

A FARMER BOY

ONE of the best known medical men in the United States was Dr. R. V. Pierce of Buffalo, New York, who was born on a farm in Pa. He noted daily in his medical career that many of his prescriptions prepared from roots, barks, and herbs, such as "Golden Medical Discovery," produced astonishing results. He early founded a Clinic and Hospital in Buffalo, N. Y. Advice by letter is free. Dr. Pierce's Golden Medical Discovery is an herbal extract which eliminates poisons from the intestines and tones up the digestive system. Pimples and blotches caused by faulty elimination disappear and you feel the tonic and strengthening effect of this well tried medicine. Ask your Druggist now! Tablets 50 cents, liquid \$1.00 and 2-25.

The Central Guardian

CONFEDERATION LIFE INSURANCE. L-6799-7-12-312

COOKS for perfect pictures. L-5469-2-24-11

BOUNTY ON ADULT SKUNKS increased from 50 cents to \$1.00 effective until May 15. Department of Agriculture. L-907-3-25-31

DON'T FORGET Big Stock Sale at Union, March 31st at L. Essory & Son. L-718-3-20-20

ARE YOU TOO BUSY to find out how easy it is to build an attractive home in the only properly restricted location—The Smallwood Location L-856-3-24-21

SAVE MONEY! Buy your new Home in the Best Location—the Smallwood Home Site Agent may be able to arrange for an easier way to build a beautiful Home. L-882-3-25-11

FAREWELL PARTY — A social evening was spent in the Orange Lodge rooms De Sable on March 15th, when a large number of members and friends gathered to express their regret at the coming departure of Miss Annie MacEachern. Games were indulged in to the delight of all and enjoyable vocal solos were rendered by Mr. Robert Ince, Miss Ivy French read a very appropriate address at the conclusion of which Miss Marjorie Cameron on behalf of the members presented Miss MacEachern with a beautiful pen and pencil set which the recipient acknowledged with a few well chosen words.

In Memoriam

MRS. JACK ROGERS

Word of the sudden death last Sunday of Mrs. Jack Rogers, of Somerville, Mass., was learned with regret by a large circle of friends here. Mrs. Rogers was visiting at her home here recently, being called by the death of her father, Charles MacKenzie. The body was brought here for burial, and the funeral was held from the home of her mother, Mrs. Charles MacKenzie, Thursday afternoon at 2 o'clock. Besides her husband and mother, she leaves to mourn two sons, Charles and Jack; five sisters and four brothers. The sisters are Miss Elvie MacKenzie, Boston, Mass.; Mrs. Daniel McGinnis, Brookfield, P.E.I.; Mrs. John Mann and Mrs. Hubert Mann of Campbellton, and Miss Neta MacKenzie, at home. The brothers are Roger, Boston, Mass.; Murdoch, Jack and Kenneth at home.—Sackville Tribune.

The Housewife and Her Activities

Continued from page 2

CHOOSE SKIRT LENGTH THAT MAKES LEGS LOOK SLIM

Right now, there is much talk about low pointed necklines, but high necklines are good, too, so the woman who has a none-to-attractive throat should get the latter fashion. Although many reports say that dresses are shorter, we should all keep in mind that there is one certain skirt length that is most flattering to each individual. Generally that is about midway of the thickest part of the leg (centre of the bulge in the calf.) Unless fashion dictates that skirts must be extremely long or very, very short, it is best to stick to a dress length which makes your legs look slim and graceful.

TEACH SMALL CHILD HIS NAME, STREET AND HOUSE NUMBER

There are so many things every child should know. Think he is never too little to learn.

The first thing is his full name, his street and number and his own city or town.

More important still, is his father's name, full name. And his mother's full name. If the child ever wanders away, and is lost as occasionally happens, his own name will mean little, especially if he cannot remember his address.

The next thing he should be taught is to use a telephone. If this sounds silly, suppose you live in the country or any detached community and are alone day after day with him. If you are taken suddenly ill, or are hurt, he could quite easily learn to lift the receiver and by pre-arranged lessons, call the nearest neighbor or operator and summon help. The child of five can do it nicely. And the child of seven can use a dial phone.

SEA-SHELLS FOR HAIR; SEA-WEED FOR SUIT LAPEL

Sea-shells for milady's hair and sea-weed for the lapel of her Spring suit are new styles launched by the American designer, Elizabeth Hawes.

On a recent vacation, she acquired boxes of shells, and bleached bundles of sea-weed. Now, the sea-shells are wired like small, pastel flowers on a wreath-like foundation to form an evening headdress. Or they are tied in a cluster, to form a boutonniere, very durable.

Handsewn shoes of soft suede, feather-light, in mild colors like dove grey, with gloves to match, are another new accessory idea of Miss Hawes' invention. The shoe is hardly more than a moccasin, but has better lines.

In her new collection for Spring and Summer, Miss Hawes stresses slim waists, close-fitting bodies that outline the figure, low square necks for daytime and full, subtly-flared skirts.

PRINCESS POTATOES

Pare potatoes and cover immediately with cold water; cut into quarters, or pieces of the same size, in order that all will cook in the same length of time. Two pounds and one-half of pared potatoes (weighed after draining from cold water), prepared according to this recipe yield two quarts of whipped, mashed potato.

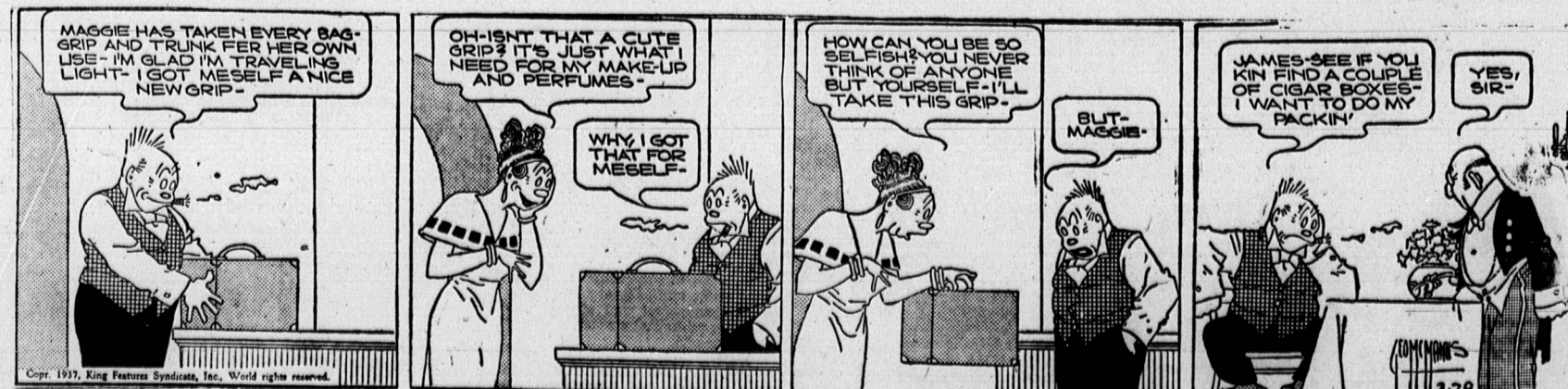
Place the potatoes upon a trivet, in a wire basket or a perforated pan which will hold them up out of the water. Use enough water to cover the bottom of the steamer, waterless cooker, or heavy pan during the entire cooking. The utensil is covered. Allow the water to boil rapidly until the potatoes are tender, then drain off the water or lift out the potatoes. Place the potatoes, without any water, in the bottom of the hot pan, and shake over a hot fire while excess moisture evaporates; then put them through a sieve or potato ricer immediately.

Beat the potatoes hard, with an electric beater if possible. Add one cup of hot milk, two teaspoons of salt, a few grains of white pepper and two tablespoons of melted butter; sift in one teaspoon of baking powder. Beat hard, until smooth, creamy, and fluffy, with the seasonings well mixed into the potatoes.

If the whole quantity is not required for the meal, put the remainder into a greased refrigerator dish, and, as soon as the potatoes have cooled to room temperature, cover the dish and place it in the refrigerator until needed. Then remove the lid, sprinkle the potatoes with crumbled crackers and dot with bits of cheese. Heat, uncovered, until the cheese is melted, the crackers browned, and the potatoes hot in the centre, the time depending upon the size of the dish (about fifteen minutes at 400 degrees Fahrenheit).

Use Minard's for Dandruff.

BRINGING UP, FATHER



The Market Place of Industry

Domestic looms and local workshops supplied the simple needs of each community when the industries of Canada began. Customers were all friends or neighbours. The ability and integrity of every craftsman were well-known and created a demand for the commodities he made; his success was measured by the goodwill he enjoyed.

Communities grew and prospered; new settlements were established and thrived; the demand for manufactured products rapidly increased. Distant markets became accessible as transportation facilities improved. The scope of industry widened; goods were shipped farther and farther from every plant, and it became necessary to gain goodwill towards products and their makers in remote towns and villages where they were unknown.

The newspapers have provided this vital service to Canadian industry at every stage of its development. No other medium could ensure the frequent,

friendly contacts with consumers, needed to establish confidence, or afford effective territorial control of merchandising activity, when local or national emergencies arose.

Today the manufacturing industries of Canada serve a national market; their products are on sale from coast to coast. Production has been centralized, distribution systems organized, but the success of every enterprise still depends on customer goodwill.

Therefore, progressive companies continue to use the local daily newspapers as an integral part of merchandising. Experience has proved that the daily newspapers of Canada, bought and read by more than two million families every day, provide the most economical and effective means whereby any industry can create public confidence in its policies and profitable demand for its products.

* * * * * CANADIAN DAILY NEWSPAPERS * * * * *

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-By George McManus