



54% increase in Sales Registers Greatest Month, Greatest Quarter in Hupmobile History

For the third time since the announcement of the new Hupmobile Century Six and Eight, all monthly shipment records in Hupmobile history have been broken.

And by what a margin! Over 50% more cars delivered in March than in February—the previous record month.

Not alone the largest month, but the largest quarter since Hupmobile began the manufac-

ture of motor cars and exceeding by 5066 cars shipments during the first three months of 1927.

This spectacular climb began last November with the Six of the Century. Two months later the Century Eight came to accelerate sales to a still faster pace. And they have been going faster month by month.

Proof positive of the growing popularity of the new Century

Hupmobiles—of their greater beauty, their finer performance, their higher value.

With such a volume—and several thousand unfilled orders being carried over into each succeeding month—your course of action is plain—

Order your new Century Hupmobile now to make sure of definite delivery of the century's finest value in motoring at the time you want it.

50 striking and colorful body styles—both standard and custom-equipped—now offered in three different wheelbases—the Six of the Century, the Century Eight and Century 125 Eight.

THE NEW HUPMOBILE
CENTURY
SIX & EIGHT

Gaudet Brothers

Charlottetown, P. E. I.

Victor Records



Records

Together

(With a vocal refrain full of heart-throbs)
Waltz Waring's Pennsylvanians 21213
Instrumental Paul Whiteman's Concert Orchestra 35883

My Ohio Home

Fox Trot Jean Goldkette and His Orchestra 21166
Vocal Harrington and Bersch with "Sleepy" Hall's Banjo 216515

"Ramona"

Another Big Dance Hit by the "King of Jazz"
Waltz Paul Whiteman and His Orchestra 21214

There Must Be a Silver Lining

Fox Trot Waring's Pennsylvanians 21227

Selections from the
"Show-Boat"

New York's Leading Musical Production

Oh! Man River Make Believe

Paul Whiteman and His Orchestra
Record No. 21218

Why Do I Love You? Can't Help Lovin' Dat Man

Nat Shilkret and The Victor Orchestra
Record No. 21215

Also the latest Red Seal records by famous Victor artists

Victor Talking Machine Co.



of Canada, Limited

HOUSEHOLD SCRAP BOOK

By ROBERTA LEE

Knobs On Lids

When the knob comes off the lid of a pan or kettle, slip a screw through the hole, with the head on the inside of the lid, and screw a cork on the protruding end. This knob will not get hot and can be renewed easily when it has become soiled.

Split Cuticle

If the cuticle grows very tightly to the nail, and when pushed back causes hanknalls, massage it with a good cuticle cream or vaseline to soften it, then push the cuticle back gently, using an orange stick with cotton wrapped around it.

Tender Fowl

After a fowl has been cleaned rub the inside and outside thoroughly with a lemon before putting in the dressing. This makes the meat white, juicy and tender. Adding a teaspoonful of lemon juice, or a tablespoonful of vinegar, to the water when boiling also helps to make it tender.



The Business Man

Time is money in business and I make sure my car is always ready for service by using Champion Spark Plugs.

Champion is the better spark plug because it has an exclusive silicium insulator specially treated to withstand the much higher temperatures of the modern high-compression engine. Also a new patented solid copper gasket-seat that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark-gap under all driving conditions.

CHAMPION Spark Plugs
Windsor, Ontario
A CANADIAN-MADE PRODUCT

Borden Notes

(BY LADY JANE)

Mr. P. C. Martin spent Easter at his home in Bloomfield.

Mrs. Robert MacPherson returned home Saturday evening from Charlottetown.

Misses Ethel Darrach and Annie McDonald spent Easter at their homes in Borden.

Mr. Jack Field Charlottetown, spent Easter with his parents Mr. and Mrs. Wallace Field Borden.

Mr. Everett Slavin, student at McLean's college Summerside spent Easter at his home in Borden.

Misses Sybil Paquet, Thelma Gaudet and Bridgie Paquet visited Carleton Place on Saturday last.

Mr. James A. F. McCallum teacher Borden High school spent Easter at his home in Charlottetown.

Misses George and Adelle Road spent the Easter holidays with their parents Mr. and Mrs. John L. Read Borden.

Miss Wanda Graham student at P. W. C. Charlottetown spent Easter with her sister Mrs. William Ludington.

Mr. John Lyman of Tryon is still visiting in Borden. I think "Dad's" in love with the place but why shouldn't he??

Mrs. W. P. MacNeil, Mrs. Arnold Howatt, and Mrs. James McAlister returned home Saturday evening from Summerside.

We are sorry to learn of the serious illness of George Little daughter of Mr. and Mrs. George Ceretti. Her many friends wish her a speedy recovery.

Miss Bridgie Paquet who has recently been visiting in Souris has returned to her home in Borden. While in Souris she was the guest of Mr. and Mrs. M. J. Paquet.

Our popular pianist Mrs. James McAleer was absent from the theatre on Tuesday evening due to illness. She was replaced by Miss Sybil Paquet who did wonderfully well considering that she did not expect to be called upon and consequently had no sheet music with her.

Among the "movie fans" at the "Union theatre" Borden on Tuesday evening were: Miss Dalida Howatt, Mr. Glen Waddell, Misses Hattie Ross, Rena Nuttall and Mildred Wellner, and Messrs. Werdell McWilliams, Dick Carver, Morley Nuttall, Glen Waddell, James Jeffrey, Austin Campbell, Fenton Howatt, Frank Howatt, and Jonny Nuttall all of Carleton.

The "pantry sale" held at the M. McDonald store on Saturday was a decided success. There being a great demand for "lemon pies" unfortunately there were not enough on hand to satisfy all the "lemon pie" lovers, consequently some had to do without but at the next sale we expect to see plenty of lemon pies and hope that our popular cook (you all know who I mean) will be right there when the time comes.

Radio Station CKGW Most Modern In World

TORONTO, Ont., April 13.—The most up-to-date radio broadcasting station in the world, which went on the air here for the first time early in March, has already received word of its clear reception in places as far distant as Hawaii and England, Mexico and the Peace River country. This station—CKGW, operated by Gooderham and Worts Limited—is claimed by the engineers who have just finished installing it to pick up sounds and transmit them through the air more perfectly than any other station which exists today; and the proof of these claims is found in the more than ten thousand communications which have already been received from far and near.

Astonishing incidents marked the debut of CKGW, which styles itself "Canada's Cherie Station." Telegrams of congratulations have poured in from every state in the United States and every Province in Canada. One fan telephoned from Miami, Florida, and to be sure that he was really getting Toronto held the mouthpiece to his loud speaker, so that the men at the Toronto end of the line were able to hear their own programme coming back again. Another long distance call came in from Prince Rupert, B. C., diametrically opposite across the continent. Messages from St. John's, Newfoundland, Cuba and Bermuda told of clear reception. Altogether more than five hundred long distance calls, twelve hundred telegrams, eight thousand or more letters and innumerable local calls were received in the first five days after broadcasting commenced. Practically all told of good reception and appreciation of the programmes.

Localities which have hitherto been considered as "dead spots" as far as Canadian stations were concerned—such as Smoky Falls, near James Bay—have been able to list-

Holman's 10 Day Sale of BEDS and BEDDING

Saturday (April 14th) to Wednesday (April 25th)

Only at Holman's can you get a bargain in a BED OUTFIT such as this and only by buying in carload lots and taking advantage of every cash discount can even HOLMAN'S make such a bargain possible for you. It's a wonderful opportunity, this BED OUTFIT at \$12.50 and comprises:—

- BED, with 1 1/2 inch posts, nicely finished in white enamel, casters on feet and brass caps on each corner post. You can buy the bed alone for \$3.55
- SPRING, strong link style, on an angle-iron frame, supported by helical. Years of dependable service. Spring alone \$4.95
- MATTRESS, wool top, soft and cosy, over a strong durable and springy wood fibre filling; neat ticking, strongly sewn. The mattress is a real bargain alone at the price of \$4.95
- COMPLETE BED OUTFIT \$12.50

\$12.50

Complete 3-Piece Bed Outfit

This Outfit \$24.65



This Outfit \$20.85

(Freight Paid)

(Freight Paid)

See the three Piece Bed Outfit at right? You can get it at Holman's for only \$24.65. Buying in carload lots makes that price possible and at that IT'S WONDERFUL.

BED, popular walnut finish with center panel and decoration in head and foot, 2 inch continuous posts, six 1-inch filling rods at head and foot, easily rolling casters, splendidly finished throughout. The bed alone for \$9.75

SPRING, has 90 strong spring steel coils in the 4 ft. 6 inch size, built to give years of service. The spring alone for \$6.50

MATTRESS, is soft and springy, all-white cotton, will not get lumpy or hard, neatly tufted throughout and covered with good quality art ticking. The mattress alone for \$9.50

COMPLETE THREE PIECE OUTFIT for only \$24.65

Here's a Three Piece Bed Outfit at \$20.85 that is worth travelling miles to see. At the price, you can't beat it in the Maritime Provinces. The Outfit includes:

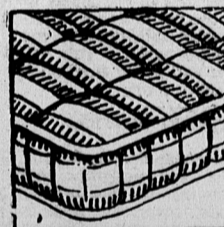
BED, popular walnut finish with 2 inch continuous posts and five 1 inch filling rods at both head and foot. You can get the bed alone for only \$6.95

SPRING, has 90 tempered steel coils (in 4-6 size) mounted on a strong base and securely fastened. It's a real sleep inducer and can be had separately for \$6.50

MATTRESS, is an all-white cotton felt, in good quality ticking, strongly tufted and built to give years of restful sleep. Mattress alone for \$7.95

COMPLETE THREE PIECE OUTFIT for only \$20.85

Good Thick Reversible Mattress for Only \$6.75



If you are looking for a real bargain in a mattress consider this. It's a thick, reversible mattress, with a roll edge at top and bottom, and the filling is heavy, cosy layers of cotton felt on both sides and springy wood fibre filling in center. It's a bargain at \$6.75

Simmons Mattress \$9.50

Holman price and Simmons combined to make this special value in an ALL COTTON MATTRESS at \$9.50. It's one of those famous Simmons mattresses, filled with all white cotton and "gar-netted" to prevent lumping at any point, giving you a smooth, comfortable mattress that will not lump or get out of shape. The covering is a good strong ticking, stitched and tufted. Your choice of all sizes at \$9.50

HOLMAN'S Summerside-Charlottetown

"Let Holman's Furnish your Home"

in to the programmes of this non-master of the air. Encompassed in the many tons of intricate machinery installed by the Canadian General Electric Company Limited, at the new station is all the romance of radio development, everything that the new engineers of the ether have learned by actual study and experiment. CKGW is a 500-watt station, by far the most powerful in Canada, in the British Empire only London and Daventry are more powerful, and on the American continent only four of the largest stations. Yet, for all its power, radio fans find that it causes a minimum of interference. It can be tuned in or out with the slightest turn of the dial because of a new system known as "crystal control," which requires no adjustment and which keeps the station with unvarying exactitude on its own wave-length. Previous systems required constant adjustment, and even then a station was apt to "wander" in other words was liable to be heard all over the dial. But the 960-kilocycle frequency of the quartz crystal which controls CKGW is as fixed as the law of gravity. Alce of Canadian Stations CKGW boasts two other recent developments—a "condenser microphone" and a "four-element radiotron." The former, popularly known as a "bullet mike," picks up all the different instruments in an orchestra or all the sounds in a hall in their correct tonal relation, though they are at different distances from the microphone. The latter, which is the newest development of all, and possessed as yet by no other station, reduces distortion in transmitting and thus makes for truer reproduction. Because the actual broadcasting apparatus is not in Toronto but at Bowmanville, some 44 miles distant, it was necessary to erect approximately 175 miles of telephone wire, much of it specially constructed for the purpose, before the opening of the station. Four lines, two for broadcasting and two for telephone connections, stretch between the two points. A large building was erected at Bowmanville to house the mass of machinery, and there and in Toronto Canadian General Electric engineers spent weeks installing and testing. A permanent staff of twelve is required for the operation of the station. Both at Bowmanville and at the studios in the King Edward Hotel, Toronto, it seems that no refinement, however costly, has been overlooked. In order that programmes shall not be interrupted between numbers, there are two studios, each complete in itself, one on either side of the control room. Walls and ceilings are fully padded with thick celotex—made, incidentally, from sugar cane—to destroy any possible reverberation. In each room there is an announcer's desk, fitted with switches, an extremely accurate clock, and a gong for time signals. Above the doors are green and red lights, resembling traffic signals. The green flashes when broadcast-

REGAL FLOUR

It's Wonderful for Bread