.

Perhaps she will read this and tell
me why she was as she was. Per-
haps it was just a temporary mood.
For her sake and the children's I
hope so.

young MOTHER'S

Take no chances.
Children's colds
are best treated
without "dosing."
At bedtime, just
rub on
VICKS
VAPORUB

PROVED BY 2 GENERATIONS

YOUTH SHOULD HAVE MANY COMPANIONS

(By Dr. Arthur Dean, Sc.D.)

"Dear Dr. Dean:

"My mother has always advised
me to go with girls who didn't make
up or smoke, and I've always tried
to please her. Now I've got a girl
who meets her requirements, is a
swell dancer and isn't a gold-digger.
However, my mother still plans my
spare time and says I'm girl crazy.
Don't you think a boy of 18 is old
enough to have girls? What should I
do? Deceive my mother or run the
risk of losing my girl?"—Worried."

Your mother helped you to keep
away from the type of girls which
offended her and made you want to
follow her own ideas of what a
young girl should look like and be-
have. She won her point.

But she is not yet satisfied. She
evidently wants you to keep away
from all girls. Perhaps she will even
attempt to keep you from having a
wife. She may try to dominate and
eventually establish condition where
you will find yourself at the age of
40 living with your mother and get-
ting in at 9 p.m., because she still
sees you as her 'little boy.'

However, I doubt if it is really as
bad as that. I imagine that she wants
you to pay some attention to your
studies. She may have in mind that
you should go to college. Very likely
she dreams that you will eventually
marry a fine young woman who will
be a help to you in establishing a
business or a profession. She fears
that you will get so entangled in
some love affair that you will want
to quit school and marry on a shoe-
string.

If I was your father I'd say to you:
"Son, go to it, know girls. The more
you know the better. There is safety
in numbers. I've got great plans for
you in life. You are going to have a
grand education and I am going to
start you off on a profession. You'll
need a good wife and it's best to
know what women are like before
you choose the one."

Parents should know that romance
thrives where parents oppose. For-
bidden fruits taste sweeter. If par-
ents permit their boy to call on a
girl, and if parents on both sides fol-
low up the relationship by controll-
ing it through mutual visits, parties,
picnics and entertainments both the
boy and girl will pass safely through
the stage of first love.

I believe in youthful love affairs
and the wholesome things which may
accompany them. Young girls like
the companionship of young men and
young men enjoy the companionship
of girls. Good taste, good manners,
a sense of decency, resulting from a
good home training, settle most all
difficulties.

But to my mind it is a great mis-
take for a young boy to limit his
intellectual and vocational ideas of
time and interest to one young girl.

For Lovers of Fine Tea "SALADA" TEA

FRENCH BEDS GIVEN SPRING CLEANING

Spring cleaning, so dear to the
heart of the housewife, is not at all
the same thing to the French woman.
The French housewife, with her
vacuum cleaner, brushes and dusters
erupts more violently once a week,
instead of becoming one terrible vol-
cano each spring, but there is one
matter in which the French have a
great upheaval before summer comes
—this is in mattresses.

Workers down by the Seine may
be seen disentangling the wool stuff-
ing of their clients' beds. The house-
wife generally weighs the contents
before sending it to be freshly pick-
ed out, to insure getting all the
precious bedding back again.

The modern Frenchwoman over-
hauls her house linen at this time of
year, sewing on tapes and buttons,
counting and tying in beribboned
bundles her napkins, sheets and to-
wels. Even the smallest hole in a
kitchen tea cloth is carefully darned.

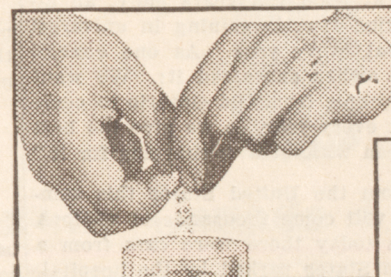
Every shabby chair cover is now
the subject of grave inspection,
where it cannot be exchanged for
new it will be dyed and newly trim-
med. The same process will be ap-
plied to the window curtains when
shabby rooms have been redecorated
and painted. China cupboards receive
their share of inspection. Kitchen
utensils down to the last saucepan,
as well as every brush and duster,
are scrutinized and their lease of life
renewed or cancelled.



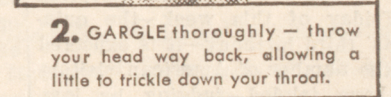
He should read, study and have a
number of companions of both sexes
and other interests in life beside
seeing one girl and spending all his
time in ways which give only tempo-
rary satisfaction and make him lose
interest in larger and more per-
manent things.

There's no parasite more destruc-
tive than a clinging girl sapping the
intellectual and vocational ideas of
an intelligent, ambitious young man.

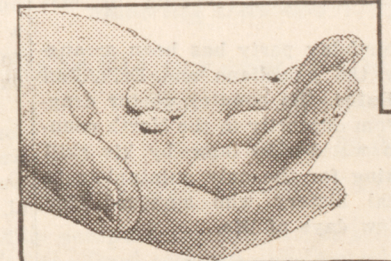
Sore Throat Pains DUE TO COLDS Eased Instantly



1. Crush and stir 3 "Aspirin"
tablets in 1/2 glass of water.



2. GARGLE thoroughly — throw
your head way back, allowing a
little to trickle down your throat.



3. Repeat gargle and do not rinse
mouth, allow gargle to remain on
membranes of the throat for pro-
longed effect.

Just Gargle This Way with "ASPIRIN"



Here is the most
amazing way to ease
the pains of rawness
of sore throat result-
ing from a cold we
know you have ever tried.

Crush and dissolve three
"ASPIRIN" tablets in one-
third glass of water. Then gar-
gle with this mixture twice,
holding your head well back.

This medicinal gargle will
act almost like a local anes-
thetic on the sore, irritated
membrane of your throat. Pain
eases almost instantly; rawness
is relieved.

Countless thousands now use
this way to ease sore throat.
Your doctor, we are sure, will

approve it. And you will say
it is marvelous.

● "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**



RULES TO GUIDE JUNE BRIDAL PLANS

Wear Engagement Ring on Right Hand—Carry Bouquet on Right Arm

The great barrage of bride quer-
ies is on. Prospective June brides
and bridegrooms are asking ques-
tions—all kinds of questions.

They want to know where the
bridal party members stand. The
bride stands at the bridegroom's left
facing the clergyman and the altar.
The best man stands at the bride-
groom's right. The maid of honor,
matron of honor, if she's married,
stands at the bride's left.

Where the rest of the members of
the party are located depends on
the way the altar is built and the
preferences of the bride and bride-
groom.

The bride's family should be seat-
ed at the left of the church, facing
the altar, while the bridegroom's fam-
ily is on the right.

The bride's father should stand a
little to the rear of the bride until
he gives his daughter in marriage.
Then he should join his wife, who is
seated in the front row of the pews
in the left section.

The two shortest ushers ordinarily
lead the procession, with the rest
following, two by two. The brides-
maids, arranged according to height,
come next by twos. Then comes the
flower girl, if there is one. All these
groups are four paces apart. The
bride and her father, who follow,
should allow about eight paces be-
tween themselves and the preceding
party.

The bridegroom follows the clergy-
man from the vestry. His best man
does not walk with him but comes
just behind him.

After the ceremony the order of
the procession is reversed, with the
bride and the bridegroom first, the
bridesmaids next and the ushers last.

On the way up the aisle, when the
bride is on her father's right arm,
she keeps the bouquet on her right
arm. At the altar she changes it to
her left before the ceremony. During
the ceremony she gives it to her maid
of honor. The maid of honor may
have to hold two bouquets, or she
may have previously handed her own
bouquet to another bridesmaid. After
the ceremony, when the bride takes
her husband's right arm to go down
the aisle with him, she puts her
bouquet back on her right arm.

The bride either wears her en-
gagement ring on her right hand or
leaves it off until after the ceremony
if the bride wears a corsage, it
should be placed on the right shoul-
der, with the ribbons, not the flow-
ers, hanging down.

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right road to advancement the
farther you will go. Get the best
commercial training while it is
easy for you to do so, rather
than postpone it until later and
be forced to acquire it under
difficulties.

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