



The Model Kitchen

Everything up-to-date—especially the stove—the most important part of the kitchen equipment.

The Long Blue Chimney Burner on every stove makes clean intense heat. It concentrates it all directly under the vessel—no waste. And because the combustion is perfect there is no smoke or odor.

The New Perfection does everything a gas stove does—is as easy to regulate. 3,000,000 are now giving satisfaction to just as many housewives.

Burns Imperial Royalite Coal Oil, the most economical and efficient of fuel.

Ask your dealer about the New Perfection. Have him demonstrate at your convenience the advantages of the Long Blue Chimney.

For Sale by Dealers Everywhere

NEW PERFECTION THE ALL SEASON OIL COOKSTOVES

IMPERIAL OIL LIMITED Power - Heat - Light - Lubrication Branches in all Cities

THE "A. B. C." OF CANADIAN EXPORTING

By a former Foreign Correspondent

The working man as well as the manufacturer is vitally concerned in anything which will help to keep our factories going full time all the year.

"Export trade is not a hidden art, like witchcraft or fortune-telling," says the Canadian Trade Commission in an outline of exporting, international commerce, like anything else which has to be exact, has its technical expressions.

The height of its perfection is the international bill of exchange. It is the medium by which credits in any part of the world are made available in the money of any nation anywhere else.

A man in Toronto, say, makes 5,000 worth of high-grade paneled doors from Canadian timber for export to Argentina.

The next step he takes is really the essential dividing line between practice in the home and foreign trades.

Then the manufacturer through the usual agencies takes out marine insurance for his shipment. On delivery of the shipment in good order to the steamship company he is given a bill of lading, which is nothing else than a receipt of the ship's master.

These three documents must be surrendered to the agent of the shipping company in Buenos Aires before the doors can be delivered to the consignee.

It is, however, instructive to know how the documented draft is validated. The Toronto banker immediately takes steps to have the draft accepted by the Argentine merchant.

Before the war there were normally about three billion dollars' worth of these trade bills against merchandise continually in movement around the globe.

"Why is it wise to foster an export trade from Canada?"

Because it is an economic truism, proved again and again in practice, that can only pay for imports by the exports you make.

It is possible that "in proportion to output Canada had in 1911 an industrial plant two hundred million dollars in excess of productive requirements."

"We repeat our conviction that the welfare of foreign trade really depends up on the particular benefits of a steadily increasing number of enterprises."

clusion reached at the National Foreign Trade Convention of the United States. An extension down the scale from big manufacturer to small producer is needed, making up for size by co-operation through formation of "trade groups".

It is not claimed that this sketch more than touches the fringe of the methods or advantages of exporting; it merely shows the broader benefits which would accrue.

THE CANADIAN TRADE COMMISSION, OTTAWA. May 15th, 1919.

MUSEUMS ARE POPULAR.

Londoners Have Turned Attention to Culture.

London has laid down the sword literally, and more literally taken up the copybook. War as a popular entertainment, like all sensations, has snuffed out like a candle.

With the reaction the average Britisher has discovered himself lamentably ignorant. A mind culture boom is now well on its hind legs.

The "Natural History" is a go-ahead institution and beneath its camouflage of Latin inscriptions and long words there beats an almost human heart.

For example, not far from the statue of Prof. Owen and the large wax model of the common flea you will find for your delectation a pile of instructive pamphlets on Pickled Herrings and How to Cook Them.

The latest improvement is the installation of a guide, J.M. Leonard, B.Sc., who conveys the seeker after truth round the galleries from 12 to 1 p.m., and delivers entertaining lectures on the exhibits by the way.

The correspondent found him on the top floor, where the upper mammals live, explaining the Javan Pith-canathropus to a lady officer, one school girl, five men and four small boys with large notebooks.

It was an interesting lecture on popular lines, and only once or twice did it stray above the level of the non-scientific mind.

"Those of you who have read Prof. Somebody's 'Ancient Hunters'—," said Mr. Leonard, and though we all tried to look as though the book was part of our daily food, it wasn't a great success.

"The most interesting part of the world to the anthropologist is the Philippine Islands, for there you find traces of nearly every race on the globe." The schoolboys made a note of that, and one of the men nodded his head.

"Next below man came the apes, of which the most intelligent is the Gibbon." This, by the way, is not the gentleman who wrote the "Decline and Fall." Anybody could see that.

"Gibbons are good athletes and excellent parents. A peculiarity of their structure is the great length of their arms."

It was only too true. Some of the specimens had arms even bigger than our old friend Coincidence, and could do that touch-your-toes exercise prescribed by medical board without bending.

"Now we come to the Eskimo. The Eskimo has no word for 'quarrel' in his language. When a difference of opinion arises, the contestants meet and make rhymes about each other. These they sing until good feeling is restored."

"Next we come to the Red Indians. The boys pricked up their ears. "These Red Indians," said the lecturer, pointing to the colored busts in the case, "are neither red nor Indians. They are mongoloids, and their color is brown."

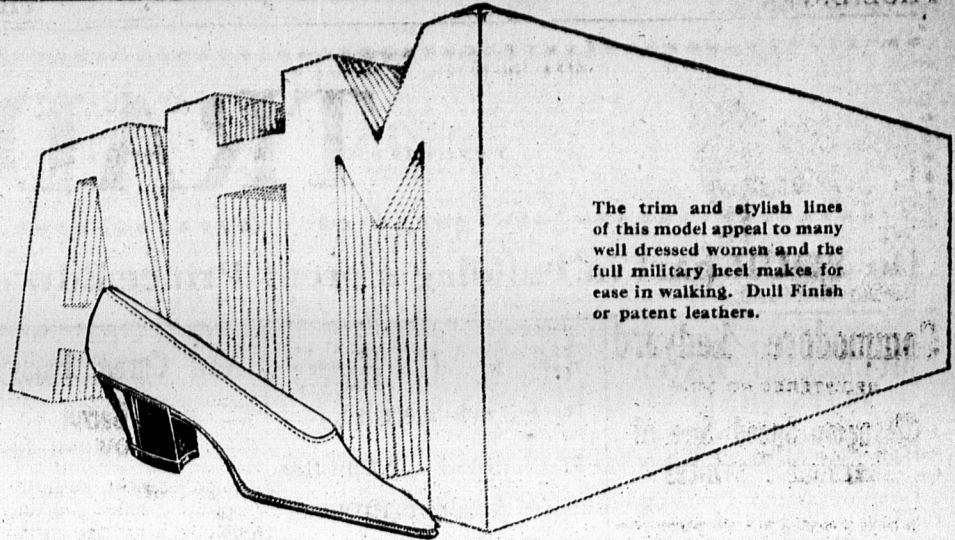
"Here we have the natives of the Purus river in Amazonia, a race of which we know little. Three expeditions have gone to explore that river, and not one man has returned. All were murdered by the natives." The boys crowded to the front, licking their pencils.

"On my left are the Negritos, of the Andaman Islands. A low-down lot! I mean in the evolutionary sense. They have not risen, and I don't suppose they will. They are born tired and bone lazy."

It was an interesting tour, for Mr. Leonard has a way of making those old dry bones live again. Although today was his first trip round, he did not lose one of his audience.

First Golfer—"I've just played a round with that fellow Briggs. He's a new member and about the limit of rottenness. Why he sliced nearly every shot."

Second—"Well, what else can you expect from a man who owns a dozen ham and beef shops?"



The trim and stylish lines of this model appeal to many well dressed women and the full military heel makes for ease in walking. Dull Finish or patent leathers.

The Proof of the Pudding

SOONER or later you will buy a pair of A. H. M. Shoes. And if you are correctly fitted with the proper shoe for your type of foot, you are likely to conclude that your shoe problem is solved.

That is the purpose back of these little talks about buying shoes. For unless the shoes do give you satisfaction, you are not so likely to buy A. H. M. shoes again.

And so we ask you to go to a reliable dealer, and make sure of getting the right type of shoe, and the right size and width. We ask you to look for the manufacturer's trade mark, that you may be sure of quality, and that you may be sure of getting the same make again.

We gladly send our booklet "How to Buy Shoes" to any address in Canada upon request to our head office at Montreal. There is very little in it about ourselves—but a great deal about shoes.

AMES HOLDEN McCREADY LIMITED

"Shoemakers to the Nation"

ST. JOHN MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER



When you buy Shoes look for—

—this Trade-mark on every sole

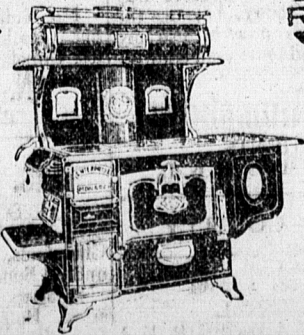


Gold Soap goes farther and does more work for the money because it is of the highest quality obtainable in laundry soap, and because it is also the largest cake obtainable at the price.

Gold Soap is made in the Procter & Gamble Factories at Hamilton, Canada

Gold Soap The Big Good Laundry

ENTERPRISE MONARCH STEEL RANGE



You confidently expect the range you buy to give perfect satisfaction for many years to come.

You will not be disappointed if you select an Enterprise Monarch. A splendid baker, easy on fuel, fitted with every modern convenience, it is also built to last.

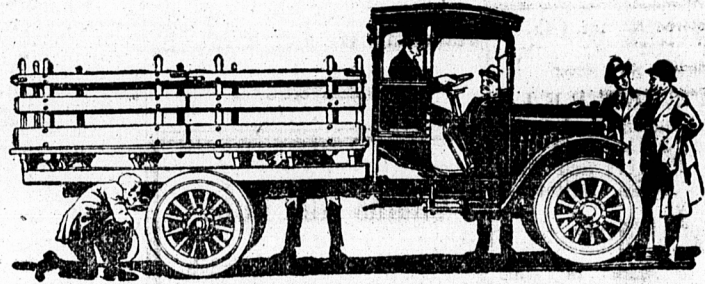
Write for free booklet which gives many reasons why you should buy an Enterprise

The Enterprise Foundry Company Sackville, N.B. Makers of High Grade Stoves, Ranges, Furnaces

SOLD BY LEADING DEALERS EVERYWHERE

CRABBE HARDWARE CO., LTD. Charlottetown, P. E. Island

BRACE MCKAY CO., LTD. Summerside, P. E. Island



Built for Shrewd Canadian Truck Buyers

FOUR out of every five loads conveyed by horse or motor can be carried by the Maxwell truck. To men who know truck costs that means a lot. It means that owning a heavier truck is an extravagance. It means that buying a lighter job is foolish economy.

The Maxwell is every man's truck. It will do any hauling work at the lowest cost per ton-mile. On ten miles or a thousand.

Easy on gas, easy on tires—on any roads. Ten-foot loading space—big enough for 3000 pounds of feathers or a ton-and-a-half of scrap iron.

No false overhead costs in this truck. No manufacturing mistakes to pay for. No experimental work. Not a mere assembled job—it embodies the full fruits of the Maxwell manufacturing facilities and record.

It's a freight carrier that offers dollar-for-dollar value through and through. A business-speeder that will yield long and loyal service in any business.

It's a truck ideally suited to Canadian roads and Canadian conditions.

It's a truck on which you can get real service—anywhere in Canada.

The price is several hundred dollars less than any other truck of similar capacity. The reason—quantity production on a sound manufacturing basis.

Chassis price, \$1550—f.o.b. Windsor, Ont.

MAXWELL MOTOR CO. OF CANADA, Limited, WINDSOR, ONT.

GAUDET & GRANT, Charlottetown, P.E.I.

Distributors for P. E. Island.



More miles per gallon More miles on tires