FREE PAIR LADIES' OR MEN'S SILK HOSE FREE
FOR EVERY QUALIFIED ANSWER

WIN a New 1927 Chevrolet Car $1200.00 in PRIZES

Solve this Great Mystery Message

"WREAWLLE HOES WRAE LENGRO"

SOLVE THIS PUZZLE—WIN FIRST PRIZE

PRIZES
FIRST PRIZE
Chevrolet Coach
2nd.....Cash $150.00
3rd..... " $60.00
4th..... " $25.00
5th..... " $10.00
6th, 7th, $5.00 each
8th, 9th, $5.00 each
10th, 11th, $5.00 each
12th, 13th, $5.00 each
14th $5.00

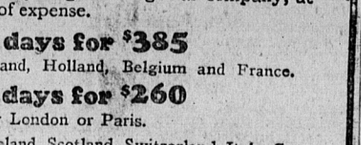
Can you solve this puzzle? This Great Mystery Message contains four words and is the slogan of a well-known hosiery firm. Each little group of letters represents a word and forms a message of interest to you. For instance, the first jumbled group of letters is WRAEWLLE and when put in its proper order is WEARWELL. If you can solve this fascinating puzzle, you have opened the way to being declared first prize winner. This is not a sales contest for the biggest sales. YOUR OPPORTUNITY IS EQUAL.

WHY THIS CONTEST IS RUN

This is an advertising contest. We want to acquaint you and your friends with the wonderful Wearwell Hosiery made in all the better grades of Pure Silk, Silk and Wool, and Pure Wool, for every member of the family, and sold direct to you from the mill at Money Saving Prices.

FOLLOW THESE RULES

1. Write answers in ink on one side of paper only. Put name and address and name of this paper in upper right hand corner, stating whether Mr., Mrs., or Miss. Put anything else on separate sheet. Don't send fancy or typewritten answer. 2. You must be 15 years or over to enter. Employees of this company or their friends are forbidden to enter. 3. Final awards will be made by a committee of 3 Toronto gentlemen having no connection with the firm. Contestants must agree to abide by their decisions. Prizes will be awarded by points, 350 points the maximum, or nearest thereto, will take the first prize. 160 points will be awarded for the correct solution of the puzzle, 75 points for general neatness, appearance, spelling, punctuation and handwriting of entry, and 115 for fulfilling the conditions of contest.



WIN THIS CAR

IMPORTANT—This Contest closes May 30th, 1927, at 5 p.m.
This ad. may not appear again. Rush your entry today.

Send Your Entry Today The First Prize Winner can have the Car or Cash Value $910.00.

Every contestant who solves the Mystery Message correctly and sends their entry promptly will receive an immediate surprise award in addition to any prize they may win. RUSH YOUR ENTRY.

WEARWELL HOSIERY CO., DEPT. 28. 76 YORK STREET TORONTO, Ont.

Economical Tours to EUROPE

$385 for 37 days
$260 for 23 days

Under the management of the
ART CRAFTS GUILD TRAVEL BUREAU

Sailings Every Few Days
During June, July and August

Get away from the news and views at home. Take that long promised trip abroad, with its colours and thrills, its newness and oldness, to remember and talk about forever.

Here is the opportunity to go in congenial company, at the very minimum of expense.

37 days for $385
which includes England, Holland, Belgium and France.

23 days for $260
with a week in either London or Paris.

Extension tours to Ireland, Scotland, Switzerland, Italy, Germany at same moderates rates.

The accommodations aboard ship are the same for both tours — comfortable staterooms, good meals, plenty of deck room, orchestra, deck sports, dances, parties and masquerades, glorious ocean air, rest and relaxation.

Also
3 Guild Empress Tours
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Under the same management

The variety of tours and cruises offered by the Art Crafts Guild includes a vacation for almost every purse. Considering accommodations and itinerary, they represent the greatest possible travel value for their cost.

Make up your mind right now to take advantage of these wonderful vacation tours. Get all the details of the ocean voyage and sight-seeing trips abroad. Write or telephone

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BUY YOUR
FORD CARS, TRUCKS AND TRACTORS
TIRES, PARTS AND ACCESSORIES
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FOR THE WOMAN READER

BY FLORENCE RIDDICK BOYS

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THE MENU AS A LABOR SAVER.

Notorious is the family which lives "from hand to mouth," because the man is a poor provider; but less well known is the family which lives "from hand to mouth", because the housewife fails to plan her meals ahead. How many fine dishes she might have served her hungry household, had she but planned in advance and given herself time to cook them, or had ordered them the day before and had the necessary ingredients in the house.

It is a harassing question—an ever present gadfly—"What shall we have to eat?" It bobs up and stares the housewife in the face three times a day, three hundred sixty-five days in a year, and year in and year out. Since this is so, why not tackle it bravely and make the best of it?

The making of menues in advance robs meal getting of half its terrors; and the best time to make menues is when one is hungry. It is a good idea to sit down, every seven days and make up a bunch for the week. You can do it in your kitchen rest nook, while you are watching the dinner cook, and while your appetite is good. Set aside a particular day for it and allow this time for menumaking only.

To build a menu, remember the five kinds of food to choose from: vegetables and fruit; potatoes or other starchy food; meat or a substitute; bread; drink. To look at them in another light, they are: vitamins and mineral salts; carbohydrates; proteins; something to satisfy the habitual desire for "the staff of life"; and something warming and "to wash it down with." The first three groups are founded on needs, the last two on traditional tastes. One should drink a-plenty, but it is a question whether it is wisest to take your liquid with meals.

Sometime sit down, with all your food literature, cookbooks and bulletins about you and make out long lists of each of these five groups of foods. Enumerate all the kinds of vegetables and fruits available and the different ways of preparing them. Do the same with potatoes, rich, macroni, and other starchy foods; with meats, fish, fowl, eggs, cheese, nuts, peas and bean dishes; and name all the different varities of bread and of beverages. From now on your task of menu making is easy.

In making your menues, choose some characterisitc dish which you want to serve at that meal, and build up the rest around it, considering what vegetable, starch, meat, bread or drink would "go best with it; and varying your combinations from time to time.

In your weekly session of menu making, write out on a separate sheet the menues for the three meals of that day, and below them, write out the supplies you must order to have the necessary ingredients on hand. Each morning, after breakfast, order the needs of the next day.

Such forethought will do much to lessen the labor and anxiety of the housewife. If Mother is away or someone else must get the meal, the task is easy. With the menues all prepared and the groceries on hand, one's mind can at all time be free for other tasks, without the harassing dread, in one's subconscious mind, of getting ready for the next meal.

Successful meals do not happen. They are brought about, and they are much more easy to accomplish if one plans for them well in advance.

COLOR IN DRESS.

Color gives life to dress. It expresses feeling and displays personality. Since it is the most conspicuous element of dress, it should be chosen with wisdom. Many people choose a dress of a certain color simply because someone else has one like it, or it is style; and with no references to the effect that color has upon them.

There are certain principles to be applied in choosing the color of a garment you may wear. There is at least one color which is becoming to you, in its various shades. This is your color, and in selecting garments you should stick to it, no matter what the fashion.

To choose your color, study the coloring of your complexion. Emphasize the more attractive features and counteract the less attractive. What are the colors in skin, hair and eyes which you wish to bring out, and what do you wish to repress?

Red reflects pink. Blue intensifies pink. Intense blue brings out yellow. Orange and violet emphasize the yellow of the skin and are to be worn only by very fair persons. Navy blue, and brown are more kindly to one who is the least bit sallow. Green, both light and dark, intensifies pink and should not be worn by a person of high color. White and cream are becoming to most peoples. Ivory white is less trying than dead white. Black, alone, is trying to all but those of very white skin and rather high natural coloring. It may be relieved by touches of cerise, gold and blue. Gray, unless modified by some color, intensifies sallow color and the lines of ill health, fatigue and age.

To bring out the color of one's eyes, use darker shades of the same color in tie, hat facing or collar.

Those of clear complexion, with moderate coloring, ca wear almost any color. Those of high colcring should avoid hight coloring. Those with a sallow complexion should choose rose reds, avoiding yellow reds. Warm golden tints, to blend with brown hair, are good. If one's hair is greying, but the original color still predominates, play up that color. A touch of golden brown will bring out the brown of the hair. With gray or white hair, wear white, warm blush grey, and rose tints.

A large person should wear a subdued or dark color; leaving the aggressive, brilliant colors to small people. For hot weather, the cool greens and blues are appropriate. The warm reds and golden browns are better for winter.

SOUR MILK.

Milk may be kept from souring by boiling it, then keeping it cold. such milk should be used within twenty-four hours, as boiled milk is more subject to putrefaction than is raw milk.

If the milk sours, it may be beaten up and used as a beverage, or made into cottage cheese, and the whey used for bread making. It cakes and cookies. Sour cream may be used in various breads, may be whipped and used on fruit as a dessert. It may be sprinkled with sugar and eaten as a dessert It can be made into salad dressings, and is used to good advantage in cooking vegetables. For example, cook chopped cabbage with the addition of salt, pepper, butter and a flavor of vinegar. When it is one, remove from the fire, add a beaten egg and one cup of sour cream, and serve.

BUYING GRAPEFRUIT.

When you are buying grapefruit, select that which is heavy for its size This indicates that it is not pithy. Sometimes one will find on the market grapefruit with tiny brown specks on the skin, and it is sold cheaper on this account. Such grapefruit are called "russet," and they are a good buy, for their less attractive color does not affect the quality or flavor.

SAVE THE EASTER TRINKETS.

When the children have enjoyed to the full the Easter baskets and bunnies and cards, do not let these lie around and become delapidated and lose their charm. Pack them carefully away in a box in the attic for next year.

In our family we have, in the attic, the Easter Box, the Valentine Box, the hanksgiving Box, the St. Patrick's Box, and the Christmas Box. As the holidays roll around, last year's glories are brought forth again; and with little additional expense one can make a really gorgeous display, much more glorious than you could hope to have if you had to stock up anew each year.

The older things, if they are remembered at all, are liked all the better for that, as they have about them the aroma of a happy memory. To us, who are accustomed to this habit, it seems really pitiful to see a battered Easter rabbit still hanging around until the Fourth of July.

A PLAY HOUSE.

An attractive playhouse for the little folks can be made by planting vines about one of those large canvas umbrellas, such as are used for advertising purposes.

Plant the vines in a circle six inches wider than the circumference of the umbrella. Outside the vines, make a flower bed, encircling the playhouse, leaving an open space for a doorway.

Stake the umbrella down by ropes leading to posts driven in the ground. Train morning glory-vines and nasturtium up to the ropes and over the umbrella. The children will love such a play tent.

TO REMOVE SPOTS.

If you drop a spot on a dress of delicate fabric, you are likely to remove the color and injure the fabric, if you use ordinary chemical cleaners on it. Many a spot will respond to clear water. Wet the spot quite wet, with clear water. Let it stand a few minutes to soak the spot soft, then wash it out by gentle patting and rubbing with a clean cloth. Many a spot can be removed in this way and there will be no bad after effects such as a faded place or a grease ring.

SMILES

At college, many a son is shining on the hay his Dad is making.

"I am giving you this umbrella as a birthday present, and wishing you many happy returns."

A Very Reliable Home Treatment

How Weak, Run-Down People Can Obtain Relief.

Among the many remedies offered for the maintenance or restoration of health and strength, there is none can compare with Dr. Williams' Pink Pills. Most ailments are due to poor, thin blood. Dr. Williams' Pink Pills have a specific action on the blood, making it rich, red and pure. Through this richer blood the tissues of the body are better nourished, and the functions of the body better performed. Anaemic sufferers, weak, languid and nervous people speedily find new health and strength through the use of this medicine. This was the experience of Mrs. John Armour, South Monoghan, Ont., who says:—"I am one of the many thousands who have regained health through the use of Dr. Williams' Pink Pills, and I take this opportunity of saying a word in praise of this splendid medicine. Before beginning the use of this medicine I was pale and badly run down. I found it difficult to do my housework and was tired and breathless at the least exertion. I had tried several medicines without benefit, and finally decided to try Dr. Williams' Pink Pills. Soon I began to feel better, sleep better and eat better, and found my weight increasing. In a word I felt like a new person. I have since recommended the pills to others who have taken them with equally good results."

Try Dr. Williams' Pink Pills for anaemia, rheumatism, neuralgia, nervousness. Take them as a tonic if you are not in the best physical condition and cultivate a resistance that will keep you well and strong. Get a box from the nearest drug store and begin this treatment now.

The pills are sold by all medicine dealers or will be sent by mail at 50c a box by writing The Dr. Williams' Medicine Co., Brockville, Ont.

That Baby Of Yours

Keep Him Well With the Aid of Baby's Own Tablets.

No matter how strong and rosy your child may be he requires a laxative sometimes so that the stomach may be kept sweet and the system clean.

Formerly the laxative medicines given to children were disagreeable ones—castor oil, senna tea, powders and so on. But now Baby's Own Tablets, easily administered and pleasant to take, have superseded these. The children like Baby's Own Tablets.

Not only as a laxative but in many other ways these Tablets are an ideal remedy for little ones. They quickly reduce feverishness, relieve indigestion, colic and vomiting, prevent constipation, check diarrhoea, allay teething pains and promote healthful natural sleep.

You can get Baby's Own Tablets at any dealer in medicine or at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Vile-Smelling Catarrh Makes You Objectionable

Why Not Treat Yourself and Get Well Quickly?

Not a drug to take, not an hour to wait for relief—you just inhale the pleasant, piney vapor of Catarrhozone and get well quickly.

"What Catarrhozone did for me in one week was simply a miracle," writes Malcolm R. McIntosh, from Georgetown. "I had a frightful attack of Catarrh. My ears buzzed and my head was full of noises. The end of my nose was red and itchy—on the inside it was sore. I had vile dropping from my throat and was very sick. Relief came quickly so I kept up the treatment and was absolutely restored by Catarrhozone."

Satisfaction is guaranteed to all who use CATARRHOZONE. Sold by all dealers. Two months' treatment One Dollar. Smaller size, 50c.

5000 miles in 4909 minutes!

Studebaker Commander maintains mile-a-minute speed for 81 hours, 49 minutes

5 amazing records for speed and endurance established by Big Six

NEVER before has any automobile in all North America traversed 5,000 miles in less than 5,000 consecutive minutes.

A stock Studebaker did it—The Commander, a closed car fully equipped, including even spare tire.

In official tests under the sanction and observation of the American Automobile Association this stock Studebaker, identical with the car you can buy in any Studebaker sales room, not only established the amazing new record of 5,000 miles in 4909 minutes total elapsed time, but also set four other records.

2500 miles in 40 hours, 12 minutes, 54 seconds total elapsed time. An average speed of 62.16 miles per hour.

3102½ miles in 50 hours total elapsed time. An average of 62.05 miles per hour.

3500 miles in 56 hours, 47 minutes, 32½ seconds total elapsed time. An average speed of 61.62 miles per hour.

4,414 miles in 72 hours total elapsed time. An average speed of 61.3 miles per hour.

5,000 miles in 81 hours, 48 minutes, 22 seconds total *elapsed* time. An average speed of 61.12 miles per hour. No automobile or other vehicle in America has travelled so far so fast. No stock closed car has ever approached this record.

Here is what these records mean to you:

1. It is possible to purchase a truly great automobile at a moderate price. These records prove that The Commander has justly been called "the greatest post-war achievement of automotive engineering."
2. The Commander, because of the superabundant power of its Big Six engine, will perform eagerly, easily, smoothly, with no labor or effort, any and all tasks placed upon it.
3. Studebaker has produced in these new models, cars which will excel even the staunch, dependable Studebakers of the past, in low repair and maintenance costs.

Any motor expert will tell you that 5,000 miles at more than a mile a minute is equivalent in strain and stress to 25,000 miles of ordinary driving. Yet in this terrible test the only replacements or repairs were three grease-cups, one spark-plug and one punctured tire. Only one pint of water was used.

Try out a Commander yourself. Know this great car! These shattered records merely dramatize the thrilling performance which Studebaker Commander owners everywhere are enjoying. They explain why the Studebaker Big Six is far out-selling the combined totals of all other cars in the world of equal or greater rated horsepower. The exact duplicate of this record-shattering car is waiting for you in our showrooms.

Commander Models and their One-Profit Prices: Sedan, $2380. Victoria, $2365. Other Studebaker and Erskine Models range in price from $1395 to $3685. All prices delivered, taxes included, in Charlottetown and Summerside.

A. HORNE & CO. Charlottetown | PRINCE MOTORS Summerside

Dealers for Prince Edward Island

STUDEBAKER

Made in Canada

AN ALL. CANADIAN HEALTH STORY

One of the most attractive child health stories yet appearing in Canadian child health work, has just been issued by the Canadian Council on Child Welfare.

This attractive little booklet "The Story of the Curlytails", is cunningly illustrated story, written by a Canadian, Miss Helen G. Dominion Department of Agriculture. The ingenious illustrations in black and yelloware the work of a young Ottawa artist, Miss Blanche Guthrie. The Canadian Council on Child Welfare has published the material, under the supervision of the Child Hygiene Section, and is assuming responsibility for its distribution.

Due to the interest and co-operation of the National Dairy Council of Canada, the Child Welfare agencies will be able to distribute the booklet free to Canadian mothers and children.

"The Story of the Curlytails" is a commendable contribution to the slowly increasing numbers of all-Canadian publications in the Child Welfare field. It is one of the most ambitious ventures in children's publications yet attempted in Canada. It seems fitting that the date of its publicaton, as the first in the purely Canadian series of the Canadian Child Welfare Council's special children's booklets should occur so near the anniversary of Confederation.

Requests for the booklet should be addressed to the Canadian Council on Child Welfare, Plaza Building, Ottawa, Canada.

OLIVEINE EMULSION

Doctors Prescribe This Wonderful Health Restorer

The family physician has no hesitancy in prescribing OLIVEINE EMULSION for the entire family. He knows by experience that it contains the nutriment and tonic elements necessary to rebuild wasted tissue, enrich the blood, stop the cough or cold, soothe the nerves—and put new strength and vigor into the system.

Only the purest ingredients are used in preparing OLIVEINE EMULSION—the best quinine from Peru, South America, the highest grade cod liver oil from Lofoden Islands, Norway, malt, wild cherry, hypophosphates—all scientifically blended with other ingredients by a special process.

If you feel run-down, weak, nervous or have a stubborn cough or cold, start taking OLIVEINE EMULSION at once. It will put you on the road to a speedy recovery.

Sold by Druggists and General Stores

Price $1.00 per Bottle

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