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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.

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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 primmed 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.

HOW TO KEEP YOUR HEALTH

Pyorrhea in Middle Age

A dentist friend of mine and I
visited a mutual friend a few days
ago who was sick in bed with heart
trouble. He had been there for
months and was just regaining his
health. Yet a year ago he appeared
to be strong and healthy, with the
spirit of 35 in his 50th year; today
he looks like a broken old man.

This man's story is brief. He neg-
lected his teeth. He knew that he
had some trouble with his teeth, but
he had little pain. So he kept on
putting it off from week to week. He
put up the excuse that he did not
have time to go to the dentist. When
he finally went to a doctor to find
out about his headaches, fever, sleep-
lessness and shortness of breath, he
learned that his neglected, infected
teeth were the starting point of his
troubles. He had them taken care of
at once, but by that time it was al-
most too late.

Usually, tooth decay does not con-
tinue into middle age to any great
extent. By that time the teeth
which have decayed may either
have been removed or repaired. For
that reason, tooth decay may no
longer be active. However, we often
see pyorrhea among those who do
not eat enough of those foods that
have the minerals and vitamins
necessary for healthy teeth and
gums.

That is the reason that persons
who have trouble with their teeth
and gums in middle age should be
sure they have plenty of foods rich
in vitamin A such as milk, butter,
cream, cheese, and green vegetables
as well as cod liver oil, or ultra-
violet ray treatments to supply vit-
amin D.

When the rays from an ultra-vio-
let lamp fall on the skin, they form
vitamin D in the body just as the
sunshine does. Dr. Talbot reports
that by using the ultra-violet ray
treatments he was able to bring a
marked improvement in the condi-
tion of the gums which, before treat-

ment, were diseased and infected.
The improvement was especially
noticeable in that part of the gums
just where they met the teeth.

One of the things that helps to
cause pyorrhea is carelessness in
keeping the teeth clean. Bits of food
are packed between the teeth and
gums while chewing. If these food
particles are not cleaned out, they
irritate the gums and cause them to
become inflamed.

Another cause of pyorrhea is al-
lowing tartar to stay on the teeth.
The tartar attaches itself to the neck
of the teeth. This hard substance
forms regardless of how well the
teeth are brushed. If it is allowed to
collect between the gums and ar-
ound the teeth, it irritates the gums.
This causes inflammation of the
gums and finally it infects the bone
around the teeth. In this way, the
bone around the teeth is destroyed,
and the teeth become loose, and fi-
nally either fall out or are easily
pulled out.

To help prevent pyorrhea, the
tooth disease of the middle-aged,
brush your teeth carefully, eat the
proper foods, and visit your dentist
regularly for examination of your
teeth, as well as for the removal of
tartar.

If Baby is Fat—

watch well for chafing and
irritations of the skin. Many
skin troubles will be avoided
by careful washing with

**BABY'S OWN
SOAP**

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 skillfully 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 skillfully 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
biase 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."

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Each tiny tablet is the equi-
valent of a teaspoonful of
genuine Phillips' Milk of
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