

The "DIAMOND TREASURE" Contest 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:

- CHESTER A. CAMPBELL
- CHAPPELL & CO.
- CRICHTON'S LIMITED
- DEVEREAUX'S CASH GROCERY
- DICKSON'S RESTAURANT
- GAINSBROUGH STUDIO
- THE GLORIA
- C. C. HEESCHEN
- HOLMES & BRADLEY
- IMPERIAL BISCUIT CO. LTD.
- ISLAND FURRIERS
- ISLAND SECURITIES
- JOHNSON & JOHNSON
- J. W. JOHNSTON
- S. N. KAYS
- WHEAT & CO. LTD.
- P. J. McDONALD
- HENRY MacFARLANE & CO.
- PEL CO-OPERATIVE
- PURDIE - FERGUSON
- PURE MILK COMPANY
- QUEEN STREET MEAT MARKET
- REDDIN BROS.
- RIN'S GROCERY
- ROOPS LIMITED
- R. P. SIMPSON
- STANLEY, SHAW & PEARDEN
- STEWART'S BAKERY
- JAMES TAIT
- W. N. TANTON
- A. E. TOOMBS MUSIC STORE.
- 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 5c. These prizes will be issued in the form of service or merchandise orders that will be honoured by any advertiser listed above.

PRIZE WINNERS LAST WEEK

- 1. Miss Kathryn MacLean, 130 Weymouth Street
- 2. Mrs. A. J. Warren, 218 Fitzroy Street.
- 3. Mrs. Vernon Munn, Mermaid.
- 4. Mrs. J. S. Younker, Winsloe North.
- 5. Mrs. W. H. Phillips, 111 1/2 Kent Street
- 6. Mr. Jack Gallant, 319 Euston Street.

Solution to Last Week's Contest

SLOGAN

"Investments" — Island Securities Company Limited.
Found in Island Furriers Ad.

Clue To This Week's Slogan

This week's slogan contains five words. It's easy—?

GARDEN CITY QUALITY
FAST - FROZEN

DeLuxe

ICE - CREAM
IS SIMPLY



The PURE MILK COMPANY

THE NEW

WILF CARTER
SONG BOOK NO. 2
Postpaid 50 Cents

Be sure you get Wilf Carter's first Book of Songs. 50 Cents postpaid.

Order them from Queen Street Charlottetown

Toombs Music Store

OUR AUTUMN SALE

continue—Are you getting your share of it?
POINWOOD—PURITY—REGAL FLOUR 35 lbs. — \$4.19
DEVEREAUX'S CASH GROCERY

Phone 1210 Free Delivery
Go easy on your meter. Cheap lamps are hard hard on the meter and run up your light bill. Ask for genuine Westinghouse lamps for sale at

CHAPPELL & CO.

151 Queen St. Phone 1140

Dickson's Restaurant

211 Queen St. (next to Fire Hall)
Delightful Wear
Home-Cooked Meals
Special Light Lunches
Moderate Prices

WOOL PULLOVERS

\$1.95

TWIN SETS—\$2.95

R. P. SIMPSON
Queen Street. Phone 236

OUR 2 FOR 1 SALE

of Nyal Household Needs continues today and tomorrow only.

H. L. WORTHY

178 Queen Street. Phone 271

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

Buy roofing that stands the test of time.

We carry a full line of FIRE-PROOF Shingles and Roofing at very low prices.

Stanley, Shaw & Pearden
Hardware Merchants
Corner Kent and Great George Sts

Quality Baked Goods

Call in and make your selections from our wide variety of Cakes and Cakesy. We deliver.

Stewart's Bakery

PHONE 211. FREE DELIVERY
SPECIAL VALUES
We still have some exceptional values in discontinued Watches which cannot be replaced. Watches for service and accuracy and are guaranteed by us.

W. N. TANTON

180 Kent Street Jeweler

Now is the time to get your supply of IMPERIALS
Get those furs in shape for the FOX SHOW.
"Feed Imperial from Pup to Pelt."
They're made from Pure Cod Liver Oil.

Imperial Biscuit Co., Ltd.

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

Seasons Change — and so do your Eyes. Do your Eyes need a change of Glasses.

J. W. JOHNSTON

OPTOMETRIST
157 Kent St. Phone 1095-J

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 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 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. \$4.00; 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!

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.

COME IN AND SEE— ALL YEAR 'ROUND

the new Movie Camera
Sells for \$1155.
Projector for same \$24.75.
Extra Films for above about 50 ft. 95 Cents.

REDDIN BROS.

PHONE 86
"The Old Reliable Drugstore"

When moving furniture call us. Have our skilled craftsmen repair and upholster your furniture now.

HENRY MacFARLANE

Try the New Concentrated SUPER SUDS at our price: 2 pkgs. for 2c.

PERFECTION SOAP, 10 bars for 25c.

RIX'S GROCERY

BOTH STORES
38 Longworth Avenue
Phones 1021 and 1022.
Corner Queen and Kent Streets
Phones 1601 and 1602.

JUST ARRIVED

LADIES' SNAPPY SHOES

See them at PURDIE - FERGUSON

CLEARING ALL

Souvenirs — Novelties and Playing Cards at HALF PRICE

CRICHTON'S LTD

111 Great George St. Phone 120

ARRIVING DAILY

New Shipment of FELT HATS

In assorted colors and large head sizes.
PHONE 614

THE GLORIA

Cor. Queen and Richmond Streets

OUR LOW OVERHEAD ENABLES US TO GIVE YOU QUALITY FOODS AT LOW PRICES.

S. N. KAYS

85 Pownall Street. Phone 65

Our new equipment enables us to repair tires of all sizes including 15 inch and 16 inch.

Whitlock Tire Service

The Central Guardian

STEWARTS YEAST makes better bread. L-551-9-14-1f

ROBIN HOOD FLOUR Milled from washed wheat for your satisfaction. L-1075-7-28-1f

CONFEDERATION LIFE INSURANCE. L-6789-7-12-312

PATRONIZE NYAL 2 FOR 1 SALE all this week at Worth's Drugstore, City, and other Nyal Drugstores. L-756-10-1-1f.

HAMPTON UNITED CHARGE.—Rev. D. J. Morrison, Minister. Services on Sunday, October 3rd as follows: Victoria 11 A. M. Bonshaw 3 P. M. Hampton 7 P. M. Ra ly Service at Hampton. L-153-10-1-1f.

BIBLE SOCIETY.—The annual collection in the interest of the British and Foreign Bible Society will take place on October 5th, 6th, and 7th. Your kind and generous support to this effort is invited. Collectors will be calling next week. L-152-10-1-1f.

BRADALBANE CONGREGATION.—Rev. Arthur Wallis, B. A., Minister. Sunday October 3rd: 11 a. m., Rose Valley; 3 p. m., North Grandville; 7:30 p. m., Pleasant Valley. Postponed Sunday School and Congregational Rally Service. Rev. George Avers of Summerside, will be the preacher at all these services. L160-10-1-1f

HUNTER RIVER UNITED CHARGE.—Rev. W. A. MacQuarrie, B. D., Minister. Services for Sunday Oct. 3rd, will be at Hunter River at 11 a. m., and 7 p. m. at Wheatley River or 3 and at North Wiltshire at 7:30. The evening service at Hunter River will be under the auspices of the W. M. S., there will be special music, and Mr. A. S. MacKay of Summerside will speak. L165-10-1-1f

Personals

Mr. Bob Sheen of Boston, grandson of Mr. Percy Pope, is visiting Charlottetown, the guest of Mrs. George Rogers.

Mrs. Edward Cobb of Bangor leaves this morning on a visit to friends in Boston, Mass.

Miss Rose Cro-mann, of Southport, returned Tuesday evening from a three weeks' visit to friends and relatives in United States. During this time she attended the annual Convention of "Jehovah's Witnesses" at Cleveland, Ohio. The number of delegates attending this convention this year was upward to 35,000.

"FLYING THIEVES" BUSY

Chinese have given a modern name to agile thieves that have been active in Peiping recently. They are called "Flying thieves." They are able to walk on roof tops with great agility and to scale walls with the greatest of ease. Chinese newspapers say they are "hard to capture."

Eastern Guardian

"ROBIN HOOD FLOUR makes lovely light loaves of tastier bread. L-1075-7-28-1f

"SUBS CRPTIONS to the Charlottetown Guardian may be handed to their Rept. Archie Hume.

In Memoriam

MR. WALTER MCENTEE

Many friends and relatives throughout the province were saddened at the death of Mr. Walter McEntee, who passed away at the City Hospital on Sunday morning September 19th which he had entered for treatment ten weeks before.

Great hopes had been held for his recovery until a few days before his death when it became evident that death was near. Having received the last rites of his church a few hours before his death and fully resigned to God's Holy Will his spirit winged its way to his heavenly father.

His life was an exemplary one. Of a kindly and cheerful disposition he was loved and respected by young and old. He was born and lived in Auburn where he worked with his father at the blacksmith trade which he left to work in the C. N. R. Shops in Charlottetown where for five years he discharged his duties faithfully and made many friends.

He returned home to resume the blacksmith business and care for his aged father.

Honest and obliging in all his dealings his memory will long endure.

There are left to mourn, a sorrowful wife, nee Edith Curley, and four sisters.

His funeral under the direction of A. A. Henesey, was held on Tuesday September 21st, from his late residence to the Fort Augustus church where a requiem Mass was celebrated by his beloved pastor Reverend D. B. Croken, D. D. after which his remains were interred in the adjoining cemetery.

The pall-bearers were, Messrs Raymond Boylan, Patrick Callaghan, Edwin Curley, Damien Lynn, and James Curley. May his soul rest in peace.

Meat, and the famous Roops Sausages.

Two telephones, 389 and 390 are in service here and your orders will be delivered quickly to any part of the city at no extra charge. A generous assortment of sheet groceries are also stocked at Roops for the convenience of shoppers and with each purchase a copy article at this store customers receive free entry slips for the Diamond Treasure Contest. You are also invited to draw your prize orders here too.

Start with the floors — that's what interior decorators do. And start right . . . with one of the smart, new Congoleum Gold Seal Rugs which are now on display. Their gorgeous colourings will strike the keynote for the rest of the room and their modest cost will amaze you. Remember . . . there's no tiresome heating or sweeping with a Congoleum Gold Seal Rug — a damp mop keeps it spotless. It lies flat without fastening of any kind and gives years of trouble-free service. Visit your dealer's . . . but insist on seeing the Gold Seal which is affixed to the surface of all genuine Gold Seal Congoleum. It is your only guarantee of complete satisfaction.

\$5.65

Congoleum is also available in ward rooms where complete floors have to be covered.

CONGOLEUM CANADA LIMITED - MONTREAL

We Carry a Complete Line of
CONGOLEUM RUGS
MOORE & McLEOD LTD.

Select Your CONGOLEUM RUG
From Our Complete Stock
S. A. MacDONALD
Call and Inspect Our Display of
CONGOLEUM RUGS
BRACE, McKAY & CO., LTD.
SUMMERSIDE

For CONGOLEUM RUGS at LOWEST PRICES
See PROWSE BROS., LTD.

See Our Fine Selection of the Latest Designs
R. T. HOLMAN LTD.
SUMMERSIDE CHARLOTTETOWN

CONGOLEUM RUGS
THE ROBERT SIMPSON LIMITED F. A. Stewart Jones
Representative PHONE 602.

"SAY IT ISN'T SO"
American experts opinion supports the finding of British Ministry of Transport officials that women drivers are definitely inferior to men.
Early this year the Ministry announced that 30 per cent of women drivers were falling their driving test compared with only 22 per cent of men failures.
Now Burton W. Marsh, American Automobile Association traffic engineer, reports at the end of a year's driving tests on men and women between twenty and forty years old. He says
"Brush chivalry and mythology aside, Mr. Average Man is better equipped to handle the wheel." Men, says Mr. Marsh, have better vision, are not so easily blinded and flustered by oncoming headlights, concentrate better on the road.