

The "DIAMOND TREASURE" Contest AN INTERESTING PROFIT-SHARING CONTEST FOR ALL OUR READERS FUN for EVERYONE!

This Contest will appear in the Guardian every Friday during the remainder of 1937, and is being sponsored by the following leading business concerns of Charlottetown:

- I. P. BRADLEY & CO. CHESTER A. CAMPBELL CHAPPELL & CO. BRICHTON'S LIMITED DEVEREAUX'S CASH GROCERY DICKSON'S RESTAURANT E. A. FOSTER FURNITURE EXCHANGE STORE GANSBOROUGH STUDIO THE GLORIA E. C. HEESCHEN HOLMES & BRADLEY IMPERIAL BISCUIT CO. LTD. ISLAND FURRIERS ISLAND SECURITIES J. G. IVEY JOHNSON & JOHNSON J. W. JOHNSTON L. N. KAYS HALL'S BATTERY SERVICE S. MOORE MILLER BROS., LTD. P. J. MACDONALD HENRY MACFARLANE & CO. A. R. McINNIS A. PICKARD & CO. P.E.I. CO-OPERATIVE PURDIE - FERGUSON QUEEN STREET MEAT MARKET REDDIN BROS. RIX'S GROCERY ROOP'S LIMITED R. P. SIMPSON STANLEY, SHAW & PEARDEN STEWART'S BAKERY JAMES TAIT W. N. TANTON A. E. TOOMBS MUSIC STORE. ESTATE MRS. JNO. WILLIAMS WHITLOCK TIRE SERVICE H. L. WORTHY

The Charlottetown Guardian will issue six prizes each week: 1st, \$1.00; 2nd, \$2.00; 3rd, \$1.00; 4th, \$1.00; 5th, 50c; 6th, 50c. These prizes will be issued in the form of service or merchandise orders that will be honoured by any advertiser listed above.

EXPLANATION OF CONTEST

Each of the above firms have published an advertisement in today's Guardian. These advertisements appear in various parts of this paper and may be easily identified by the diamond border. The Contest Editor will also publish in this section each Friday, an article featuring one or more of these firms. It will be noticed that an extra or surplus word has been purposely inserted in some of the "DIAMOND TREASURE" advertisements and Feature Article. These words, when arranged in their proper order, make up a slogan or trade phrase used by, or appropriate to, one of the above advertisers.

How To Enter

Having carefully read each "DIAMOND TREASURE" advertisement in this paper, and Feature Article in this section, contestants must fill the name of the advertiser in the announcement or Feature Article a word was inserted, along with the extra or surplus word in each individual one. Also arrange words to form the slogan or trade phrase and state the advertiser to whom you think the slogan belongs. Then attach to your solution a receipt or counter slip from any one of the business concerns sponsoring this Contest, indicating that business had been transacted with at least one of the firms listed above, within the past two weeks. Each week six replies will be drawn from all received and six awards will be given in the order of their drawing: 1st, \$1.00; 2nd, \$2.00; 3rd, \$1.00; 4th, \$1.00; 5th, 50c; 6th, 50c. All replies must reach the Guardian Office not later than noon on Thursday of each week.

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 one of the sponsors of this contest. Bottle caps, labels, and wrappers are not receipts and will not be accepted. Receipts from advertisers, or other firms, not listed above will not be accepted. As all prizes will be given in merchandise or service orders, it is IMPORTANT that you state in your reply the name of the advertiser upon whom you wish the prize order drawn. All replies should be addressed to the Editor, DIAMOND TREASURE Contest, The Guardian, Charlottetown, P. E. Island. Contest Is Open To All Except Employees Of The Charlottetown Guardian And Their Families.

"Save The Child and Build The Nation" "GARDEN CITY" MILK is filtered, clarified and pasteurized, and is prepared in accordance with the strictest sanitary precautions and in the latest and most scientifically perfect equipment. Thousands of men and women in this City insist on "Garden City" Milk because they know that every bottle leaving our dairy is absolutely safe and pure. PHONE 584 for a generous supply. THE PURE MILK COMPANY

NEW "CREST" Milk of Magnesia Special 39 Cents PHONE 772 C. C. HEESCHEN THE EUSTON PHARMACY BUTTER Per Pound 20 cts. PHONE YOUR ORDERS E. S. MOORE 109 Richmond Street. Phone 1085.

FEATURE ARTICLES ISLAND FURRIERS

P. E. IS. ONLY EXCLUSIVE FUR HOUSE In less than one month the Island Furriers will be celebrating their second birthday, and emerging upon their third year in business in this City. They take this opportunity to extend their wholehearted thanks to the persons who have been responsible for their amazing success; the people of Prince Edward Island. From the first day that they opened their doors for business they have been growing by leaps and bounds, and are now enjoying one of the most flourishing and fastest growing businesses in this City. The interior of their store at 165 Kent Street has undergone a complete remodeling during the Summer months, and now presents a very attractive appearance. Many complimentary remarks are heard about the new and very attractive window setting and lighting effect that has been recently installed by Mr. H. Gomez; it is really a credit to the Island Furriers and also to the decorator. The Island Furriers are now carrying one of the most complete stocks of Fashion Fur coats for the coming season, to be seen in this province; in fact they have almost one hundred of the smartest fur coats you could wish to see. Monday, August 9th marks the commencement of their Annual August Fur Sale during which they promise exceptional savings due to the fact that they placed their orders before the sharp advance in fur prices. They advise any one who has any notion at all of purchasing a fur coat this winter, to be sure to attend this outstanding sale as prices are scheduled to rise sharply as the thermometer drops. Their well equipped repair department in which are handled all manner of repairing, remodeling and relining of fur garments, has earned an enviable reputation for skilled workmanship.

- PRIZE WINNERS LAST WEEK 1.-Everett Saunders, 12 Alley Street. 2.-Orva Gill, 85 Kent Street. 3.-Mrs. H. Wood, Mount Herbert. 4.-Alma A. Rollings, South Rustico. 5.-Florence Dixon, Traveller's Rest. 6.-Alice Chandler, Wheatley River.

Solution to Last Week's Contest SLOGAN "The Old Reliable Drug Store" - Reddin Bros. The-Dickson's Restaurant Reliable-Island Furriers Old-Miller Bros., Ltd. Drugstore-Toombs Music Store

Clue To This Week's Slogan This week's slogan belongs to a store on Victoria Row.

We Specialize in FUNERAL DESIGNS AND FLOWERS FOR ALL SPECIAL OCCASIONS PHONE 269 James Tait FLOREST 37 Villa Avenue

DICKSON'S RESTAURANT Enjoy a Home Cooked Meal away from home. Special Week-End Menus & Prices 211 Queen St. (next to City Hall)

CLEARANCE SALE of all lines of WHITE SHOES FOR ALL THE FAMILY PURDIE - FERGUSON

We invite tourists and friends to visit our conservatory at any time. Flowers for all Occasions ESTATE OF MRS. JNO. WILLIAMS You can pay more but you cannot buy better quality than we offer you. The Thrift food store. S. N. KAYS 85 Pownall Street. Phone 65

When in need of Battery Service of any kind at any time, Phone 980 Mallet's Battery Service

Conscientious Service Your benefit is more important than our fee. Have your eyes examined NOW. J. W. JOHNSTON OPTOMETRIST 157 Kent St. Phone 1085-J.

CONSULT US Before buying property. We offer several choice City and Rural properties. J. P. BRADLEY & CO. Auctioneers & Life Insurance Agents 75 Queen Street. Phone 1010

We carry a complete line of RAMSAY'S PURE PAINTS & VARNISHES Also Oils, Turps, Driers, Brushes and all painting necessities. Stanley, Shaw & Pearden Hardware Merchants Corner Kent and Great George Sts.

We Sell "KAPOK" the sanitary, waterproof filler for cushions and pillows. FIRST CLASS UPHOLSTERING AT MOST REASONABLE RATES PHONE 1042 HENRY MacFARLANE

TOURISTS! CAMPER! Call and see our large variety of cats and treats. PURE - DELICIOUS - NOURISHING Stewart's Bakery PHONE 211 FREE DELIVERY

The latest and most effective fly spray for cattle, etc. "STOCKAID" Per Gallon Tin \$1.00 H. L. WORTHY 178 Queen Street. Phone 271

Balance of our SUMMER DRESSES At Greatly REDUCED PRICES PHONE 614 THE GLORIA Cor. Queen and Richmond Streets

All prescriptions brought to us are dispensed by one or other of our registered druggists, thus assuring you of the utmost accuracy and best quality fresh drugs. This is most important. Try us next time. REDDIN BROS. PHONE 86 "The Old Reliable Drugstore"

FEED MOLASSES Per Gal. --- 33c Five Gallons for --- \$1.65 FREE DELIVERY RIX'S GROCERY BOTH STORES 38 Longworth Avenue Phone 1021 and 1022. Corner Queen and Kent Streets Phone 1048

Again we are open to buy Men's Suits, Extra Coats and Pants. All kinds of Footwear, Carpenters' and Mechanics Tools. We pay cash for everything we buy. EXCHANGE STORE 108 Richmond St. Phone 869

ALL MAKES OF PNEUMATIC TIRES REPAIRED AND VULCANIZED Phone 909 Whitlock Tire Service

"DON'T EXPERIMENT - BE SURE! REMEMBER: "For Success Feed IMPERIALS From Pup To Pelt" Imperial Biscuit Co., Ltd.

A Wise Handcap A man coming out of a large store met a friend, and greeted him with Hello! Still waiting for your wife? The other nodded. But I thought she'd gone, said the first man. I'm almost certain I saw her get into a bus about ten minutes ago, and she was simply laden with parcels. I know, agreed the patient husband, I'm giving her a good start

The Central Guardian

CONFEDERATION LIFE INSURANCE. L-6798-7-12-312 CLEARANCE ALL COATS and Suits going at half price. R. P. Simpson. L-1305-8-4-6.

SEASON TICKETS for Exhibition are each year becoming more popular. Last year's sales were 20% greater than the previous year. This season should break all records. Buy yours at any City Drug Store for \$3.00-over \$6.00 value. See every bit of show every day and evening. They are transferable. - U.

YOUTHFUL MATRICULANT - James McKay, whose name was listed as from Spring Park School in the P. W. C. Matriculation exams is a son of Mr. and Mrs. John B. McKay, Fredericton, Jim, who is only fourteen, made a splendid mark and gives much credit to his teacher Mr. Keith Johnson, with whom he spent the last two school months.

POST GUIDE ENROLMENT - First outdoor enrolment of P. E. I. Post Guides and Brownies was held on the lawn at the Red Cross crippled children's camp on Thursday, August 5th, by Mrs. J. Y. Gray, provincial commissioner, attended by Mrs. J. E. Harris, provincial post secretary, and Miss Mona Wilson, provincial secretary. About twelve Guides and Brownies summering at the Brighton shore formed the horseshoe three of them being chosen as the colour party. The new Guide recruits were presented by Helen Sherren, P.I. of the 1st Charlotte-Louis Co. and five little Brownies. One recruit who wished to be enrolled as a Post Brownie. The new Post Guides are Rosalie Doucette, Mimingash, and Myrtle Dymett, Campbellton, and the Brownie is Kathleen Gallant of Mimingash. Loreta Swallow, a 2nd class Guide formerly of the 23rd Co. (Shirner's Hospital), Montreal, who is also at the camp now will belong to the Island Company. The Brighton Shore Guides and Brownies spent the morning at the camp teaching the new recruits the tenderfoot test and sang some of their jolly songs for the crippled children.

PERSONALS Mrs. F. A. Blondin, Glen Valley, is a patient in the Prince Edward Island Hospital. Miss Amy Townsend, Bay Fortune, has secured a position in Mr. West's store, York. Miss Gertrude MacLeod of Brantville is spending a few days visiting friends in Crapaud.

Mr. and Mrs. Wilfred Boulter, Charlottetown, had as their guests Rev. P. and Mrs. Bishop and Mrs. Bruce Howatt recently. Mr. and Mrs. Golding Delaney, their little daughter, Ethylene, Summerside, and Mr. and Mrs. Thos. Hicks, Sackville, N. B. were guests at Westview Lodge, Sunday evening.

Mr. and Mrs. K. C. Strachan, Sterling, C. B., returned home after spending their honeymoon at Westview Lodge, North Tryon. Mrs. S. C. Gregg and Mrs. Helen L. Lewis left this morning on return to their home in Detroit, Michigan. Mrs. J. H. McLean, Monague, accompanied her daughter, Mrs. Lewis, on a visit to Michigan.

Mr. and Mrs. Rodney MacLeod, and daughter Mrs. Lawrence Gould of Bangor, Maine, have returned home after visiting the former's brother Mr. Neil D. McLeod, of Brantville, P. E. I.

Mr. Emmett Coyte, Mr. Wilfred Doucette, Jr., Mrs. Margaret Harris and Miss Margaret Baglole, Charlottetown, left Saturday morning by motor on a two weeks vacation when they will visit friends in Boston, New York and other American cities.

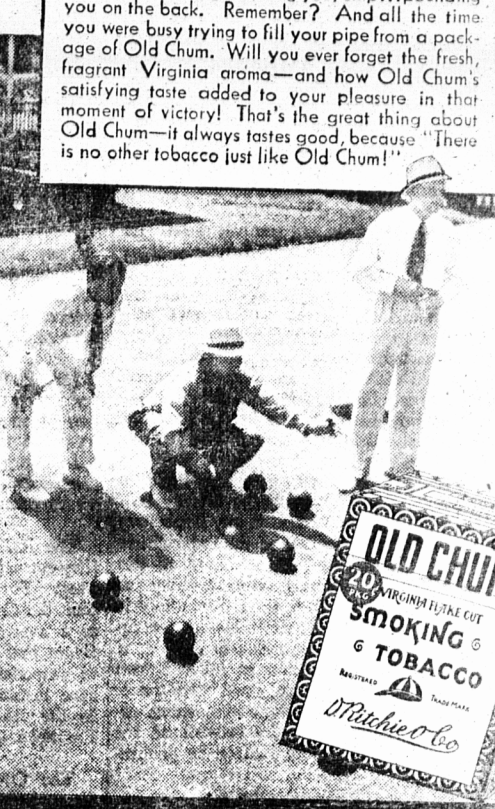
Mr. Alfred P. Tomlinson, accompanied by his daughter and son-in-law Mr. and Mrs. W. Jull, and grandson Tommy Tait, and Mrs. Miller, of Napanee, Ont., are spending their holidays with Mrs. D. A. MacKinnon and Mrs. Ernest Rice, city.

Louis Morell, Rocky Point, B. C., is also awarded a bronze medal. He rushed to the assistance of a neighbor, Mrs. Brown, whose clothes were a mass of flames following an explosion April 11. After smothering the flames, he then saved the woman's baby, asleep in a bedroom. Later he took the mother to hospital but she did not survive. Parchment certificates are also awarded for the following acts of heroism: Charles Bryce Hoggan and Henry Spicer, Pender Harbour, B. C., Sept. 1, 1936, Lang Bay, Vancouver. Rev. Sister Marie Auxiliatrice and Harry Fraser, Grouard, Alta., Jan. 13, Grouard. Janet Hallworth and Colin Wilson, Medicine Hat, Alta., Aug. 7, 1935, Elkwater Lake, Medicine Hat.

OLD TIMER RECALLS Selkirk Settlers WINNIPEG, Apr. 4-(CP) - Belief that John Matheson was the last of the original party of Selkirk settlers, and that his two sons, Archibald S. P. Matheson, 85, and Alexander, 87, are the only two survivors of the first generation, was expressed by a writer signing himself "Oldtimer" in a letter to a newspaper. The letter was inspired by pageants here commemorating the Scottish immigration of 1812-14. The writer records that John Matheson once remarked he "was born in Scotland and weaned in Pembina, (North Dakota), having left his native country when he was only a few days old. John Matheson was 84 years old when he died in the Red River settlement in 1898. His father, who brought him to the settlement, lived to be 95. "Oldtimer" continued: "John was a prominent figure in the life of the early Red River settlement. He acted as constable, and with his knowledge of Gaelic, English, French, Ojibway and Cree served as interpreter at many important trials. "Following a murder at Oak Point, Lake Manitoba, after one constable had been turned back from the hunted man's door by levelled shotguns in the hands of the culprit's friends and relatives, John Matheson set out for the dis-

The Winning Bowl

The last bowl... the last end... all even. It's up to you, Skip. Can you make this putt? Ah! Well laid! Smooth and even! Looks about the right weight, too. Down it rolls—the last bowl. A moment's suspense... and it snuggles up against the Kitty! The game is over. They were all congratulating you, Skip... pounding you on the back. Remember? And all the time you were busy trying to fill your pipe from a package of Old Chum. Will you ever forget the fresh, fragrant Virginia aroma—and how Old Chum's satisfying taste added to your pleasure in that moment of victory! That's the great thing about Old Chum—it always tastes good, because there is no other tobacco just like Old Chum!"



OLD CHUM The Tobacco of Quality

Girl Saves Lives Of Three Friends

HAMILTON, Ont., Aug. 5-(CP) - Pluck and determination of Miss Josephine Wolfe, Winnipeg, saved the lives of three companions stranded 48 hours on a sandbar in a motor launch at Netley Creek and earned recognition by the Royal Canadian Humane Association. Announcement was made today that Miss Wolfe had been awarded the association's bronze medal. Four other bronze medals were given, one to British Columbia and the other to persons in Eastern Canada. Twenty-three parchment certificates have also been granted for life-saving and other heroic actions in various parts of the Dominion. Miss Wolfe, suffering from sunburn and scratches, battled for four hours through five miles of swamp at the mouth of the Red River, June 26, to get help for her three companions, S. Petroni, A. Petroni and J. Long. Unable to swim, she splashed and waded over three channels with the aid of a life-belt, reaching the mainland, near Matlock where she obtained aid. Louis Morell, Rocky Point, B. C., is also awarded a bronze medal. He rushed to the assistance of a neighbor, Mrs. Brown, whose clothes were a mass of flames following an explosion April 11. After smothering the flames, he then saved the woman's baby, asleep in a bedroom. Later he took the mother to hospital but she did not survive. Parchment certificates are also awarded for the following acts of heroism: Charles Bryce Hoggan and Henry Spicer, Pender Harbour, B. C., Sept. 1, 1936, Lang Bay, Vancouver. Rev. Sister Marie Auxiliatrice and Harry Fraser, Grouard, Alta., Jan. 13, Grouard. Janet Hallworth and Colin Wilson, Medicine Hat, Alta., Aug. 7, 1935, Elkwater Lake, Medicine Hat.

Can Boast of Longest Name

WINNIPEG, Man., Aug. 5 - George may not be the youngest passenger who has come from a home in the old land to a new home in Canada, unaccompanied, but he certainly can boast of being the owner of the longest name. He passed through Winnipeg yesterday morning over Canadian National lines enroute to Vancouver where he will live with his uncle Harry Pappas, 4250 Quilchena Crescent. His name is George Panagiotopoulou. He is six years old and small for his age but he is the most important passenger on the continental limited. He comes from Greece and can speak a word of English. He is such a bright smiling and happy little chap that attention is showered on him from all angles. When spoken to he picks up his mouth organ and plays his answer and the merry trinkle in his eyes expresses complete delight in his trip. He has no idea where Vancouver is or when the journey will end. All he seems to be concerned about is the fact that he is having a sweet time on the big train.

Old Timer Recalls Selkirk Settlers

WINNIPEG, Apr. 4-(CP) - Belief that John Matheson was the last of the original party of Selkirk settlers, and that his two sons, Archibald S. P. Matheson, 85, and Alexander, 87, are the only two survivors of the first generation, was expressed by a writer signing himself "Oldtimer" in a letter to a newspaper. The letter was inspired by pageants here commemorating the Scottish immigration of 1812-14. The writer records that John Matheson once remarked he "was born in Scotland and weaned in Pembina, (North Dakota), having left his native country when he was only a few days old. John Matheson was 84 years old when he died in the Red River settlement in 1898. His father, who brought him to the settlement, lived to be 95. "Oldtimer" continued: "John was a prominent figure in the life of the early Red River settlement. He acted as constable, and with his knowledge of Gaelic, English, French, Ojibway and Cree served as interpreter at many important trials. "Following a murder at Oak Point, Lake Manitoba, after one constable had been turned back from the hunted man's door by levelled shotguns in the hands of the culprit's friends and relatives, John Matheson set out for the dis-

Liked Tank Life

JOHANNESBURG (CP) - Found guilty of vagrancy, Joseph Deime, elderly European who lived in a deserted tank, protested indignation, saying "I was as happy as a lark in my tank, so why worry me?"

Far Sighted Eyes

Seventy per cent of far sighted eyes are weak refractively. Discomfort from this condition shows mostly at near work and may be headache, sore eyes, nervousness, or even upset stomach. Car drivers in this class may suffer considerable discomfort. Glasses relieve the strain. G. F. Hutcheson