

THE GUARDIAN'S THRIFTY

SHOPPERS' GUIDE

WEEKLY CONTEST PAGE

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The price is only 18cts. Per lb.

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We deliver flowers to any part of the civilized world.

Call and see our complete array of Flowers for all Occasions

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Tailored Workmanship. Perfect Fit—Superb Value.

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are available from any of the firms advertising on this page.

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Dose your Fox Pups (from 2 weeks to one month old) with French's No. 3 Capsules. There's nothing like them for eliminating worms. Absolutely safe and effective. Boxes of 30 Capsules \$1.00. One hundred \$2.50. Five hundred \$10.00.

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Get your fresh cracked Eggs at the Candling Station.

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We have some nice designs in Bathroom scales. Call in and see and them.

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57 Pownall Street. Phone 65

Discontinued Watches Closing Out at Half Price

5 size Hunting Case 14K, 10K and Gold Filled

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Stylish Footwear

Comfortable—Serviceable Priced Right

Purdie-Ferguson

FOR QUICK, EXPERT SERVICE Bring Your Glass Troubles To Us.

W. B. PROWSE & SONS

Plate—Duplate—Duolette For all makes of Cars and Trucks

122 Fitzroy Street

Have us clean and press your Suit, Hat and Top Coat. No extra charge for doing it right.

Phillips' Valet Service

114 Kent Street

Queen Favors Dress Fitter Of Childhood

HER MAJESTY LIKES ICE BLUE AND THIS SHADE LIKELY TO BECOME POPULAR AS CORONATION APPROACHES.

By MOLLIE MCGEE Canadian Press Correspondent LONDON, April 9—Queen Elizabeth will have the fittings for her coronation gown under the watchful eye of the same white-haired dressmaker who supervised the making of her first pink chiffon ball dress for her 1916 coming-out party.

The same seamstress fitted her in the white satin gown in which she was first presented to King George V and Queen Mary at Buckingham Palace and in her medieval silver lame wedding gown. All her Majesty's "red letter day" dresses have come from the same house since she was 14.

"Shey 'little Lady Elizabeth' had simple and feminine tastes when she first came to us with her mother," the dressmaker said. "Now when we go to Buckingham Palace to fit her, it seems as if she has not a moment to herself. She is going out so much we keep a staff busy on her wardrobe all the time, some cutting, some fitting, some finishing. The other day we made a dress for the Queen at 24 hours' notice to meet an emergency."

The 24-hour dress, of ice blue re-embroidered or "outlined" pean change lace with a wide silver belt, was worn by her Majesty at an afternoon party for the wives of members of the diplomatic corps—many of whom also wore blue out of compliment to their hostess.

"The Queen is making increasing use of this particular shade," the seamstress remarked, and then showed a gorgeous gown of ice blue lace, with bodice solidly embroidered with sequin and diamond and wide gleaming shoulder straps. It is to be worn on several important occasions, including the state visit to Liverpool.

A day ensemble with redingote of navy wool lace, simply made over a straight-lined tailored dress of ice-blue silk and wool with navy would pass into the chapel of St. Edward, which had been fitted up as a sort of snack bar, and while he refreshed himself the coronation naturally had to be suspended.

Queen Kept Out When George IV Received Crown

LONDON, April 9—(CP)—One of the most amazing coronations in English history was that of George IV in 1821. This monarch, many years Regent owing to the mental malady of his father, George III, was labelled by some biographers as the most accomplished blackguard in Europe.

He spent his earlier years in a whirl of pleasure-seeking and was a leader in all the license and luxury of the "gay society" of the time. His long alliance with the famous Mrs. Fitzherbert was notorious and any happiness from his formal marriage to Princess Caroline of Brunswick was short-lived.

Caroline was accused of adultery with the Italian Count Pergamo after she fled England and George IV attempted to put through the House of Lords a bill depriving her of her royal title and divorcing her. This bill was abandoned as its supporting vote decreased in successive legislative stages.

The King, however, gave orders that Caroline, who had returned to England, must not be admitted to Westminster Abbey, through fear that she might interrupt the coronation ceremony. Arriving at the Abbey at six o'clock in the morning the Queen went from door to door, vainly striving to be allowed to enter and take her place by the King. The popular support failed her on this occasion.

To begin with scandal had been caused by the cost of the ceremony, which amounted to nearly three-quarters of a million sterling. The day was hot, and the portly sovereign constantly mopped his streaming brow with a succession of handkerchiefs, passing them to the Archbishop of Canterbury, who in turn handed them to the Bishop of Salisbury.

It is recounted how, even during the communion service, George repeatedly kissed a ring given him by his latest favorite, Elizabeth Lady Conyngham, who smiled on him from a seat as close by as decency allowed.

From time to time the King

scalloped embroidery outlining the Peter Pan collar and oval vestee finished with a tassel and cord tie, was another recent choice of her Majesty.

The piece de resistance at Handley and Seymour workrooms at the moment, however, is the ivory satin gown the Queen will wear at the Coronation. Designs for the embroidery were completed Jan. 4, but it will be some weeks before the work itself is finished.

The material is a heavy white satin made from "silk from silk-worms born and bred in England and woven in England," the dressmaker explained proudly.

IS SHOPPING A PLEASURE FOR YOU?

Can you retain your pep and vitality? BE CAREFUL OF WHAT YOU EAT—AND DRINK PLENTY OF FRESH MILK

"Garden City" Milk will add dash to your step, will enliven you, will protect you.

"Garden City" Milk is Filtered, Clarified and Pasteurized. It's pure, wholesome and safe.

THE PURE MILK COMPANY

EXPLANATION OF CONTEST

The Charlottetown Guardian's "Thrifty SHOPPERS' GUIDE Contest" will be published every Saturday for twenty six consecutive weeks, with the final one appearing in the issue of August 28th, 1937.

The Charlottetown Guardian will issue three prizes each week: 1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00. These prizes will be issued in the form of merchandise or service orders that will be honoured by any advertiser on this page.

CONTEST RULES

It will be noticed that an extra or surplus word has been purposely inserted in some of the advertisements on this page. These words, when arranged in their proper order, make up a slogan or trade phrase used by, or appropriate to one of these advertisers.

How To Enter

Having read each advertisement carefully, and having located those in which the words were inserted, contestants must write the name of the advertiser in whose announcement a word was inserted, along with the extra or surplus word in each individual one. Also arrange the words to form the slogan or trade phrase and state the advertiser to whom you think this slogan belongs.

Then attach to your solution a receipt from any one of the advertisers ON THIS PAGE, indicating that business had been transacted with at least one of these advertisers on this page.

Each week three replies will be drawn from all received and three awards will be given in the order of their drawing: 1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00.

All replies must reach the Guardian Office not later than noon on Friday. Solution to this week's contest, and names of Prize-winners will appear on this page next Saturday.

Clue To This Week's Slogan

This week's slogan belongs to a leading fuel company.

IMPORTANT!

There is no limit to the number of replies any contestant may send in each week, but each reply must be accompanied by a receipt from any one of the advertisers on this page. Receipts from firms not advertising on this page will not be accepted.

As all prizes will be given in merchandise or service orders, it is necessary to state in your reply the name of the advertiser upon whom you wish the prize order drawn. All replies to this contest should be addressed to the

Editor, Thrifty Shoppers Guide Contest The Guardian Charlottetown, P.E.I

This Contest is open to all except employees of the Charlottetown Guardian and their families.

PRIZE WINNERS LAST WEEK

1.—Mrs. Alta Rodd, 12 Alley Street.

2.—Alice Chandler, Oyster Bed Bridge.

3.—Herbert Phillips, Harrington.

Solution to Last Week's Contest SLOGAN

"The Progressive Music Store"—Toombs Music Store.

The—Chappell & Co. Progressive—Whitlock Tire Service. Music—Holmes & Bradley. Store—Henry MacFarlane.

Ernest D. Reid, Teacher.

Hair Conditioning Spring Necessity

TREATMENT NEEDED FOR LOCKS JADED BY INDOOR HEAT OF WINTER.

Hair conditioning is not a very romantic or fashionable phrase, but it is an all-important necessity if you are going to step into the spring prepared to face the adventures every spring offers.

Make the most of what you have is an old, old philosophy that too few women actually put into practice when it comes to proper care of their hair. First on your spring list should be a good scalp treatment particularly if your hair, as most everyone's does, has become jaded by indoor heat and confining winter hats.

For spring we want a new permanent. But the success of any permanent is dependent to a great extent upon the condition of the hair. No matter if you do not require your permanent immediately you should begin now preparing your hair by scalp treatments to overcome the ill-effects hair has suffered through winter's social whirl and dry-heated houses.

Dryness Makes Dullness.

This dryness gives the hair a dull, lifeless look. Air in abundance and sun in reasonable quantities is necessary to healthy hair. In winter this is denied by close-fitting hats. But the deficit can be made up and hair given new life and lustre by oil shampoos and oil treatments that stimulate muscles and nourish tissues.

Healthy hair is invariably glossy, attractive hair, and today hair science has reached a point where all kinds of rinses have been devised that tone up the color without doing the slightest bit of harm. Ad done of these tone-up rinses after your hair has been reconditioned as far as health is concerned and you will be making the most of a main feminine asset.

And don't forget that the new coiffures will never look their best if the hair itself is not conditioned. All through the recent Toronto Ladies' Hairdressers' exhibition the importance of health was presented by hair dressers as of every bit as much importance as style.

New Rinses Tonic

The new rinses do wonders to tone up colors. For blondes platinum rinses are advised. For black hair there is a special black rinse that gives the hair a blue-black look, that is particularly beautiful. For brunettes there is a henna shampoo, using a light pack to give a bright ruddy tone. There are blended rinses of platinum, henna and camellia for every shade to bring out lustre and give depth. These new rinses have an oil base that avoid any drying of the hair.

Take your mirror to the window and closely examine your hair. If there are a few white hairs make straight for the hairdresser's. There is no time to be lost. Sound scalp treatment will not restore color to the hairs that already have turned white, but they will do a great deal to prevent any more losing color.

And if you have dandruff don't neglect it. Perhaps there is only a little which you confidently hope the next shampoo will remove. But a shampoo alone is not a cure for dandruff. Get a special treatment and be rid of it for good.

Brushing Important.

And then there is brushing. A scalp expert at the recent hairdressers' convention in Toronto said that he really expected that women in a decade or so will be as harassed by baldness as men. The reason, he said, was because they do not believe in brushing. Some of the other scalp experts did not agree with him entirely but they all agreed that women did immeasurable harm to their hair by not brushing every day of their lives.

Brushing cleans and invigorates both scalp and hair. Buy a good plain brush with quality rather

Canadian Now Famous Shot

WINNIPEG, Man April 9—Back in Winnipeg after one of the most novel experiences in his long years of revolver shooting, Sergt. R. R. "Bob" Pickrell of the Canadian National Railways Police Department Winnipeg, is all smiles.

Although he has steeled his nerves to capture world championships with revolver and Canadian and United States championships with revolver and pistol, he had his first experience last week at Fort Wadsworth United States Army Post, of shooting for the movies. He was in rare form and got a big thrill from outlining the cameraman with his revolver at 15 yards while the nonchalant camera operator ground out hundreds of feet of thrilling film.

While in the Eastern States giving exhibitions at sportsmen shows in both New York and Philadelphia he was besieged with questions on Canada. "The minute I would get through with my exhibition shooting I was kept busy for two hours after every performance answering questions about hunting and fishing in Canada, said Sergeant Pickrell on his return yesterday. "People seemed to be very interested in all parts of Canada, but especially in Alberta, British Columbia and Jasper National Park in the West and Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island, in the East. They appeared to be hungry for information on good fishing ground and big game areas."

"Many were particularly interested in the new speckled trout waters of Jasper National Park because of the success in the cultivation of the thousands of small fingerlings which were placed in the Maligne water shed several years ago. Big game hunting in the Rockies also came in for much attention and it looks to me as if there will be a large influx of United States sportsmen in Canada this year" he declared. "What gave you the greatest thrill on your exhibition trip the many fine Bullseye Targets you shot? he was asked. "We'd I got a thrill out of those good targets naturally, but to me the greatest thrill and satisfaction I had was to note the tremendous interest the American public have in Canada. I answered thousands of questions, which were asked in all sincerity and appears to me that Canada is a natural magnet for the United States tourist. We have everything to offer them and my guess is that our tourist industry in 1937 will be the greatest in the history of the Dominion" declared Pickrell.

Sergt. Pickrell also holds the rank of captain in the Winnipeg Grenadiers and still retains the world record for revolver, which he made at Springfield Mass, scoring 246 out of 250, a mark that has never been beaten. He also holds all Canadian Revolver records and is a former holder of many championships in the United States.

SAYS DOCTORS STARVE

(By The Canadian Press) LAHORE, India—"It is a well-known fact that 50 per cent of doctors in private practice in the Punjab are starving." President Dr. K. R. Coudry told the Lahore branch of the Indian Medical Association.

than appearance its chief attribute and so to work. Perhaps it will make your hair oily. If it does it is merely proof that your scalp is not healthy and the best way to overcome this excess oiliness is to keep on brushing until the scalp is healthy enough to withstand the invigoration without emitting excess oil.

And about disarranging your coiffure. Don't worry about that. All the best hair stylists claim that a coiffure that will not withstand vigorous brushing is not properly cut and set. Today reputable hairdressers give coiffures that permit brushing. In fact they improve with brushing. Hair is so cut—sometimes by a razor which gives a fineness and detail in cutting that is not permitted by scissors—so that it falls back in place after being given the new lease on life offered in a good stiff brush.

Minard's Liniment removes stains.

Beautiful Fresh FLOWERS

are always appropriate. At parties, socials, teas, club-meetings, etc., there should always be at least a few flowers.

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FLORIST 37 Villa Avenue Member F. T. D. A.

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Grade A Eggs, dozen ----- 20c

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MacPHEE BROS.

Prince Street. Phone 246-J.

HAVE YOUR TIRES OVERHAULED

and put in good shape for the summer motoring.

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ALL SHADES AND SIZES Infants and Girls Wear

152 Queen Street

COAL and COKE of QUALITY

The BEST is always the CHEAPEST in the long run.

A. PICKARD & CO.

COAL & COKE. Phone 240

Get your entry slips for this contest from us with all orders.

Best quality fresh and cured meats at lowest prices.

Queen Street MEAT MARKET

H. PETERS Phone 130L

HAVE THE ELECTRIC SYSTEM

in your Car tuned up now for the summer driving.

MALLET'S BATTERY SERVICE

We are now buying Boots, Shoes, suits, etc., also all kinds of Carpenters and Mechanics Tools.

EXCHANGE STORE

108 Richmond Street. Phone 869.

—By George McManus



Kyanize SELF-SMOOTHING PAINTS-VARNISHES-ENAMELS Toombs Music Store Try This Profit-Sharing Contest DEAL WITH THE FIRMS ADVERTISING ON THIS PAGE and receive your entry slips with each purchase from them.