



The Men Who Know McLaughlin-Buick Best

It is from the man behind the wheel of the McLaughlin-Buick that the most sincere expressions of appreciation come. It is upon the experience and the judgment of the man who knows McLaughlin-Buick that this car has become the standard by which all other cars are measured—the literal basis of comparison of automobile values. Year after year, by dint of constant improvement in detail, yet upon the unchanging principles of McLaugh-

lin-Buick construction and quality, McLaughlin-Buick maintains and increases its undisputed leadership among quality cars and adds to the numbers of those who respect McLaughlin-Buick because they have knowledge and experience of McLaughlin-Buick comfort, beauty, performance and endurance.

Upon the verdict of the McLaughlin-Buick owner, McLaughlin-Buick confidently rests its case.

McLaughlin Sales & Service CHARLOTTETOWN
Prince Motors SUMMERSIDE
DEALERS FOR PRINCE EDWARD ISLAND

McLAUGHLIN-BUICK

WHEN BETTER AUTOMOBILES ARE BUILT, McLAUGHLIN-BUICK WILL BUILD THEM
PRODUCT OF GENERAL MOTORS OF CANADA LIMITED



Imperial Fox Food

for PUPPIES

The success, following its use during the last two years, has clearly proven the merits of this IMPERIAL product to our experienced ranchers and they are planning on feeding liberally this season.

Our formula is specially suited to the needs of the young and growing foxes, is rich in vitamins and a sure preventative of rickets.

Our Puppy Food is guaranteed to be strictly fresh.

Order early so as to be sure of receiving your supply in good time as a heavy demand is anticipated.

HAUCK FIRE GUN

We have the exclusive agency for the HAUCK FIRE GUN endorsed by leading ranchers for disinfecting pens and houses. Full information on request.

IMPERIAL BISCUIT CO.
CHARLOTTETOWN
P. E. I.

FOR THE WOMAN READER BY FLORENCE RIDDICK BOYS COPYRIGHTED

THE FAMILY CIRCLE.

A class in school was once told to make drawings to illustrate the poem, "The Old Oaken Bucket." One little boy covered his paper with what looked like fly specks. When asked for an explanation, he said it was to illustrate the line: "And all the loved spots which my infancy knew."

Too many like that of "loved spots" and not woven together into a "family circle." A circle is a continuous and unending thing, and stands, in symbolism for completeness and perfection. There are no outstanding points, no corners, no sides, no base; but all submerged in an essential quality, the identity of each contributing to the whole—the family circle.

One cause of divorce is that the members of the family have not submitted themselves to the "give and take" of joint life. Have not sweat and sacrificed and suffered hardships and laughed and played and yearned and struggled and climbed and saved and spent enough together. They have not kept in such union, as to appreciate one another and see and understand one another's viewpoint, to want what one another wants, to be anxious for and patient with one another. It takes much pulling together to knit a family into a circle.

In the olden times, the man was "IT" in family life, and the woman was his help-meet. Under feminism, some wives would want to be the kite with the husband the tail. In many homes, the parents are straining and giving their all to their children, neglecting the culture of their own personalities and their contribution to society. In a few, the parents are riding on the top of the wave and leaving their children to sink or swim for all they are striving to help them.

In the ideal modern home, the family is the family circle. "Each for all and all for each." No mine and thine, no favoritisms, no rivalries—but the family circle.

The secret of cultivating and preserving the family circle is for its members to do things together, to keep eye to eye and heart to heart, by effort and sacrifice and victories and joys shared. The family picnic, the round robin letter, the family reunion, the helping one another through college, the family listened to together, the family frolic and dance at home, the songs sung together, the sharing of the same dreams and hopes, yes, and the prayers prayed together at home. These will weld the household into the family circle.

YOUR CHILD'S FOOD.

The child under seven years of age should have his heaviest meal at noon. He needs three meals a day, with plenty of time to eat each untroubled. Start the school child in with his dinner promptly, when he arrives home at noon. He is sure to come home hungry; and if you do not serve him promptly, he will not have time to eat his dinner in a leisurely fashion. In too many families the child must wait for his dinner until the family assembly, and this is often too short a time before school opens in the afternoon, and the child must hurriedly gulp down his heartiest meal. The result of this is indigestion and dullness or a headache in the afternoon.

The daily diet of each child should include at least a pint of milk a day. There should be an egg, or a piece of meat or fish daily; or, if none of these is used, an additional pint of milk should be given to take its place. Cereal, bread and butter, fruit and green vegetables, especially leafy vegetables, should be served to the growing child each day.

Fortunate is the child who has a careful mother to see that he is amply supplied each day with proteins, calories, carbohydrates and vitamins. This is one of the most worth while tasks any mother can set for herself. The child who will develop well, grow large and strong and fine, be a good student, and have a satisfied and genial disposition is the child who has a physical basis for welfare, who is properly and wisely fed, and who has enough sleep, enough fresh air and enough play with companions. Has your child all these?

HANG IT UP.

A good expensive dress, which looks so fine and beautiful when it comes from the store is sometimes ruined by careless handling between wearings. The way you take care of the dress when you are not wearing it, may ruin it faster than many wearings. Do you hang it up carefully on a hanger, seeing that it is not crowded in the closet or mashed out of shape? Do you fasten up the loose parts to hold it in the shape it should be when worn?

To pull off a dress and let it lie on the floor where you stepped out of it, is ruinous. Equally bad is it to throw it carelessly over a chair, for someone to sit down on, or to crush in its own weight. The dress you have worn is slightly, though imperceptibly, damp with the moisture of your body. To hang it up carefully on a hanger and leave it dangling over a night from the chandelier or a picture frame is a sure way to ruin it away.

Most mothers need to teach their daughters the habit of hanging up a dress on a hanger the instant they take it off.

COOKING VEGETABLES.

There are two groups of vegetables: strong juiced vegetables and mild juiced vegetables. They should be cooked in different ways. If strong juiced vegetables are cooked incorrectly, they are disagreeable in flavor. Such vegetables are: cabbage, cauliflower, carrots and turnips. These vegetables should be cooked in a large amount of boiling water and with the kettle uncovered that the steam may escape.

As soon as the vegetables are tender, the juice should be drained from them. If you wish a delicate flavor, if you prefer to preserve the mineral salts, do not drain the juice off, for the mineral salts are dissolved in this liquid. Some careful cooks use this liquid in soups. Do not cook strong juiced vegetables too long—only until tender.

Mild juiced vegetables, as cactus, spinach, beets, peas, beans, potatoes, squash, parsnips, corn and celery, should be cooked in a very small amount of water and should be served in the water in which they are cooked—except the potatoes and squash, which should be dry and moist. Cover mild juiced vegetables while they are cooking.

Vegetables may be diced and served with butter, creamed, scalloped, baked or fried. Escalloped onions, cabbage, tomatoes and peppers, and celery are little known but delicious dishes. Baking or steaming vegetables retains the valuable mineral salts.

PRUNES.

Add the juice of one lemon or a tablespoon of vinegar to cooked prunes to take away the insipid taste. Lemon or orange peel or spices may be added for flavor. An appetizing prune dish is made by removing the stones from cooked prunes, stuffing with nut meats, and making into a jelly mold with gelatin. Serve with whipped cream.

STUDYING HOUSEHOLD MANAGEMENT.

It is being recognized that house-keeping is an occupation which calls for the highest intelligence, and women everywhere are turning to domestic science courses to make themselves professionals in home management.

THE WORLD BEAUTIFUL.

"Unfading thoughtfulness of others in all those trifles that make up daily contact in daily life, sweetness of spirit, the exhilaration of gladness and of joy, and that exaltation of feeling which is the inevitable result of mental peace and loving thought—these make up the World Beautiful, in which each one of us may live as in an atmosphere."
—Lillian Whiting.

INTERESTING CONVERSATION.

If you want to be a charming conversationalist, be a good listener. Find out your companion's chief interests and draw him out to discuss these. Everybody likes to talk about the things nearest to his heart and upon which he is best informed. Even the veriest clam will open up in conversation if you strike his hobby.

MRS. SOLOMON SAYS:

"Simplicity is three-fourths of beauty—especially when applied to the interior of our homes."

SMILES.

"Why is Jane so fat?"
"Because she daily doesn't."
"Why, a good chef gets more pay than a college professor?"
"Well, why shouldn't he? His courses are more popular."

Her Feet And Ankles Used To Swell

Then Mrs. J. Wilkes Used
Dodd's Kidney Pills
New Brunswick Lady Recommends
Dodd's Kidney Pills to All Who Suffer.

Public Landing, N. B., April 29—(Special).—That relief can be obtained from all kinds of kidney disorders by using Dodd's Kidney Pills is again evidenced by the testimonial received from Mrs. J. Wilkes, a well-known and highly respected resident of this place. She writes:

"I had very bad pains in my back, also feet and ankles used to swell. This gave me great pain. After using three boxes of your Dodd's Kidney Pills I am all right again."
Kidney trouble is very common amongst all classes of people, and usually a lot of valuable time is lost by using unsuitable remedies. A good plan is to watch the kidney and keep them healthy. Dodd's Kidney Pills stimulate and strengthen weak kidneys. They are used and recommended all over the civilized world.
Obtainable at all druggists or



UNUSUAL Sleeping Comfort BECAUSE it fits the curves

Tomorrow's Energy Depends on Tonight's Sleep

Today you possess a definite, measurable supply of energy for life's activities. Tomorrow you may have more or less; it depends upon how well you sleep tonight.

Seven hours of refreshing, glorious relaxation and perfect slumber on a Marshall Mattress are worth eleven hours of sleep on an ordinary mattress, which all too soon has become packed and unyielding.

The Marshall Mattress with its soft, flexible spring centre creates an entirely new kind of comfort, unknown in an ordinary stuffed mattress.

The actual photo reveals the secret. Notice how naturally the inner-spring centre of the Marshall conforms to every curve of the body.

Never until you have slept on a Marshall can you realize what a tremendous difference this perfect body support means to real sleep.

Marshall owners never dreamed that such luxuriantly comfortable sleep ever existed until they bought their first Marshall. What a revelation it was to them. Your first night, too, on a Marshall will unfold to you this new kind of sleeping comfort.

A mattress that will give you many years of extra service, produce better and more healthful sleeping comfort through a definite scientific construction is naturally worth a few extra dollars. When others are replacing their ordinary mattresses your Marshall will be as good as new.

The Marshall necessarily costs a little more at first, but it actually costs less over a period of years. It is the soundest investment you can possibly make in really restful sleeping comfort.

Examine this greatest of all mattresses to-day at your furniture store. Made in five grades from \$25.00 up—all Marshall Spring Mattresses are guaranteed for five years.

MARSHALL VENTILATED MATTRESS COMPANY, LIMITED, TORONTO, ONTARIO
INVENTORS, PERFECTORS AND 25 YEARS MANUFACTURERS OF THE FIRST AND FINEST INNER SPRING MATTRESS

MARSHALL SPRING MATTRESS

LOOK FOR THIS TRADE-MARK

Marshall Mattresses are Sold in P. E. Island by
R. T. HOLMAN LIMITED
The Low Priced Furniture House

Champion National Change Week May 1 to 7

Champion X—exclusively for Ford Cars, Trucks and Fordson Tractors—packed in the Red Box—Set of Four \$3.20

INSTALL CHAMPIONS NOW

Champion— for trucks and cars other than Fords—packed in the Blue Box—Set of Four \$3.60
Set of Six \$5.40

Once again Champion reminds you that to enjoy maximum engine performance during the next twelve months you should install a complete new set of spark plugs now.

Car manufacturers recommend and hundreds of thousands of motorists are changing spark plugs every year to insure better and more economical car operation.

This is true, even of Champions, in spite of their world-wide reputation for remarkable long life.

If you have used your spark plugs more than 10,000 miles, a new set of dependable Champions will restore power and speed and save their cost many times in less gas and oil used.

Make Champion National Change Week your yearly reminder to install a complete new set of Champions.

CHAMPION Spark Plugs

WINDSOR, ONTARIO
A CANADIAN MADE PRODUCT