



made to run the full race!

ANY horse can make a good start ... But it takes real stuff to finish!

So it is with batteries. Staying power is the quality to look for—unfailing power over a long period of service. Millions prefer Burgess Chrome Batteries for just this reason. They hold up ... They last.

Next time, buy black and white striped Burgess Chrome Batteries. You are certain to get longer and better service for your money.

Chrome—the preserving element used in leather, metals, paints and other materials subject to wear, is also used in Burgess Batteries. It gives them unusual staying power. Burgess Chrome Batteries are patented.

BURGESS BATTERY COMPANY NIAGARA FALLS, ONTARIO

BURGESS FLASHLIGHT & RADIO BATTERIES



RADIO IS BETTER WITH DRY BATTERY POWER

ISLAND RADIO COMPANY

Operating Station CFCY Distributors to the Radio Trade of Prince Edward Island. Headquarters 143 Great George Street.

Distributed in Prince Edward Island by FENNEL & CHANDLER Complete Stock Always on Hand.

Attention Potato Dealers

Be sure and have your Tags ready for Potato Shipping. The Charlottetown Guardian Job Printer is in a position to fill all orders at most attractive prices and can make prompt delivery.

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Auto Strop Safety Razor and Utility Knife

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TO THE GUARDIAN

Get One Before They Are All Gone

FOR THE WOMAN READER BY FLORENCE RIDDICK BOYS

THE ART OF BEING ATTRACTIVE

To be graceful is almost a greater factor in beauty than is the prettiness of face. Movement is always more attractive than static beauty, and grace of movement is a large part of charm.

Even the plain woman can be attractive if she makes the most of herself; chooses her clothing of the right lines and color to emphasize her good points; does her hair in a way which is becoming to her; keeps herself clean and neat; and has a pleasing, interested manner.

Consider the matter of walking. Jerky, stiff walking is repulsive to the observer. Any woman can practice walking as she goes along the street. Do it in rhythm, humming a tune to yourself. As you put one foot forward and rest it on the ground, gradually rise on the ball of the other foot until you lift it and step forward. Do not make your movements abrupt and awkward.

Necessary to the cultivation of grace is a full-length mirror. Do not think of yourself so much in detail. Folks do not remember you as eyes, hair, mouth and nose. They even say, "I do not remember the color of her eyes or hair, but it was just her general impression."

They remember the form and color and a general atmosphere of your personality. To get this general impression of yourself, see yourself as a whole. How do you look in a full length mirror? Your reflection there is the picture other people will get of you. Pose, dress and hair are the outstanding items the full-length mirror throws back at you.

In dress, color makes the first bid for interest. It is the first thing a child—or a man notices. Hundreds of women on the street and dress in flat, neutral colors and arouse no interest. Dress a woman in a solid color, as black, white, gray or any good neutral tone, and add a brilliant touch of color somewhere, in hat or scarf, and she immediately stands out from the crowd.

The short, stout figure can draw pleased attention to herself by wearing long, soft, clinging gowns, with narrow draperies, and trains, and tight sleeves with narrow strips dangling from them. (But the best way is to diet and exercise and lose a few pounds.) As to your hair, if you do not know how to do it, becoming, study hair as you observe it on others, ask advice of your friends, or go to a beauty parlor and take a few lessons. If you want your hair to win approving attention, select clothing which will bring out its color, that is, select a contrasting color. Do not draw out its color by wearing clothing of the same color. If you have red hair, do not try to tone it down by wearing shades of red or brown, but make it show forth in all its glory by wearing white or black. If you have gray hair, do not dress in gray.

But attractiveness is not merely a combination of external things, though those weigh heavily in calculating attention at first. To be attractive, after the first meeting, one must have inner charms—a kindly manner, a warm heart, a sincere interest in people, an earnest desire to contribute to the happiness and comfort of those with whom he associates, a satisfactory philosophy of life, a pleasing personality, a smile rather than a frown, and such intelligence and vivacity that he knows interesting things to talk about and does it. Of course we soon become disgusted with the chatter-box who "talks our arm off," but we also lose interest in the "dumb Dora" who will not or cannot think of enough interesting things to say to keep the ball of conversation rolling.

The important thing to remember about attractiveness is that it is not the gift of the gods vouchsafed to only a favored few, but

Run Down In Health

Why Many Men and Women Are Badly Handicapped

When you are so run down in health that it impairs the efficiency of your work as well as your power to enjoy your leisure hours, or obtain rest, it is time you looked to the cause. If you do not, a serious breakdown is almost sure to result. In nearly all cases this condition, which doctors usually describe as general debility, is due to poor blood—blood that is deficient in red corpuscles. When the blood is thin and weak your whole system suffers. You lose appetite, have no energy, your nerves trouble you and you feel restless.

What you need is help to build up your blood and you should begin at once to make your blood rich and red by taking Dr. Williams' Pink Pills. You will soon notice the difference in your health by a better appetite and increased vigor. The reason is that the new blood created by Dr. Williams' Pink Pills stimulates all the organs of the body to healthy activity and so the system gains nourishment and strength. If you are weak or out of sorts, begin gaining new strength to-day by taking Dr. Williams' Pink Pills. "I was in a badly run down condition," says Mrs. J. Potter, of Winnifred, Alta. "When I began using Williams' Pink Pills they fully restored my health. I strongly recommend this medicine to all weak people."

Dr. Williams' Pink Pills are sold by all medicine dealers or by mail at 50 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

that it is composed of general appearance, the dress, manners, personality, spirit and intelligence, and is attainable by any normal woman who is willing to exert herself enough to study and acquire it.

Flower Bulbs

Some of us resolve every spring that certainly next fall we will plant a profusion of bulbs—and then, when fall comes, we get busy and neglect it. Now is the time, and what a joy they will be to us along about Easter time!

There are scores of varieties of tulips to choose from. The Darwin is a wonderful variety. Narcissus is lovely planted under a tree or along the edge of shrubbery, where it will come up year after year just as it naturally grows there. A few hyacinths, near the house foundation, will give a touch of dignity. Then there are the little crocuses, which come right up and bloom through the snow. They are to be scattered over the lawn.

One rule is to set the bulbs in the ground twice as deep as they are thick. Some people put hardy tulips a foot underground and thus save themselves the trouble of removing them every year. After the tulips have died down, they simply set out pansies or some other flowers over them, and then, next spring, lo and behold, here the tulips are out, chirp as can be, ready to welcome the first robin.

To set the crocus in the lawn, one merely cuts a slit in the sod, makes a hole in the soil, and slips the bulb under. The crocus, being small, does not need to go very deep. The richer the soil, the better the bulbs will do; but do not use fresh manure on it.

Far From Schools

Mothers, whose children find school a bit irksome, should remind them of places where children live twenty-five or more miles from school and are thus deprived of all the pleasant associations and activities of school life. In some remote places, Outpost Correspondence schools help such children through the first eight grades, and little ones may "wish the school house would burn" or some fate consign them a vacation, but a week at home with the measles is likely to make them see school in a different light. Mothers can help by taking an interest, liking the teachers, and always speaking an approving word for everything which concerns school life. The attitude of the child toward his school is very much a reflection of what he hears of it at home.

For a Dull Room.

If the room is inclined to be dull and dark, a note of cheer can be added by the use of colorful lamp shades, cushions or draperies. In every room the ensemble effect makes for refinement, but one does not wish the life and sparkle all refined out of a room, especially as the days are growing shorter and less sunny. The color note does not need to be out of harmony with the color scheme of the room, but may be a brighter shade of one of its prevailing colors.

For example, if the room is done in tan, the vivid note could be a burnt orange cushion, lampshade or drapery, or all three. If the room is finished in gray, let a live blue or a cherry rose introduce the arousing note. Shades of red, gold, orange, rose add warmth to a room and are comforting for the winter room. Shades of blue, and violet are cool and quieting colors, but if vivid enough they may give the glow to a room.

To Shrink Woolen Material.

It is such a disappointment to make up a beautiful dress of wool goods, and to find presently that it is too small everywhere. This calamity may be avoided if the goods are shrunken before it is made up.

To shrink woolen materials, lay the goods, folded through the center, on a wet sheet or long piece of muslin. Roll both up together and let them remain so overnight. In the morning, press the material on the wrong side, with a dry cloth laid over it.

Be sure the material is thoroughly dry before laying it away and then roll it instead of folding it.

Foody Salads

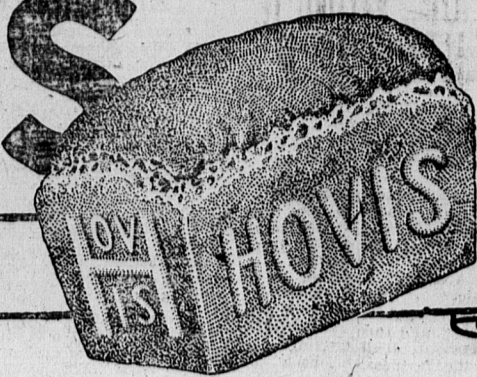
Salads that make-a-meal, may be made with lima or kidney beans, peas, cheese, salmon, or chopped chicken or veal as a foundation. To this may be added chopped celery, pickles, beets or carrots; or cold boiled rice. Seasonings may vary to suit the taste and may include salt, pepper, paprika, chopped green pepper, shredded pimiento, minced onion, or chopped parsley. Such a hearty salad as this makes a good luncheon dish and furnishes as enough protein to supply nourishment. With waters, or thin sandwiches and a cup of hot coffee or cocoa, it makes a very satisfying meal.

Corn Souffle.

To one cup of corn cut from the cob, or canned corn from which the liquid has been drained; add two tablespoons fat, four tablespoons flour, a half teaspoon salt, a seasoning paprika and of chopped green peppers or shredded canned pimientos, one cup of grated cheese, the yolks of three eggs, and mix. Next add two cups of

HÖVIS

The Bread of Health



Why is HöVIS the "Bread of Health"?

What is the Secret of the HöVIS Flavor?

IT'S the Flour that makes the difference. No other bread flour is milled in quite the same way as HöVIS.

For it contains a large proportion of wheat germ, which is the most nutritious part of the wheat grain.

The result is that HöVIS Bread, baked by leading Canadian bakers, contains those precious, health-giving vitamins and more of the true nutriment of the wheat.

That's why HöVIS Bread—"the bread of health"—is so different and so much better for you.

BETTER ingredients always make better bread. But there is one particular ingredient present in such abundance in HöVIS Bread as to give it a value no other bread possesses.

That ingredient is the wheat germ, scientifically combined in HöVIS Flour.

You have only to taste HöVIS Bread once, to realize the difference this makes!

And you are certain to enjoy it—just as thousands of others do.

Costs a little more—worth much more.

Why the name HöVIS? It is coined from the two Latin words "Hominis Vis" and means "The Strength of Man"

HöVIS Flour is made by the millers of PURITY FLOUR—trade-mark protected.

A product of WESTERN CANADA FLOUR MILLS CO. LIMITED, Toronto, Montreal, Ottawa, Saint John, Winnipeg, Calgary, Victoria.

Ask Your Grocer or Baker for HöVIS To-day

hot milk and the stiffly beaten whites of the three eggs, and bake as you bake a custard—that is, sitting in a pan of hot water, in a moderate oven, until firm, about forty-five minutes.

Mrs. Solomon Says:

The job you will get depends upon what you have to sell. What have you; a weak body, empty head, flabby character, and lazy habits—or, sturdy health, live ideas, backbone and energy?

Put away your ladder. Don't climb on the shelf yet! As long as there is poverty to relieve, illness to nurse, loneliness to cheer and one child in the world remains homeless and unloved, your place is in the happy walks among men. Don't acknowledge that you're useless; find something useful to do.

Smiles

Sometimes it's hard to distinguish contentment from plain laziness.

"Did the doctor know what you had?" "He seemed to have a pretty accurate idea. He asked me for ten dollars and I had eleven."

SERVING APPRENTICESHIPS

A thousand boys are serving apprenticeships for skilled work in the technical corps of the British army, and places are to be found for more.

Take Salts for a Kidney Backache

Too much rich food forms acids which excite and overwork the kidneys in their efforts to filter it from the system. Flush the kidneys occasionally to relieve them like you relieve the bowels, removing acids, waste and poison, else you may feel a dull misery in the kidney region, sharp pains in the back or sick headache, dizziness, the stomach sour, tongue is coated, and when the weather is bad you have rheumatic twinges. The urine is cloudy, full of sediment, the channels often get irritated, obliging one to get up two or three times during the night.

To help neutralize these irritating acids and flush out the body's urinous waste, begin drinking water. Also get about four ounces of Jad Salts from any pharmacy, take a tablespoonful in a glass of water before breakfast for a few days and your kidneys may then act fine and bladder disorders disappear.

This famous salt is made from the acid of grapes and lemon juice, combined with lithia, and has been used for years to help clean and stimulate sluggish kidneys and stop bladder irritation. Jad Salts is inexpensive and makes a delightful effervescent lithia-water drink which millions of men and women take now and then to help prevent serious kidney and bladder disorders. By all means, drink lots of good water every day.

Imperial Fox Food SUPERIOR PELTS Increased Pelt Values Imperial Biscuit Co. CHARLOTTETOWN P.E.I. Includes illustration of a fox.