

## ARTHUR F. BETTS

Plumbing and Heating

QUEEN STREET, PHONE 512

Dr. B. R. ROSS  
DENTISTHOURS:—  
9-6 or by APPOINTMENT.  
404 Queen StreetA 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. Burt

TEL. 1234

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 58-11 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

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 &amp; COMPANY, LTD.

J. G. BADCOCK, Manager.

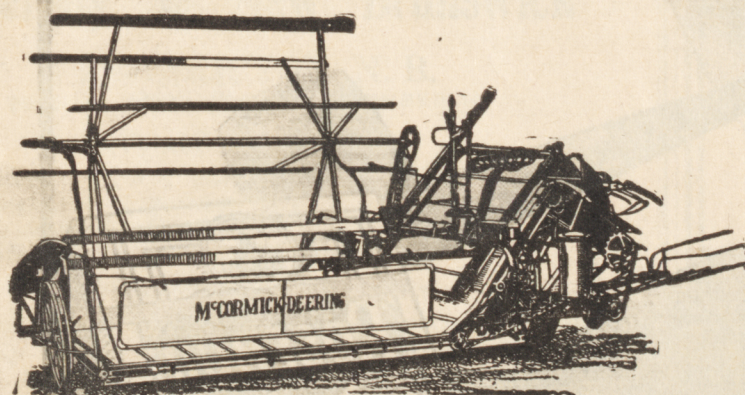
Fredericton Office, Suite 1, Loyalist Building Phone 454  
Fredericton Charlottetown Halifax Saint John, N.S.

## 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 &amp; Son, Ltd

FREDERICTON, N. B. —and— BRANCHES

... OF ...

## Interest to Women

PLEATED SKIRTS GIVE  
WOMEN EXTRA HEIGHT

(By Betty Blair)

Beauty isn't measured in inches. Smaller girls can look just as attractive and smart as their much-entitled statuesque sisters; it's easy! Small stature isn't a handicap and reaching just to a man's shoulder was never a liability.

But smaller girls have a figure problem, since the ideal silhouette of the moment is tall and willowy. And if you look it straight in the eye, it's no trouble at all to solve.

Fashions of the day make it easier with nice long, slender lines to give the illusion of added height. Dress your five feet in one piece frocks with narrow belts that don't cut you in two.

Princess dresses are perfect to make you taller, for they are mostly unbelted, molded in streamline fashion through the waist and hips, with a graceful flare in the skirt.

Beware of flare or swing skirts, however, except those in princess dresses. Straight, slim skirts are the best for you. And so are simple lines.

All the ornaments and details of your clothes should be scaled to your size—daintily. Otherwise they'll swamp you, and you'll look tinier than ever. Avoid big, wide collars, wide sashes, heavy-looking, bulky jewelry, and large handbags.

Pleated skirts will give you height and so will a V neckline rather than a high one. Manufacturers of

clothes, girdles, and stockings are much kinder to the little girl, these days. Half size dresses and coats may help, and so will stockings that are geared to smaller women.

Plain colors are better for you than big, bold patterns in plaids, checks or prints. Small prints, if any, and narrow stripes that go up and down.

For you are pert boleros, narrow velvet ribbon belts or sashes with long ends reaching to the hem of your frock. Redingotes will add height, and so will dresses with a contrasting slide fastener or piping down the front. Flat furs will be most becoming; beaver, lapin, seal-skin, Persian lamb. You look submerged in furs like fox, lynx and badger.

Suit the width of your hat to your size. Very wide brims are definitely out; wear medium brims, off the face hats, turbans, and the new fallish hats with turned up brims.

Look to your posture. Stand erect, always so you'll have the benefit of your full height. Hold your head up and shoulders back; that alone will add inches to your stature. Wear high heels in the evening, at least, and built-up heels in the daytime if higher ones are out of the question. Good grooming will help, too. Look neat as a pin in every detail from the collar of your dress to the hem of your smoothly pressed skirt.

CELEBRATE WITH WOOD  
FIFTH WEDDING DATE

(By Cynthia Proctor)

Someone wants to give an anniversary party—a fifth anniversary party, to be exact—and doesn't want guests to think they must bring gifts. Combine a bridge party with anniversary entertainment and compromise on the gift problem by suggesting that each couple bring some wooden article from the 10-cent store. These are to be used later as table prizes or rewards for winning games other than bridge.

Our old friend earthquake bridge is always good fun at such a party if you don't feel up to serious bridge. We'll be glad to send you directions if you'd like them.

## Invitations

Send your invitations on oblongs cut from wooden picnic plates since the fifth anniversary is the wooden wedding. The bride and groom may be presented with a string of wooden wedding rings—five in all—which they must wear around their necks all evening. The rings are old-fashioned wooden curtain rings. Food may be served on wooden plates. Provide wooden forks and spoons if possible.

## Menu

The menu, printed on very thin pieces of wood, consists of: Chops, Chips and Coffee Individual Tomato Salads Crackers and Cream Cheese Strawberry Mousse Cookies Doughnuts The chops are potato chips, the chips may be lamb broiled and served with rings of pineapple; the salads are ripe tomatoes scooped out and filled with chopped celery and nuts with a mayonnaise dressing. The strawberry mousse is served in a wooden churn and cookies and doughnuts are piled on wooden trays as are the crackers and cheese.

Use garden flowers in wooden holders for the centerpiece, and use small wooden nut cups for favors.

For stunts during supper, have the guests make up sentences using the word "wooden." There will be some very amusing questions and statements, we feel sure. For instance, "Wooden you know it wooden rain?" or "She wooden say yes and she wooden say no."

## I Pass Them Crossed

An entirely nonsensical but entirely amusing game is called "I pass them crossed."

All you need is your group of guests and a pair of scissors. There may be one or two people in the group who know the game. The others must find out. The players sit in a circle, and the scissors are passed from person to person.

As each one passes the scissors he says "I pass them crossed" or "I pass them uncrossed." As you may have guessed the statement has nothing to do with the scissors—a person may say "I pass them crossed" and the scissors may be open or vice versa—the description given depends

STUDIES ARE MORE  
IMPORTANT  
THAN GIRL

(By Arthur Dean Sc.D.)

"Dear Dr. Dean: I have been reading your column and at first thought some things I have seen appeared to be silly—but now I have a problem of my own and it all seems much different to me.

"I am a senior in high school—13 years old. Have taken a liking to a pretty girl whom I love very much. Really my first real love affair. Have known her about five months and during that time I have taken her out quite a bit. She likes me a lot I am sure—but not in as big a way as I like her. Because this situation prevails she is on my mind constantly.

"Due to my late starting of my academic work in high school it is necessary for me to 'hit the ball' next year. I want to get her off my mind. How can I do this? Must I stop going with her and forget I ever knew her? I wouldn't want to do this because it would hurt her feelings badly and she wouldn't understand, I am sure.—A BOY."

Obviously studies come before a girl. Yet I don't quite like the idea of leaving a girl entirely out of a boy's life, because a girl can have a rather nice influence over a boy. She doesn't always have a good influence but that does not denote any fault in the theory.

A girl supplements, in many ways, a boy. She has a little different way of looking at things. She may be refined, she may be more idealistic. She may have a desire for the finer things in life. She may like good manners and courtesy. She may be able to draw out the best in a boy.

Of course, there are girls who are exactly opposite to what I have been describing. They not only draw out the worst of a boy, but they put the worst into him. What few ideals the boy may have she laughs out of him, and tells him he is mamma's baby and that he is tied to mamma's apron strings, and is too good to live. But for every girl that has influenced a boy in a bad way there have been a hundred who helped him go forward.

## Dr. DeVan's Pills

A reliable feminine hygiene regulator, on sale in Canada for over thirty years. Price five dollars. For sale at

IS HAPPINESS IN MARRIAGE HANDED  
DOWN LIKE COLOR OF HAIR?

(By Edith Johnson)

Harmony runs in some families, inharmony in others.

Just as parents hand down to the children the color of their eyes and hair, their stature, their physique, their tastes, prejudices and standards of living, so they often pass along a flair for making marriage either a heaven or a hell.

Figures tell the story in no uncertain terms. Not long ago one of our great universities analyzed 2,000 marriages and this is what it found:

Of the men who were happily married 73 per cent had grown up in happy homes. Among the women 70 per cent whose marriages were successful had come from harmonious families.

Only 15 per cent of the men and 18 per cent of the women had been able to rise above a miserable environment in childhood and build successful homes for themselves.

Looking at the records of the happily married and the unhappy and then turning to the successes or failures of their parents, it is plain enough that men and women are conditioned from infancy to make a go of marriage or to fail—allowing for some exceptions, of course.

Select any home you like and you can predict that one out of two children, two out of three or three out of four will follow the behavior patterns of their parents, for contented homes the world over are turning out grist for the divorce mills.

Psychic infection is the hifalutin term psychologists apply to handing on of behavior patterns from one generation to another.

The mother who runs after pleasure and who neglects her home and children need not be surprised if her daughter has as little flair for domesticity as she had shown. A never-do-well father who left it to his wife to manage on nothing a year or whose laziness forced her to go out and earn a livelihood for the family may have a repeater in his son.

Penny-pinching is another unpleasant habit which is often passed from parents to children. The husband who insists upon his wife accounting for every nickel probably learned that trick from his father.

More interesting than the men and women who inherit poor behavior patterns from their parents are those who disgusted by the discord in which they grew up are determined not to repeat their parents' mistakes.

Lovers whose memories of early childhood and home are haunted by the bickerings the harsh words and mean acts of their parents may exchange vows before the wedding day that never never will they fuss at each other. Turning the tide which may have swept through their families for generations they do their best to rear children who will make happy homes for themselves.

Good behavior patterns are just as certain to be handed down as poor ones. Husbands and wives who are considerate of each other and who treat each other with courtesy have sons and daughters who carry similar attitudes into their own married life.

Before selecting a mate one should look carefully into the marriage record of the person's family and find out whether his or her parents lived in harmony.



S.S. SAINT JOHN SAILS

TO BOSTON

S. S. Saint John sails from Reed's Point Wharf, Saint John, at 7:30 p.m. (A.T.) Mondays, Thursdays, Saturdays. Due Boston following morning. Fare from Saint John, \$19 one way; from Fredericton to Boston, \$12.40. Rail connection to Boston. Staterooms, \$1.50 up, good for two people. Excellent meals at reasonable prices.

Apply any Canadian National Railway Company or Canadian Pacific Railway ticket office, or Reed's Point Wharf, Saint John.

EASTERN  
STEAMSHIP LINES"and it's easy to pay for under the  
HOME IMPROVEMENT  
PLAN"

Do you need a modern home? Are you dissatisfied with the out-of-date interior, the shabby exterior of your house? Then why not make those improvements you have always wanted, and enjoy a brighter, happier place to live in? You can do it so easily — and comfortably — under the Home Improvement Plan. Decide on the work you want done and get an estimate of its cost.

## SIMPLIFIED FINANCING

Any contractor, supply firm or architect can help you arrange a Home Improvement Plan loan if you need it, to finance the work for you, or you can apply directly to your banker. No security or endorsement needed; you simply show that you can repay in instalments and the loan is made, the work proceeds, your home is made brighter and more livable and men get needed jobs.

Full information on the Home Improvement Plan and what it covers may be obtained from your local committee, your Provincial Chairman, your bank or the National Employment Commission, Ottawa.

NATIONAL EMPLOYMENT COMMISSION  
UNDER THE AUTHORITY OF THE DOMINION GOVERNMENT

(The cost of this series of advertisements sponsored by the National Employment Commission, has been defrayed entirely by public-spirited concerns and individuals as a contribution towards the "Nation-wide co-operative effort" envisaged by the Parliament of Canada in the National Employment Commission Act.)

NEW CUPBOARDS  
A FIREPLACE  
PORCH SCREENS  
PAINTING  
EAVETROUGH  
A NEW FURNACE  
REMODEL EXTERIOR  
A NEW BATHROOM  
A GARAGE