

The Excruciating Pains of Rheumatism

**BURDOCK
BLOOD
BITTERS**

We recognize in rheumatic disorders a diseased condition of the blood containing uric acid which is the cause of this irritating and painful trouble. Rheumatism leaves in its train, distorted joints, crooked limbs, crippled hands, and the intense pain and agony is almost unbearable. Burdock Blood Bitters purifies the blood by driving out the uric acid. Get rid of your rheumatic pains by using B.B.B.

**HARNESS
OVERALLS
WORK PANTS
GLOVES**

H. A. Burt
TEL. 1234

CURTAINS AND DRAPES

JUST RECEIVED...
OUR NEW SPRING RANGE OF
Curtains in plain and figured
Marquises, flax and tusk
nets, Curtains, widths from 27
to 54 inches. Lengths from 2 to
3 yards. Drapes in all the new
shades. Also a full range of Tap
estries and Homespuns.

"See our stock before
purchasing."

Stanley Delong
Phone 68-11 63 Carleton St.

A TAILORED-MADE SUIT IS
TAILORED OF EXCLUSIVE

FABRICS

We buy only a limited amount
in 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.

WORD O' MOUTH ADVERTISING

Travelling men have no "heart"
when talking about a hotel. To
them, it's either "good" or "bad."

Give them a clean room, abun-
dant hot water supply, and mod-
ern bathing facilities and you'll
have them "telling the world"
to stop at our hotel.

Modern plumbing fixtures —
easily kept clean—mean more
business. Ask us about econom-
ical installations.

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 in-
come—Increase Purchasing Power—Create
Permanent employment and prove the great-
est benefit to general business. A list of
carefully selected offerings will be forward-
ed 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.

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

68 YORK ST. YOU CAN REST ASSURED PHONE 291

For Vacation Time

WE ARE SHOWING A COMPLETE
LINE OF THE FAMOUS STACO
LUGGAGE.

ALSO PURE WOOL AUTO RUGS
AND BLANKETS.

J. Clark & Son, Ltd

SUGGESTIONS

for
JUNE



'WALLIS BLUE' IS FASHION'S THIRD FAMOUS BLUE

Duchess of Windsor's Color Created to Please
Duke, Joins Famed Alice and Eleanor Blues

(By Mary Blakeley)

"Mrs. Wallis Warfield wore a soft
blue silk gown of Wallis blue yester-
day for her marriage to the Duke of
Windsor.

When The Associated Press re-
corded this message, it was taking
note of the third 'personal' blue to
be created for outstanding American
women.

The most famous is the Alice blue
of Alice Roosevelt now Mrs. Nicholas
Longworth. The other is 'Eleanor
blue,' favorite of President Roose-
velt's wife.

"Wallis blue" was designed espe-
cially to 'slay' the Duke of Windsor.
According to best authorities it is a
pale periwinkle.

The Duke, you know, is a blond—
much more blond than most Ameri-
cans imagine. And if there's one col-
or which has the power to enslave
such a man it's the one the Duchess
has chosen. 'Any color so long as it's
blue,' is the fair haired man's motto.

With this in mind, read farther
and figure out for yourself the ex-
tent to which our Wallis is about to
charm her husband. From her left
wrist sparkled a sapphire (blue) bra-
celet. Her earrings matched the be-
jeweled ensemble.

"Her hat, shoes and gloves were
of the same shade of blue as her
dress. Her hat was of toque style
with pink and blue feathers in front
and topped by a 'halo' of blue tulle.
Blue—blue—blue. Many women
famous in history have favored it in
both dress and jewelry. Even Cleo-
patra probably wore a touch of it if
she ever had occasion to fascinate a
man with light locks.

In the Duchess of Windsor's trau-
seau blue is the predominant color.
Among her gowns, we learn, is a
white crepe moroccan ensemble, by
Mainbocher to be worn with a glori-
fied cardigan jacket spangled in
white black and sapphire blue.

And again: Crepe remain in the
bride's well-loved navy blue makes a
dinner dress. Another jacketed en-
semble is in printed crepe of violet

blue ground, over a rustling petit-
coat massed with blue taffeta frills.

Farther on we hear of a blue fox
cape; of navy blue wool suits. Blue,
blue, blue, to bring out perhaps the
glory of her eyes which are of this
color, and to harmonize with the
Duke's which are of a similar shade.

Most women with blue eyes are
smart that way. They appreciate and
use—a little more than the dark-
eyed one—this trick of harmonizing
apparel with eyes.

"Eleanor blue" came into its own
when Mrs. Franklin D. Roosevelt
wore it at the all-important first in-
auguration of her husband. With it
she wore a fourth, but less famous,
shade, "Anna blue," named for her
daughter, Anna Roosevelt Dall. This
is just a hint lighter than navy.

For her Easter ensemble in 1935
Mrs. Roosevelt deviated slightly and
chose 'slate blue,' but pretty gener-
ally she's faithful to the tint that
bears her name.

And even you, young as you are,
have heard of 'Alice blue,' because
to this day it is accepted as good
fashion, although it goes back to
days when Theodore Roosevelt was
President.

"Alice blue" is so important in fact
that it has a place in the dictionary
and its own song which describes
what it has done for women other
than Alice:
In my sweet little Alice Blue gown,
When I first wandered down into
town,

I was both proud and shy,
As I felt every eye,
But in every shop window,
I glimpsed passing by

Then in the manner of fashion I
frowned,
And the world seemed to smile all
around.

They were glad to receive me,
They had to believe me,
In my sweet little Alice Blue Gown.

And now it remains for a poet of
some future day to tell what Wallis
blue can do for gals like me—and
gals like you.

RED NOSE ANNOY YOU WALK OR PLAY

(By Antoinette)

A red nose even though summer
is almost here, is stirring up more
than its share of gloom in the life
of one woman I know. Since it can't
be attributed to cold, at this time of
year, either the circulation is not
what it should be, or digestion is at
fault.

If poor circulation is to blame, the
circulation of the whole system
must be gotten in better condition
through daily exercise. For this pur-
pose there is nothing as beneficial
as a brisk walk of two or three
miles daily. This may sound like
rather a large order at first but one
can start with a mile then work up
to two or three miles. The season
for golf and tennis is on, and soon
swimming will be available. Any ex-
ercise done with vim and vigor will
quicken the circulation, keeping the
blood flowing quickly through the
veins.

Alternating hot and cold applica-
tions are effective. Dip a wash cloth
or a sponge in hot water and press
it to the nose. Then in cold water
and apply to the nose. In this way
the sluggish blood is stimulated to
faster circulation, relieving congest-
ion and redness. Of course this will
give only temporary relief.

If digestion is at fault starches
and rich greasy foods should be
eliminated. Drink from six to eight
glasses of water daily. There should
be a certain amount of roughage in
the diet. You want to eat fruits and
vegetables both raw and cooked.
You'll enjoy them raw in salads.
Have cooked or raw fruits for des-
serts. They are much easier to di-
gest than rich pastries and pies.

PEEPING TOES AND SLASHED CROWNS

(By Elinor Williams)

It's an open season in accessories,
another way of saying "Fair and
cooler."

Not so long ago it was considered
questionable taste to wear open-toed
shoes on the street, open-crowned
hats were unheard of, and mesh
gloves were impractical.

Now it's all changed—praise be!
Open-toed shoes look right on city
pavements—at least the modified
type of 'peeping toes'; open-crowned
hats are devastatingly chic, and
gloves have become mere cowbells.
Fashion and comfort are pals this
summer.

Hats are either very small or very
large; don't choose an inbetween
unless you really have to for the
sake of flattery. Even the smallest
of turbans have slashed crowns and
are skilfully draped at the hairline
to frame the face effectively.

(A) In today's sketch is a mere
wisp of crepe with an open crown
to show the smooth top of your new
summer coiffure. The fabric is braided
about the hairline in two con-
trasting colors. It is inexpensive,
yet smart, you could have one in
colors to complement every dress at
this price. They come in solid colors,
including beige, brown, navy, black,
red, blue and green, or any of these
colors combined with white.

Her handbag is a grand choice for
summer, for it is crocheted of fine
silk cord, light and lustrous. It is
worked closely so there's no chance
for the cord to pull stretch or catch;
it looks neat and will wear well.
This handbag has a slide fastened
top and is well lined with cool cotton
pique to match the color of the bag.
Navy brown beige and white.

Watch Your Stockings

(B) Half the chic of the season's
open-toed sandals are the stockings
you wear with them. Not just any
stockings but decorative ones like
these in the sketch—sheer as sheer
can be with a flattering dull finish
and mesh toes to reveal a flash of
nail polish at the toes of your san-
dals. They're pretty for evening
too. It's smart to wear them in nat-
ural suntan shades slightly darker
than beige. These mesh-toed stock-
ings also come in black blue and
dark green. Here's a new way to
keep cool girls!

BOYS LIKE BLEND OF SOPHISTICATION AND INNOCENCE IN GIRLS' FASHIONS

So They Say---The Girls Like Combed Hair, Clean
Shirts, Pressed Trousers in Men; And
Sh-h! They Adore Tailcoats!

"I suppose the primary purpose of
clothing to keep one warm but the
purpose of fashion in clothing is to
attract the opposite sex," said Todd
Groo, Drexel Institute freshman.

He was speaking in a program
called 'Man-Maid Manoeuvres,' high-
light of a freshman fashion show
presented there yesterday.

Talking of womens' fashions as
preferred by men, young Mr. Groo
emphasized 'tailored shoulders,'
small waists and flowing skirts
which, he said, resulted in a mixture
of modern sophistication and child-
ish innocence, which is what every
man wants in a girl. He wasn't so
sure, however, that said flowing
skirts were adapted to the intricate
footwork required by modern swing
dance tunes.

Another feature of feminine ap-
parel which troubles him is the new
large-size handbag. This, he avers,
resembles a travelling bag. "No man
wants to carry a woman's pocket-
book, but neither does he wish to
appear impolite by letting her carry
a piece of luggage while he goes
empty-handed," said he.

Then he added a word about hats.
The average man prefers the vari-
ety which is readily distinguishable
as a hat; those resembling lamp
shades and flower pots are viewed
by men in much the same manner as
the average woman regards the
male derby. Said very firmly.

As to makeup, he revealed that
the average male does not object to
rouge, lipstick and fingernail polish
when skilfully applied, but he does
mind what he calls 'the evening
girl'—a girl who carefully paints

her features for an evening's engage-
ment, then totally neglects any
beauty aids during the day, "when
she really needs them most."

The girls had their chance to tell
what they like in men's clothing.
Miss Jean Spargo, home economics
senior, spoke for them.

"We like neatness, clean hands,
and combed hair," she said. "No
rumble seat rumples for us. And
well-polished shoes.

"Shoe-string neckties," were an-
other peeve. Please if you can't wear
a tie which at one time resembled a
flat piece of material try being the
blaise type and go without!" she
pleaded. "We like ties which look as
if they might have some connection
with the suit and heaven help the
boy with that scrunched up piece of
stuff that is commonly known as a
bow tie. It looks like an extended
Adam's apple!"

Clean shirts and pressed trousers
are other items the co-eds ask.

And listen, young fellow. The
best way to please the girl you're
talking to the next prom is to wear a
tail coat. Girls love 'em, said Miss
Spargo.

"It makes the men look more like
the boy we dreamed about, or some-
thing. We girls are rather romantic,
even though we try to spread on
sophistication," she confessed.

The show concluded with boy and
girl students modelling clothes de-
signed to meet the requirements set
forth by the speech makers. The
girls' clothes were made in the
fashion classes, while the boys' togs
came from a store.

WE ALL LIKE TO TELL OF OUR PREJUDICES

(By Ruth Cameron)

There is a game of cards called
Preference. I had a feeling there
was some old-time game called that
but when I consulted the dictionary
to check up, I was surprised at find-
ing exactly what it was: "A game
resembling whist in the matter of
playing but in which the players bid
to name the trump." Evidently the
granddaddy of the great modern
game with all its innovations.

However, that is wandering from
what I started out to say. Which
was that there is also a game, not
played with cards, which should be
called Preferences.

The game of preferences in con-
versation. How people do love to
play it! Perhaps we should call it
"Preferences and Prejudices," to be
more exact.

I heard it being played yesterday
in regard to flowers. In fact I heard
myself as well as others joining in.
This is something the way it went:
"I always like single flowers bet-
ter than double."

"Oh, yes, so do I."

"I do too, except that I like daffo-
dills better than jonquils."

"Oh, do you? I don't see how you
can."

"I don't like either of them. I
think all yellow flowers have a kind
of messy odor. Make me think of a
room where some one who doesn't
wash enough has slept with the win-
dows shut."

"Oh, my dear, how can you? I
love yellow flowers. And you can't
say yellow roses smell like that."

"No, that's true, but I like pink
flowers better, anyway. Pink and
white."

"I never cared for white flowers
somehow."

"I don't mostly, but I love white
lilacs. White lilacs and yellow roses."

"Oh, so do I; there's something
romantic about them."

"Yes, but I like those wonderful
deep purple lilacs much better. The
Vantines have a bush they brought
it from Persia."

And so it goes.

You don't have to play it with
flowers, of course. You can play it
with food as the subject matter—in
fact, for some reason it's more often
played with that than with anything

else. And less attractively I think.
Or with people, or with music, or
movie actresses. Or with plays, or
authors, or what will you? as the
subject matter.

As to why it is unfailingly a source
of pleasure to people to exchange
preferences and prejudices I don't
know.

*If You Have
a Child*

ASK YOUR DOCTOR THIS



Ask Him Before Giving Your
Child an Unknown Remedy

Practically any doctor you ask will
warn: "Don't give your child unknown
remedies without asking your doctor
first."

When it comes to the widely used
children's remedy—"milk of mag-
nesia," the standard of the world is
established. For over half a century
many doctors have said "PHILLIPS'
Milk of Magnesia." Safe for children.
No other is "quite like it."

Keep this in mind, and say "PHIL-
LIPS' MILK OF MAGNESIA"
when you buy. Now also in tablet form.
Get the form you prefer. But see that
what you get is labeled "Genuine
Phillips' Milk of Magnesia."

ALSO IN TABLET FORM:
Each tiny tablet is the equi-
valent of a teaspoonful of
genuine Phillips' Milk of
Magnesia.

MADE IN CANADA

PHILLIPS' MILK OF MAGNESIA