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people in swimming pools and at beaches seem happy; and why does a man sing while

It's because of the sheer joy and fun of the effect of water en the skin; because it's a powerful gloom chaser.

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A MESSAGE TO INVESTORS IN THE MARITIME PROVINCES —

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sider price only are this man's lawful prey. (Ruskin)

* Insurance is no exception.

HOWARD H. BLAIR

sell a little cheaper, and the people who con-

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Interest to Women

HOW TO KEEP YOUR HEALTH

HOW LAZY IS THIS CHILD?

(By Dr. Herman N. Bundesen) Take this question of laziness in the should not do. child. Too often dad scolds and bulies his boy because he moves slowy, does not take part in vigorous play, or is a little slow in his school work. "You're just plain lazy," decides father. But it may not be as

simple as that. To scold or to bully a child is dangerous. It may kill the youngster's self-reliance and self-confidence. It may give him a feeling that he is inferior. It may instill fear in him rather than respect. If the child is high-spirited, it may make him resentful and stubborn.

Sometimes we make the mistake of thinking that overweight children are lazy because they move slowly. The more the youngster is driven to play or exercise, or to work fast, the most likely he is to resist. If the child is told he is lazy over and over again, he may eventually believe he is, and actually accept the labeled "lazy." Then he is less apt to do anything to overcome his bad attitude toward his play and school work.

Parents May Be at Fault The trouble with most parents is do because of faulty training. that they find it easier to find fault leading and begging.

When such a youngster does get

ome of it would be pulled into your I am sure you would be most

That is exactly what happens to a aby. He does not like the oil drops

n his nose, and he struggles against This struggling often causes oil

In fact, it is not an easy job to

ive any kind of medicine to a baby.

ortunately, babies do not need med-

cines often. Of course, when an

stopped up and he has a hard time preathing, and will also find it hard

Danger to Lungs

To relieve this condition, many

nothers have been using oily nose

lrops. But mothers should be cau-

tioned against the careless use of

such substances for babies, because

when oily materials get into the

lungs, they may produce a special

kind of pneumonia called lipoid or

fatty/ pneumonia. Furthermore.

when the oil runs from the nose into

the throat and then into the lungs,

t may carry with it certain germs

from the nose and throat. These

germs may cause acute infection of

the lungs, and thus add to the baby's

A number of infants have been

known to die from lipoid or fatty

from the acute inflammation, but

Opposed by Noted Doctors

Dr. Bela Schick is an eminent

pediatrician and is the discoverer of

the Schick test, which helps to tell

whether or not a child is protected

against diphtheria. She and other

doctors suggest that oily drops

should not be used in the nose of

an infant. At least, they believe the

drops should not be given to weak

or sick children, or infants under

are used at all, only very small

epinephrine, in water, may be used.

But if oily nose drops are used, they

mounts should be given.

uncomfortable and unhappy.

o get in his lungs.

get his food,

roubles.

s still in the lung

wander to something else. It usual-Parents are apt to forget what ly ends up by the parent dressing hey were as youngsters, when an the child, which is exactly what the alyzing the faults of their children. child wants, and what the parent

> If parents do not become irritated, nervous and upset about such matters, this sort of game loses its fun for the child. This same problem Long, Slim Box Coat may happen in the eating habits of the child. A youngster is slow in taking his food because he knows that his parents will get upset about t and will give him attention.

Work and play present two disinct problems in child life. Play does not take any great amount of concentration or effort on the part of the child. Work does. Even the smallest child can play, but even the older ones find it difficult to stick at work for long periods.

Avoid "Spoiling" When a child is slow about doing hings, or when he resists doing omething that he ought to do, just label him lazy is not the answer o the problem. A child's physical for this slowness. Most often it is the direct result of the way in which he is handled by his parents or in school. He is stubborn about carrying out something that he ought to

The way to correct such a condithan to correct. Most children like tion is to find the causes for the attention. They enjoy being made resistance. If it is just to get attenimportant. For example, it is no tion, then the solution is to ignore harder for a child to get up at half the slowness and to work things out past seven than at a quarter of eight. so that the child's slowness brings if he is put to bed early enough. its own punishment. If he is slow But, when his parents call him at in getting up, then have him stay 7.30, he knows that by resisting, in bed all day, unless he is so slow pink, and "Sweet Potato" yellow 15 there will be constant pleading and in getting up that he will miss used effectively, as well as a bright begging on the part of the parents. school. In the latter case, put him greenish blue which is between tur-Consequently he is the centre of at- to bed as soon as he comes home traction. He knows he should get from school so that he misses his Black is repeated frequently for up, but he may be willing to suffer play time. If he is slow in dressing, street wear in trim, tailored crepes punishment in order to enjoy the make his slowness result in having made with short sleeves, high neck less time to pla

Doing these few simple things will up, he starts all over again with the overcome the difficulty in most same sort of process in his dressing. cases. Children are not naturally He dilly-dallies. He takes as long mean, unkind, stubborn or bad-temto get his clothes on a he possibly pered. It is only too true that in most can. In between putting on his cases parents make their children shoes, he plays or lets his attention that way, by unwise treatment.

Reading in bed has been under

medical censure-every doctor's ad-

vice took the form of restricting pat-

ient's pleasures-and that is a long

time ago. Balancing a book to over-

a recumbent position, has heretofore severely taxed human ingenuity, and

possibly the physicians have been

But the prospect of discounting

their warnings is at last at hand

through the truly miraculous inter-

vention of what is called microphoto-

graphy. The performance begins

with reduction of the photographed

printed pages to 2,500 times less than

their original size. The tiny film

roll is dropped in a receptacle, a

button is pressed, light is turned

on, the miniature pages are repro-

duced on a screen about a foot and

a half square, the images are en-

larged to suit the vision, and one

glances up from bed to wall or ceil-

ing, en route through "Gone With

It has been proved that 100 feet

Civil War chronicle. The current

demonstrations and a new age in

literary compression, though not in

the least elimination, seems to be

How science has done all this is

omething not, of course, to be un-

erstood in detail by the layman.

Wonders have to be taken for

granted. It is results that count,

and in the cavalcade of micro-photo-

graphic marvels none-not even the

suggested phenomenon of carrying

trousers pocket - appears to have

the far-reaching implications of the

Some catch in this Utopian line-up

right in their kill-joy fiats.

DANGER IN OIL DROPS IN BABY'S NOSE

(By Dr. Herman N. Bundesen) should not be put into the baby's

Supposed some one grabbed you by nose when he is struggling and cryne head, and tried to drop some oil | ing. The youngster should be lying

down your nose. While you were flat on his back and he should be

struggling and fighting to get away, kept there for a few moments after

some of the oil would choke you, and the drops have been administered.

nfant catches cold his nose becomes come eye-strain, while remaining in

pneumonia, but this kind of pneu- of film, ordinary motion picture

monia is not always fatal. Infants size, is capable of containing 10 nov-

with this condition may get better els the size of Margaret Mitchell's

some chronic inflammation in the Library Association convention in

innes may remain for a long time New York has brought kindred as-

because of the oily substance which tounding facts to light in practical

three months of age. If oil drops a film roll of all Blackstone in the

Instead of using oily nose drops, device which makes harmless the

medicines such as ephedrine or felicity of bed-time reading.

DANDRUFF SPOILS LOVELIEST HAIR - DO | too, should be kept immaculately

head too often is spoiled by the presence of white, scaly particles on the scalp and hair.

Women admit the presence of dandruff but are hopeful it won't be too obvious.

That's not the way to look at it, girls. When paying for a smart coiffure, why take any chances on spoiling the whole lovely effect? Dandruff suggests neglect of hair and

HATS TALL, WIDE; SKIRTS SHORTER

Launched By Schiaparelli --- Bright Colors With Navy and Black.

PARIS - The new Schiaparelli silhouette is slim and svelte, giving an impression of height. Hats are tall with wide, upturned brims posed at a daring angle on one side of the head. Daytime skirts are a trifle shorter but still give an illusion of height because of their slim cut.

Schiaparellia launches a long, slim box coat which hangs loose but close to the body and comes to below hip length. There are two evening silhouettes-the youthful dance condition is not often responsible dress of crisp mousseline which is made with a short, extremely boutfant skirt, and the slim, sophisticated gown in soft, clinging materials. One of these new materials is a satin jersey which has the sheen of an ordinary satin but has the soft, clinging texture of jersey.

There is no single color which stands out above others in the collection, but bright colors are used as contrast to navy blue and black backgrounds.

quoise and aquamarine in tone. and zipper or metal fastenings.

must naturally be suspected by the wary. If our venial sins are to become wholly innocuous, mere governmental upturns must be classified among the minor revolutions. -Philadelphia Bulletin

The pleasing effect of a well coifed | scalp. It lets others know that you needs to throw off the normal shedding of scales.

> The first and most important factor in the elimination of dandruff is absolute cleanliness of any and everything that touches the hair. comb and brush. Hands should be washed before they are used to massage the scalp.

If you keep on using a brush withalways have a clean brush. Combs, patterned chintz and gingham.

rather stiff bristled brush it acts as a massage to the scalp. The bristles aren't giving the scalp the care it must be long enough to reach through the hair to the scalp. Brushing quickens the flow of blood and gives a healthy stimulation to circulation, making possible a normal activity of the oil glands.

NICE FOR HOMEWORK

Not to be outdone by beach out thought of washing it, you are loungers, busy housewives have takretarding progress in dandruff elim- en to culottes. They find them cool ination. It's a splendid idea to keep and practical for dashing about the several brushes on hand. Then you kitchen. And very smart, too, in



It's a real treat to get this wonderful new tin, along with the double-acting efficiency of ACADIA, at the same low price. ACADIA'S double action makes it worth double what you pay for it. The first action takes place in your mixing bowl when liquid is added . . . the second when heat is applied. It is this well-timed, continuous action that ensures your baking success.



CANADIANS AND THEIR INDUSTRIES AND THEIR BANA



· · 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
- maple sugar, balsam gum, resin, cascara, tanbark,

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

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 prive llege 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; vavings accounts; personal loans; money orders; travellers cheques; banking by mail.

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