

The "DIAMOND TREASURE" Contest

FUN for EVERYONE!

EXPLANATION OF CONTEST

The Charlottetown Guardian will issue six prizes each week: 1st, \$4.00; 2nd, \$2.00; 3rd, \$1.00; 4th, \$1.00; 5th, 50c; 6th, 50c.

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:

- CHESTER A. CAMPBELL CHAPPELL & CO. CRIKTON'S LIMITED ECONOMY GROCERY GAINSBOROUGH STUDIO THE GLORIA C. C. HEESCHEN HOLMES & BRADLEY IMPERIAL BISCUIT CO., LTD. ISLAND FURRIERS JOHNSON & JOHNSON J. W. JOHNSTON S. N. KAYS MILLER BROS., LTD. P. J. MACDONALD HENRY MacFARLANE & CO. F. E. L. CO-OPERATIVE PURDIE - FERGUSON PURE MILK COMPANY 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. TOMBS MUSIC STORE H. L. WORTHY

How To Enter

Each of the above firms has 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.

Having carefully read each "DIAMOND TREASURE" advertisement in this paper, and Feature Article in this section, contestants must write the name of the advertiser in whose announcement or Feature Article 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 the slogan belongs.

Then attach to your solution a receipt or counter slip from any one of the above advertisers.

SPECIAL

A table of white smocks slightly soiled, all large sizes, going at 50c.

THE GLORIA

Cor. Queen and Richmond Streets

IMPERIAL FOX BISCUITS

Are made from the purest ingredients and contain rich Cod Liver Oil. It pays to feed the best "from Pup to Pelt."

Imperial Biscuit Co., Ltd.

QUALITY

That is why our customers always insist on "GARDEN CITY" Products. Milk, Blend, Table Cream, Whipping Cream Ice Cream Butter Buttermilk

The PURE MILK COMPANY

We specialize in designs for Funerals, Weddings, Parties and all special occasions.

Visit Our Conservatory.

PHONE 269 James Tait FLORIST 37 Villa Avenue

Member F. T. D. A. Int.

Send Your Films to the Gainsborough Studio Great George Street - Box 251 Roll printed and developed and free 5 x 7 enlargement of your best negative for 45c.

FREE!! BEAUTIFUL ENLARGEMENT

Size 6 by 8 inches. Artistically Mounted, with each roll of film developed and printed by us for 45 cents.

REDDIN BROS.

PHONE 88 "The Old Reliable Drugstore"

We've changed our location

ISLAND FURRIERS VISIT US AT OUR NEW ADDRESS 153 Queen Street. Phone 1177 Formerly Occupied by McLellan Bros.

Hoover for rent by the day. Furniture repaired and upholstered by skilled craftsmen.

HENRY MacFARLANE Phone 1042 Kent Street

\$ DOLLAR DAYS \$

Stock up on your food supplies now. Our low prices will save you call money.

Quicker Service - Better Prices.

RIX'S GROCERY

BOTH STORES 38 Longworth Avenue Phones 1021 and 1022. Corner Queen and Kent Streets Phones 1007 and 1002.

PRIZE WINNERS LAST WEEK WILL BE ANNOUNCED TOMORROW

Solution to Last Week's Contest SLOGAN

"You'll Always Find DeLuxe Delicious" - Pure Milk Company.

You'll - J. W. Johnston Always - P. J. MacDonald Find - Stewart's Bakery DeLuxe - Rix's Grocery Delicious - Roops Ltd.

Clue To This Week's Slogan

This firm, whose slogan we use this week, is the only one of its kind in this city. 4 words.

IMPORTANT!

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.

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.

All replies should be addressed to the Editor, DIAMOND TREASURE Contest, The Guardian, Charlottetown, P. E. Island

This Contest Is Open To All Except Employees Of The Charlottetown Guardian And Their Families.

CREPE AND WOOL SKIRTS

CLEARING AT \$1.49

BLOUSES AT HALF PRICE

R. P. SIMPSON

WILLIS PIANO

THE NEW GENERAL ELECTRIC BATTERY RADIO EQUAL IN PERFORMANCE TO ELECTRIC SETS

COST VERY LITTLE TO OPERATE

Come to our store and let us demonstrate the new G. E. Battery Radio. You'll find a G. E. Model to suit your individual needs, at a price within your budget.

Under New Management and a new name, this store continues to offer you the utmost in quality and low price.

TOOMBS MUSIC STORE

You save dollars when you buy your footwear at our low cash prices.

PURDIE - FERGUSON

Crichton's Limited

RESTAURANT AND TEA ROOM

OPEN-7:00 A. M. to 2:00 A. M. Daily 141 Great George Street

Choice Food, Courteous Service, Good Order.

Go easy on your meter. Cheap lamps are hard on the meter and run up your light bill. Ask for genuine Westinghouse lamps for sale at

CHAPPELL & CO.

164 Queen St. Phone 1440

Contestants are invited to take their prize from our store. OUR PRICES ARE LOW.

S. N. KAYS

85 Pownall Street. Phone 65

You'll always find a complete variety of

Pure, Wholesome Pastries

on display here.

Stewart's Bakery PHONE 211. FREE DELIVERY

See Our Diamond Rings

Choice Clear White Stones in Natural Gold, White Gold or Green Gold Settings at reasonable prices. A pleasure to show them.

W. N. TANTON

180 Kent Street Jeweler

SAUSAGES Per Lb. 19c

Made by us from carefully selected choice young pork. You'll like them.

Queen St. Meat Market

H. PETERS Phone 1301

EXPERIENCE SHOWS THAT you'll benefit if you Have Your Eyes Examined NOW

J. W. JOHNSTON OPTOMETRIST

157 Kent St. Phone 1095-J

Get Your EGGS AT THE CANDLING STATION 20 Cents per Dozen This Week.

P. E. I. CO-OPERATIVE

Egg and Poultry Association Weymouth Street. Phone 575

We carry a complete stock of the famous moving

NYAL Preparations

H. L. WORTHY 178 Queen Street. Phone 271

PLEASE TAKE NOTICE

that, as we are allowed only 30 days on our goods, we must insist on a monthly settlement of all accounts. Otherwise your credit will be cut off.

Take Advantage Of Our Low Prices

We are always ready to give you the best service.

P. J. MacDONALD PHONES 688-889

FEATURE ARTICLES

P. E. I. CoOperative Egg and Poultry Association

In 1914 the Prince Edward Island CoOperative Egg and Poultry Association was formed by combining a number of rural egg circles into one union with the central office at Charlottetown.

At present there are over fifty circles served by this system which is run on thoroughly cooperative principles, whereby all profit from the sale of farm products are distributed back to the members in proportion to the value of produce submitted.

All produce is handled and sold on a graded basis, and besides handling the produce for members, this concern also carries a large stock of all feeds requisite to the poultry industry, and is also operating a magnificent chick hatchery in connection.

A new venture of this organization, on which they are planning, and have been highly complimented on their endeavor, is the sale of eggs and poultry to the retail trade. This feature, being looked forward to with much interest by many of the consuming trade in Charlottetown, who appreciate the opportunity of being able to purchase the grades of poultry and eggs to suit their taste.

The P. E. I. CoOperative will have on hand, shortly, a full supply of turkeys, geese, ducks, chicken, and fowl, at very attractive prices.

Their plant, and retail establishment situated at 201 Weymouth Street commonly called The Candling Station, has recently been remodelled and re-decorated to accommodate the expanding retail trade, and will be well worth watching for specials and bargains.

The improved arrangement of the ground-floor interior presents a "single and open" air and is clean, convenient and inviting.

Mr. L. Macdonald, formerly of Cornwall, joined the association in 1929 and since then has worked up to his present position of manager. He is well known to farmers and general air in the poultry trade throughout this province, and is deserving of high commendation for the satisfactory and successful progress of the organization.

Entry slips for the Diamond Treasure Contest are attached to each purchase here and contestants may draw their prizes from here as well.

Harold Bell Wright's "Californian" At Capitol

An outdoor drama that captures all the thrilling action and picturesque life of the Far West during the most colorful period of its history, Harold Bell Wright's "The Californian" opened yesterday at the Capitol Theatre, with Ricardo Cortez in the starring role.

The action of the story takes place in the year 1850, just following the great gold rush of the year before and shortly after the American frontier has reached the place of the emblem of Mexico over California. The idyllic life of the wealthy Mexican ranchers has been disrupted by the advent of renegade gold-seekers who are fast bringing the landowners to the verge of ruin by confiscating their belongings under

the guise of collecting taxes. Cortez, portraying a son of one of the ranchers, turns outlaw to avenge his people and becomes a Robin Hood of the Old West, a phantom bandit who leaves behind a taunting laugh as token of his daring raids. Pouncing swiftly on the dishonest invaders with his band and each time escaping to his mountain camp, Cortez throws havoc into their ranks until finally the arrival of a detachment of U.S. cavalry, sent out to bring in the phantom bandit, brings the colorful story to a surprising climax.

The cast supporting Cortez in "The Californian" includes Marjorie Weaver, Katherine DeMille, Nigel de Brulier and Morgan Wallace.

Gary Cooper and Jean Arthur In "The Plainsman" At Prince Edward

The beautiful romance of Wild Bill Hickok and Calamity Jane, two frontier characters who wrote their names large in American history, is the motivation of the new Cecil B. DeMille epic. The Plainsman, a magnificent saga of American greatness in the making, which opened at the Prince Edward Theatre last night.

The leading roles are played by Gary Cooper and Jean Arthur, the romantic couple who scored in "Mr. Deeds Goes to Town." They are supported by a score of brilliant actors including James Ellison as Buffalo Bill; Charles Bickford as John Lattimer, notorious gun-runner; Porter Hall as Jack McCall; the man who slew Hickok; Paul Harvey as the Indian sachem Yellow Hand; Victor Varconi as Painted Horse; John Miljan as General Custer; Frank McEllynn, Sr. as Abraham Lincoln. Helen Burgess, recently discovered in a Hollywood cafeteria by DeMille and given the important role of Mrs. William A. Cody, and many others.

Custer Massacre Portrayed The Plainsman is produced in the broad and lavish manner which is DeMille's undisputed

province in the motion picture field. His mighty sweep embraces several battles, including the massacre of Custer and his men at Little Big Horn, and the infiltration of thousands of eager frontier-folk in covered wagon, on horseback and on foot into the new land freshly wrested from the Indian.

Among the first to go into the land is Hickok, sent to find out who is selling guns to the Indians in violation of the law. He meets Miss Arthur, driver of a stage coach, and falls in love with her. He resents her familiarity with other men and doesn't show his emotion.

Gun-Runners Discovered It is after Custer and his men are defeated that Cooper learns that Bickford and Hall are responsible for the illegal guns. He manages to herd them and their teamsters into Miss Arthur's saloon and there engages them in a poker game until the troops arrive. The story reaches a tremendous climax in the few minutes during which the half-dozen hostile gun-runners face the lone man who is guarding them single-handed.

The Central Guardian

This column is reserved for news of local interest but advertising of a new nature may be inserted at a cents a word strictly payable in advance.

CRASWELL for Photographs.

USE "SOLLITE" shortening for better baking. L-551-9-14-14

NOW FOR A REAL BREAKFAST with Robin Hood Porridge Oats, China, Silverware or Plain. L-1220-11-19-11

CONFEDERATION LIFE INSURANCE

NO. 6 DISTRICT Signals, R. C. C. S. uniforms will be turned in tonight at 7 o'clock. L-1202.

ST. PAUL'S TEA TODAY.-Come enjoy cold meat, salad, hot potatoes, cake and coffee. L-1171-11-18-11

BRACE'S "Brayco" special made-to-order red label English fox netting for partitions and floors, in stock at Brace's. L-1096-11-18-21

CHURCH OF SCOTLAND, Rev. Mr. Galbraith has cancelled his appointment at Bangor Thursday November 18th, owing to J. C. Gillespie's funeral. L-1200.

NOTRE DAME HIGH TEA Wednesday and Thursday, December 1st and 2nd. Sale of Xmas Gifts, Hand painted China, Embroidery. L-1230-11-19-11

HUNTER RIVER UNITED CHARGE, Rev. W. A. MacQuarrie, B. D. Minister. Services for Sunday November 21st will be at North Wiltshire at 11, Wheatley River at 3, and Hunter River at 7. Sunday School at North Wiltshire at 10 and at Hunter River at 10:30. Please note that the re-opening of the Hampshire Church has been postponed until November 28th. L-1236-11-19-11

MISCELLANEOUS SHOWER - The home of Mr. and Mrs. John J. White of Emerald was the scene of a happy gathering on Friday evening, Nov. 12th, when the friends of Miss Dorothy White, daughter of Mr. Joseph White of Emerald, tendered her a shower previous to her marriage to Mr. Frederick Murphy of Kinkora. The reception room which was beautifully decorated with red and white streamers entered with a large white bell proved a lovely setting for the opening of the gifts. The bride-to-be was escorted to her seat of honor by Miss Dorothy White charming little daughter of the hostess dressed as a bride, and Master Lee Mulligan little son of Mr. and Mrs. Ray Mulligan dressed as groom, while Miss Donna White another small daughter of the hostess wheeled in a pretty decorated wagon loaded with parcels. The presents which were many and beautiful were opened by Miss Winnifred White, while Miss Martina White read the names and accompanying humorous little verses and Mrs. Ethel Deighan arranged the gifts on a table. Miss White although taken by surprise graciously thanked her friends, who responded by singing "For She's a Jolly Good Fellow" and bouncing her. Refreshments were served by the hostess assisted by six friends of the bride after which dancing was indulged in until the wee small hours.

CLEAN FALSE TEETH - GET RID OF STAINS

New Easy Way - No Brushing

Stera-Kleen, amazing new discovery, removes blackest stains, tartar, tartar like matter. Just put false teeth or bridges in a glass of water and add Stera-Kleen powder. Do not brush. Recommended by dentists - approved by Good Housekeeping. At all druggists. Money back if not delighted.

A PARAMOUNT PICTURE TODAY and SATURDAY GARY COOPER and JEAN ARTHUR The grandest love story of them all! Cecil B. DeMille's "THE PLAINSMAN" with James Ellison - Charles Bickford - Helen Burgess - Porter Hall - Directed by Cecil B. DeMille - A Paramount PLUS "OUR GANG" COMEDY Daily 3:15-7-9: SAT. MAT. 2:30 PRINCE EDWARD

Average Earnings Less Than 2 Percent Although net earnings of the petroleum industry in 1936 showed a gain over 1935, the return on invested capital stood at only 2.54 percent, according to the American Petroleum Institute. Earnings of the industry as a whole have not exceeded five percent in any year since 1921, and for three out of the past six years the industry accumulated deficits. For the 16 years from 1921 to 1936 average annual earnings were only 1.43 percent of the invested capital. Although the industry has steadily expanded, increased competition, low prices, rapid obsolescence of equipment, and mounting taxes have tended to keep earnings at a low level. For this 16-year period the average capital investment was \$10,776,829,000; average, \$154,836,580; average return 1.43 percent.

In Memoriam THE LATE GEORGE CARTER A telegram received yesterday from his daughter Rita stated that her father George Carter had passed away in the hospital where he underwent a serious operation, and from which he had not rallied. The late Mr. Carter was well known by many in Charlottetown and vicinity who will regret to learn of his passing in his eighty-ninth year, over thirty of which he resided in the City of New York where he lived with his family, leaving to mourn two sons and four daughters, his wife having predeceased him many years ago. The late Mr. Carter was formerly a prominent merchant in this city. Born at Winsloe Road, he came to Charlottetown when quite a young man, and founded the business which is still carried on and known as Carter's Bookstore, and Carter's Seedstore. This business was established in 1879, and is still conducted by his brother Isaac who is the only surviving brother. There are also left to mourn, two sisters, Helena (Mrs. Ernest Duchanin), and Rebecca J. (Mrs. Cephas Nunn) both of this city.

CENTRAL BEDQUE W. I. The annual meeting of the Institute met Monday evening, Nov. 15th, at the home of Mrs. W. Hogg. A full report of the year's work was given by Mrs. Sherrin, showing \$48.30 on hand. Mrs. Moyse and Mrs. Johnson were re-appointed to see about getting new desks for the school. It was moved that a prize for attendance be given in each department of the school. The following new officers were elected: President, Mrs. W. Hogg. Vice President, Mrs. R. Calbeck. Secretary Treasurer, Miss Hazel Green. Directors, Mrs. Tucker, Mrs. A.

BURIAL YESTERDAY - The funeral of Patrick Duffy took place yesterday morning from his late residence to St. Patrick's Church, Fort Augustus and was largely attended. The pall bearers were Messrs. John Hagarty, John Webster, Peter Holland, Joseph Duffy, Joseph Kelly and John Heron. Requiem High Mass was celebrated by Father Croken, assisted by Father Oswald Murphy, deacon and Father Francis MacQuaid, sub-deacon. Rev. D. P. Croken officiated at the grave.

ALUMNAE BRIDGE - A very enjoyable mixed bridge of five tables was held in the K. of C. Home on Wednesday evening under the auspices of the Charlottetown Hospital Nurses Alumnae. Bridge was played for three hours after which a most delightful lunch was served by the nurses of the alumnae association assisted by several of the pupil nurses from the hospital. The awarding of prizes followed. The prize to the lady with the highest score going to Mrs. George Kelly, second prize, Mrs. J. Austin Trainor, and prize for lowest score Mrs. E. McDonald. The gentlemen's first prize was awarded to Rev. Oswald Murphy, S. D. University, second prize to Mr. S. G. Feppin, while the prize for the lowest score went to Mr. Charles Jenkins. The travelling prize was won by Mr. Carl Green. It was the opinion of all present that the nurses' bridge was one of the most enjoyable social events of the season.

CAPITOL TODAY & SATURDAY Old California's most famous bandit... a Robin Hood fighting with six-gun and brute fist against usurping adventurers!

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

for SCIATICA Wash the painful part well with warm water; then rub in plenty of Minsard's - you'll feel better!

MINARD'S "KING OF PAIN" LINIMENT

EYESIGHT EXAMINATION Fitting and Supplying Glasses Etc.

H. J. MABON OPTOMETRIST MONTAGUE, P. E. I. Office Connected With Druggists

Island Motor Transport Ltd. WINTER BUS SCHEDULE EFFECTIVE MONDAY, OCTOBER 25th

BUS LEAVES CHARLOTTETOWN (From White's Restaurant) FOR SUMMERSIDE Daily except Sunday - 9:00 A.M., 1:15 P.M., 3:45 P.M. Saturday only - 10:00 P.M. Sunday only - 10:00 A.M.

FOR NORTH LAKE (Via St. Peter's and Souris) Daily except Sunday - 4:00 P.M.

BUS LEAVES SUMMERSIDE (From Goullie's Drug Store) FOR CHARLOTTETOWN Daily except Sunday - 8:30 A.M., 11:30 A.M., 4:00 P.M. Saturday only - 10:00 P.M. Sunday only - 7:30 P.M.