

this cereal TALKS!

It's so crisp it pops and crackles when you pour on milk or cream. And what a flavor! Crunchy rice grains—
toasted golden brown.
Rice Krispies are fine for any meal. Give them to the children for supper. Easy to digest. Order a red-and-green package from your grocer. Try the recipes for macaroons, etc. Made by Kellogg in London, Ontario.



Absorbine J

THE soreness and stiffness that usually follow the strenuous use of inactive muscles are quickly banished by rubbing the affected parts with Absorbine, Jr. And it restores the tired muscles to normal—ready again for work or play.
A powerful antiseptic and germicide as well Absorbine, Jr., is also invaluable in the treatment of cuts, bruises, wounds, lacerations, insect bites and burns. It takes out the pain and guards against infection. At your druggist's—\$1.25.

Rub Away Aches and Pains with Absorbine J

EYESIGHT EXAMINATION

Fitting and supplying Glasses, etc.
H. J. MABON
OPTOMETRIST
Office Connected With
Druggists
Montague, P. E. I.

EFFICIENT OPTICAL SERVICE

EYES EXAMINED, GLASSES SUPPLIED AND FITTED. CAREFUL ATTENTION GIVEN TO REPAIR WORK.
J. W. JOHNSTON
Registered Optometrist
157 Kent Street Phone 752-L
Charlottetown

Insidious Eye Strain

We use this adjective advisedly.
Sufferers from Eyestrain may have perfect vision and therefore do not suspect the presence of any evil defect.
The motive power of the entire human organism is Nerve Energy.
Normal eyes, it is computed utilize about 20% of this Nerve Energy, but when Eyestrain is present, a much larger proportion is required. Hence defective eyes through their consumption of an excessive amount of Nerve Energy may seriously affect the functioning of other organs of the body and produce ill health.
HAVE YOUR EYES EXAMINED
C. F. Hutchison
OPTOMETRIST

To the Bachelor Girl || Dorothy Dix || Gives Advice for Happiness

The Old Maid of Today Has as Much Chance for Happiness as the Much-Envied Bachelor—
All She Needs is Philosophy, Common Sense and a Good Job to Attain Single Blessedness

Tons of advice are handed out about how to be happy though married, but few tips are given women on how to be happy though unmarried, yet this problem has become of as vital importance as the other to a large number of girl bachelors who see no man, either dark or fair, entering their lives, as the fortune tellers say.

Perhaps the reason for this is that it is a far more difficult and complex proposition to be happy though married than it is to be happy though single, because the wife's well-being depends not upon herself alone but mainly upon her husband, whereas the unmarried woman makes her own fortune.

If a marriage turns out badly, the wife is actively miserable, but the worst that can happen to the old maid is a passive regret that she missed drawing a prize in the lottery. The spinster may be lonely, but she doesn't have to endure any man who curses and abuses her, or one who grouches around the home and of whose temper she stands in terror, or one who rows with her over every nickel that she spends. The unmarried woman may feel that she has missed the best in life, but she has certainly escaped the worst. Hence she is not in need of so much counsel and consolation.

Perhaps another reason why less is said about how to be happy though unmarried is because it takes only three things to achieve that. A little philosophy, a modicum of common sense and a good job, and single blessedness is attained, while on the other hand it takes the tact and diplomacy of a Minister Extraordinary and Ambassador Plenipotentiary, and the patience of a Job, the blindness of a bat and the suavity and optimism of a press agent to enable a woman to make a success of matrimony.

If I were going to advise a woman about how to be happy though unmarried, I should urge her, first of all, to put out of her mind any thought that there is any discredit to her in remaining single, and that because she didn't marry is any indication that she lacked beauty and charm and failed to attract men. The term "old maid" is only a gibe in the mouths of fools and dates them as being as prehistoric as the dodo.

Women had to marry in the days when matrimony was the only gainful profession that was open to them and when they had either to marry or starve, or be the fringe on the edge of somebody else's family. But now, whether a woman marries or not is just as much a matter of choice with her as it is with a man, and the girl bachelor and the man bachelor stand upon exactly the same social footing. If they are intelligent and interesting and agreeable, both are much sought after in a world where brilliant and delightful men seem to have a faculty for marrying dull and impossible wives, and vice versa.

Then I would exhort my unmarried women to come down to earth and look at the matrimonial situation from a practical instead of a romantic standpoint. Of course, every woman would like to find her ideal mate. She would like to have a husband who is strong and reliable; who is tender and loving and sympathetic; who is generous and prosperous; who is intelligent and interesting and a perfect companion whom one would never talk out.

So would every one of us like to be the Prince of Wales, or President Hoover, or Lindbergh, or as rich as Mr. Rockefeller, or as much of a vamp as Clara Bow, or as beautiful as Dolores Costello, but what chance have you got of realizing your dream of what you would like to be and have, I am asking you?

The trouble with women is that when they think about getting married, and how unhappy they will be if they don't marry, it never seems to cross their consciousness that they won't be the lucky ladies who get the perfect husbands. They compare their lots with those of the heroines of the fairy tales who married and lived happily ever after, and not with that of their sisters who married and lived miserably ever after, and who are married to good-for-nothing, drunken husbands they have to support, or to philanderers who break their hearts with their unfaithfulness, or to wanderers who never spend an evening at home if they can help it.

Then I should tell the woman who wants to be happy though unmarried to espouse a career. I should tell her to get into some work that she likes and finds congenial and that will fill her hands and her mind and give her something interesting to do and think about and plan for, and by which she can earn a comfortable living.

The reason that women in the past were afraid not to marry was because if they did not have a husband and children on which to expend their energies, there was nothing for them to do. There was nothing for them to hope for, nothing to plan for. They had to waste their lives in useless work, making tatting, crocheting tidies. And they were a pest to other people because, having no interest of their own, they had perforce to interest themselves in other people's affairs. And they were bitter because they knew the horror of dependence.

But now all that is changed. The unmarried woman's life can be just as full of ambitions and useful, constructive work as a man's. She can earn money as a man can. She is as socially and economically free as a man. Far more than any married woman is. And that is not a blessing to be sneezed at.

Finally, I should say to my unmarried woman who wants to be happy, that all life is a series of compromises. We have to be continually striking a balance between our losses and our gains, no matter what our lot may be, and happiness consists in putting the loud pedal on our blessings and the silencer on our misfortunes.

Undoubtedly the unmarried woman is not so well off as the woman who has an ideal husband, but she is a million times better off than she would be if she had a bad husband and, taking it by and large, when she turns the key in her bachelor door and realize that there is nobody there to ask her why she is ten minutes late, and if that isn't a punk way to keep house, and is that another hat she has, and so on and so forth, why, she may decide that she hasn't got it so bad after all.
DOROTHY DIX.

E. R. BROW
146 Richmond St., Charlottetown
Fire, Life, Accident, Sickness and
Plate Glass Insurance at
Lowest Rate.
Good Strong Stock Companies
Agent at Summerside, Lloyd Lewis.

Joseph Russo Beauty Advisor to Boston Fashionable Women agrees with Elise Bock of Berlin on this 2-minute complexion treatment

"Like Elise Bock of Berlin, Madame Jacobson of London, and other world-famous beauty authorities, I insist on the skin foundation being thoroughly cleansed. For this purpose I recommend the regular use of the nature beauty soap Palmolive."

JOSEPH D. RUSSO
110 TREMONT STREET



Elise Bock, who is the directing genius of Premier Beauty establishments in Berlin, Rome, Vienna and Santiago.

All middle Europe seeks the final refinements of beauty in this smart Berlin establishment, the elegant salon of Elise Bock, at 158 Kantstrasse. An air of Eighteenth Century Beauty marks Bock's distinguished salon.

"Foundation cleansing—the daily elimination of all pore-clogging dust, powder and rouge—by one means and one means only, daily use of the soap blended of palm and olive oils . . . I urge all my clients to use it as well as my own Pasta Divina and Eber Cucumber Emulsion."

Elise Bock
BERLIN W. 158 KANTSTRASSE
ROME-PRAGUE-VIENNA-SANTIAGO

THE smartest women of the Mid-European world take all their beauty problems to the celebrated Elise Bock of Berlin. Madame Bock's salons de beauté in Rome, Prague, Vienna and Santiago are well known to travelled women of fashion, who consult her constantly.

Known throughout the world
Many of our own lovely women go to Europe to discover the international fame of a beauty treatment which is already popular throughout America.

They go to Vienna and hear from Pessl this same truth. Madame Jacobson, of London; Massé of Paris; Lina Cavalieri, of Paris—these are just a few of the more than five score outstanding international beauty specialists who advise twice-a-day use of a soap containing palm and olive oils. They recommend one soap—and one soap only—Palmolive!

Madam Bock has a special reason for stressing the importance of "foundation cleansing." Powder and rouge gradually work their way into the pores. Only a part remains on the surface. The rest combines with dust, dirt and oil. And soon, tiny, stubbornly hard masses form. Unless one washes the face this special way morning and evening—blackheads, pimples, dreaded blemishes appear.

A famous 2-minute rule
This is the 2-minute home beauty treatment Elise Bock herself would give you in her select studio de beauté:

Retail Price
10c
A priceless formula embodying the precious oils of palm and olive, famous since the days of Cleopatra for prolonging health and beauty.
4592A-C



Back Bay beauties, girls from Radcliffe and the socially elect of Boston generally, congregate at Russo's charming Tremont Street Salon.

Mr. Russo (above) tells us: "The beauty treatments in my salon have won renown with women of distinction. Many who have traveled abroad tell me that my methods are similar to those of famous international experts such as Cavalieri of Paris and others of wide renown on the Continent. Like them in my experience I found that the palm and olive oils as blended in this soap (Palmolive) are the most effective agents for proper foundation cleansing."

Mr. Russo, as shown in the photograph above is known, and his advice respected, by the discriminating women of the hub city.

make a fine, creamy lather of Palmolive Soap and warm water. With both hands, massage it gently into the pores for about two minutes, so that the olive oil suds work their way into the pores. Then rinse thoroughly, first with warm water, gradually letting it get colder.

What Elise Bock tells her Mid-European patrons, Paris long has known, for today, in France—home of cosmetics, leader in soaps and elegant toilettries—Palmolive is one of the two largest selling soaps . . . it is first in Canada and the United States and 48 other countries!

In Memoriam REX HAYTER

A sad accident occurred at Harrison Mills, B. C., on Monday, April 1st, when Rex Hayter, son of Mr. and Mrs. Benj. Hayter of Gaspereaux, P. E. Island, was struck by a falling limb and instantly killed. The sad news was immediately telegraphed home to his parents and to his sister and brother in Idaho, who left at once to attend his funeral. Deceased was a young man of 23 years and had travelled widely in the United States and Canada and had made many friends. He leaves to mourn their loss, besides his parents, six sisters, Mrs. Jake Isak of American Falls, Idaho, U. S. A., Vera, Olive, Winnifred, Rena and Rena at home, and three brothers, Glen of Aberdeen, Idaho, Raymond of Harrison Mills, B. C. and Cecil at home.

The funeral services took place at the Baptist Church, Mission City, B. C., on Friday, April 5th. His pall bearers all being Free Masons of that city and Harrison Mills. A beautiful wreath and many other floral tributes told of the esteem in which Rex was held. His remains were laid to rest in the cemetery at Mission City. The district and surrounding country wish to extend sincere sympathy to the heart broken parents in their great loss.

Mr. and Mrs. Benj. Hayter received the following letter of sympathy from the Sturgeon Baptist Church, of which they are both members.

Dear Brother and Sister—In behalf of the members and congregation of this church I have been asked to write you a letter to convey to you and yours, our sincere and heartfelt sympathy in the loss of your beloved son. We are so sorry for you all and feel that we can but direct you to the all wise and loving sympathetic God, who coeth all things well. May He abundantly bless you in your great sorrow and give you the peace which passeth all understanding.

Signed in behalf of the members and friends of the Sturgeon Baptist Church—Lilly Creed, Secretary.
(Patriot please copy)

THE SALVATION ARMY

65 YEARS of SELF DENYING SERVICE to HUMANITY
Gen. Wm. Booth FOUNDER

WHEN you stop to consider the far-reaching effect of this work—the thousands of men and women in the army who invest their whole lives in every corner of the world for the spiritual and social good of humanity, you too, would invest something to help to carry

The Salvation Army period of "SELF-DENIAL" is here—
Fall in line with these soldiers of Christ, and deny yourself too, by giving to this worthy cause
Donations may be sent to Commissioner Wm. Maxwell, 20 Albert Street, Toronto, or to the Local Corps Commander of your own town.
THE SALVATION ARMY