

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:

- J. P. BRADLEY & CO.
HESTER A. CAMPBELL
CHAPPELL & CO.
ERICHTON'S LIMITED
DEVEREAUX'S CASH GROCERY
DICKSON'S RESTAURANT
E. A. FOSTER
FURNITURE EXCHANGE STORE
GAINSBOROUGH STUDIO
THE GLORIA
C. C. HEESCHEN
HOLMES & BRADLEY
IMPERIAL BISCUIT CO. LTD.
ISLAND FURRIERS
ISLAND SECURITIES
T. G. IVES
JOHNSON & JOHNSON
J. W. JOHNSTON
S. N. KAYS
MALLETT'S BATTERY SERVICE
E. S. MOORE
MILLER BROS. LTD.
P. J. MacDONALD
HENRY MacFARLANE & CO.
A. R. McINNIS
A. PICKARD & CO.
P.E.L. CO-OPERATIVE
PURDIE - FERGUSON
PURE MILK COMPANY
QUEEN STREET MEAT MARKET
REDDIN BROS.
RICK'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 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 case. Also arrange the words to form the slogan or trade phrase and state the advertiser to whom you think the slogan belongs.

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

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

"GARDEN CITY" Chocolate Milk

The Ideal Health-Beverage Quenches Thirst - Peps up Tired Nerves Restores Energy - Promotes Beauty Made from the purest and freshest raw materials. PHONE 584 for a generous supply. THE PURE MILK COMPANY

GUITARS

Accented for: Beauty of Tone - Finish - Trueness - Length. Call in and see for self the special values we have on display.

Toombs Music Store

String Suits \$1.95 to \$3.95 Cleaning Coats and Suits Clearing at 1-3 Off R. P. SIMPSON 109 Richmond Street. Phone 1085.

FEATURE ARTICLES

Stanley, Shaw & Pearden

One of the Island's most widely known hardware stores is situated on the corner of Great George and Kent Streets. This store has been serving the public continuously since 1901, and was opened under the joint management of Mr. J. K. Stanley, Mr. D. R. H. Shaw and Mr. William Pearden.

PRIZE WINNERS LAST WEEK

- 1.—Alice Chandler, Oyster Bed Bridge.
2.—Marjorie Gill, 85 Kent Street.
3.—Mrs. W. P. Jordan, 14 Upper Hillsboro Street.
4.—Dorothy Robinson, Brackley Point.
5.—Alice Gallant, 319 Euston Street.
6.—Basil H. Phillips, 114 1-2 Kent Street.

Solution to Last Week's Contest

"Have Your Eyes Examined Now"—J. W. Johnston Have—Feature Article (allowed) Your—J. P. Bradley & Co. Eyes—H. L. Worthy (allowed) Examined—Purdie-Ferguson. Now—Island Furriers

Clue To This Week's Slogan

This week's slogan belongs to the Island's newest and newest refreshment store.

Our Long Experience

is your guarantee of good satisfactory service.

FLOWERS BY WIRE ANYWHERE—ANY TIME PHONE 269 James Tait FLORIST 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)

SNEAKERS - CAMP SHOES - WHITE SHOES

FOR ALL THE FAMILY PURDIE - FERGUSON Ask us about our Special rates for party and dance decorating. Floral arrangements for all occasions.

ESTATE OF MRS. JNO. WILLIAMS

Get Your EGGS AT THE CANDLING STATION 15 Cents per Dozen This Week. P. E. I. CO-OPERATIVE Weymouth Street. Phone 575

ELECTRIC FANS ALL SIZES, SHAPES AND PRICES

CHAPPELL & CO. Electrical Contractors

FOR AUTOMOBILE INSURANCE

Consult A. R. McINNIS 75 Queen Street. Phone 240 Cool Refreshing Drinks For The Hot Weather Our Soda Fountain is working overtime these days. Ice-cold sparkling Soda Water with pure fruit flavors make delicious thirst quenchers. Perfection Ice Cream Fresh Daily. E. A. FOSTER CENTRAL DRUGSTORE

FLY SPRAYS for Stock and Household Use

SPRAYERS AND SCREENS

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

FURNITURE CAREFULLY MOVED or WELL UPHOLSTERED and REPAIRED

Ask us for Quotations. PHONE 1012 HENRY MacFARLANE

Stewart's Bakery PHONE 211. FREE DELIVERY

FISHING TACKLE

We carry a complete line of DR. HESS Stock Remedies H. L. WORTHY 178 Queen Street. Phone 271

Balance of our LINEN SUITS

Sizes 14 to 20. Regular \$3.95 Reduced to \$2.95 TELEPHONE 614 THE GLORIA Corner Queen & Richmond Streets

FLY-TOX & FLIT SPRAYS AND SPRAYERS

Household Insecticides Exclusive Agents for HARRIET HUBBARD-AYER AND INNOXA TOILETRIES

REDDIN BROS. PHONE 86

WE carry a complete line of SUMMER FOODS

FRESH Fruit and Vegetables, Salad Dressings, Sauces, Fresh and Cured Meats, Picnic Supplies, etc. FREE DELIVERY RIX'S GROCERY BOTH STORES 38 Longworth Avenue Phones 1021 and 1022. Corner Queen and Kent Streets Phone 1048

TONIGHT NOTICE !!

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

"For Success Feed IMPERIALS

From Pup To Pelt" Imperial Biscuit Co., Ltd.

CHARGED WITH MURDER

OAKVILLE, Ont., July 15—(CP)—Mrs. Doris Edith Keetley, 46, was arrested today charged with the murder of her four-week-old daughter, Edith Joyce. Police allege the woman killed the child with an axe in the basement of her home. Dr. E. J. Soanes, called to the home, said no inquest would be held.

The Central Guardian

SUNDAY SERVICES: Christian Church congregation meeting in the New Glasgow United Church 11:00 a. m. service in the Coven- dish Baptist Church 7:30 p. m. Rev. Wm. G. Quigley, minister. L-415.

SPECIAL TRIP—A single motor Stinson airplane, Pilot Gordon Gray at the controls, with two passengers aboard made a special trip to the City yesterday from Saint John via Halifax. After a brief stop at Upton Airport the plane left on return to Saint John.

STILL UNCONSCIOUS—Mrs. Hiram Bertram of Hunter River, P. E. I. was still in an unconscious condition, hospital authorities said last night more than 84 hours after she was thrown from a wagon on when the horse bolted last Monday. The woman was believed to have suffered a fractured skull in the accident.

LIGHTHOUSE BREAK CAMP—The Prince Edward Island Light-house, Col. L. T. Lowther in command, broke camp at Montague yesterday after a successful ten-day training. "C" Squadron returned to their homes at Montague; "B" Squadron of Summerside, under command of Major Ings and Captain Montgomery, returned to Summerside by train; while "A" Squadron from Charlottetown, under command of Captain Phillips and Lieutenant Prowse, marched to the city before dawn.

Installation Of Officers At Montague

Deputy Grand Master Randolph L. Carruthers of Charlottetown installed the following officers in the Hillsdale Lodge No. 123 I. O. O. F. Montague on Tuesday night: Installation being highly successful.

Following are the new officers: Noble Grand—L. J. C. Watson. V. G.—Arthur Carruthers. Warden—Bruce McLean. Conductor—E. Stewart. Recording Sec'y—A. Hume. R. S. N. G.—J. McGreggor. L. S. N. G.—M. McEllish. L. S. V. G.—R. C. Shaw. R. S. V. G.—W. Stewart. O. G.—B. McPhee. L. G.—J. Dewar.

Y. P. Conference Installs Officers At Closing Session

SACKVILLE, N. B., July 15—(CP)—The Maritime Young People's Conference concluded its eighth-day session here today with Dean Ross Flemington presenting 171 interim certificates for work done in leadership training in connection with the various departments of the young people's work.

Early this morning Rev. W. S. Godfrey, director of the Conference, performed the installation ceremonies of the officers elected yesterday morning. At 7:30 a. m. the delegates gathered in the Mount Allison Academy Chapel for communion. Rev. H. T. S. Cornell, Saint John, president of the Maritime United Church Conference, conducted the service.

The members formally decided to present an ecclesiastical carpet to the Mount Allison Academy Chapel. The Conference was reported as highly successful with 100 delegates being in attendance during the last two days.

The Young People's Congress, consisting of the leaders in various presbyteries, will hold a three-day session commencing tomorrow in the Mount Allison Academy.

FREE 55,000 CONVICTS

MOSCOW, July 15—(AP)—A Kremlin decree granted freedom today to 55,000 convicts who did "stock work" on the Moscow-Volga canal.

The decree requires the central council of trade unions to "take steps to provide the freed men with employments as soon as possible."

BIRTHS

BECK—In this city on July 14, 1937, to Mr. and Mrs. Preston Beck, a son.

MARRIAGES

MacNEILL—MacEACHERN—At St. James Presbyterian Church on Thursday, July 15th, 1937, by the Rev. G. Carlyle Webster, Miss Susan Isabel MacEACHERN of Omaha, Nebraska, to Mr. Robert Arthur MacNEILL of St. John, New Brunswick.

BERNARD—MacKENZIE—At Zion Mans on Wednesday, July 14, 1937, by the Rev. G. Carlyle Webster, Miss Lucy McLeod MacKENZIE of French River to Mr. Ralph Allison Bernard of Long River.

DEATHS

PENNY—At Pinette on July 15th, 1937, Margaret Jane MacDonald wife of Samuel V. Penny in her 60th year. CRANE—At Millview on Thursday morning, July 15th, 1937 Joan Elizabeth Crane, aged two years and three months. Funeral Friday afternoon at 2:30 o'clock. MAIR—At the P. E. Island Hospital on Thursday, July 15, Margaret Laura Mair, aged 4 months, infant daughter of Mr. and Mrs. George Mair, Georgetown. DOUGHERTY—At Long River, July 15, 1937, Mrs. Jane Dougarty aged 90 years. Funeral Friday at 2 p. m. from Presbyterian Church. Interment at Springbrook Cemetery.

PASSENGER BOAT PAYS CALL HERE

Inaugurating an 11-day summer cruise scheduled by the Canadian National Steamship North Star arrived in Charlottetown yesterday morning with 325 passengers aboard.

The steamer is chartered by the Royal and yesterday's trip was the first one of four that is to be made every two weeks during the summer months.

Leaving Montreal the steamer called at Quebec and Gaspe and this port at 4 o'clock yesterday afternoon and enroute to Montreal will call at Pictou, Cornerbrook, Nfld., St. Anthony, Port au Bas and Loch Lomond on the north coast to Labrador thence to Murray Bay and Quebec.

In command of a crew of 174 is Capt. R. A. Clarke with Staff Capt. Joseph Boucher. The steamer also has a social hostess and cruise director. A ship's orchestra of six pieces, headed by Capt. Clarke, provides music for dancing.

The steamer is 378 feet long with a tonnage of 6,993 and a speed of twenty-four knots an hour. Mr. D. A. Clarke, President of the Clarke Steamship Company is making the round trip.

Among the passengers arriving yesterday morning were Dr. George H. Raymond and his bride, recently married in Montreal who are visiting Dr. Raymond's parents Rev. H. D. and Mrs. Raymond of this city.

A bulletin board which provides the passengers with news of the world and the stock markets is one of the many conveniences the ship boasts of.

Opinions Favour Reorganization Of Legion Band

At a meeting of citizens representing various fraternal and service clubs throughout the City, steps were taken last night to look into the feasibility of reorganizing and equipping the former Canadian Legion Band. Should reorganization take place it was suggested that the band be known as the "Citizens Band" and that it be put on a business basis, with all finances being handled by a committee representative of all the organizations co-operating.

All present at the meeting felt that the band should be reorganized, and that a campaign properly conducted would prove successful. The organizations represented pledged their assistance.

The following committee was appointed to meet and decide on the best manner in which a campaign for funds could be conducted: Messrs. S. A. McLeod, C. Fairall, Fisher, (Rotary); W. A. Gaudet, (Gyros); R. R. Bell, (Board of Trade); Merton Whitlock, (St. Lawrence Lodge); J. T. McKie, (Knights of Pythias); T. McFarlane and J. Saunders (Legion Band); J. P. Hillon (Canadian Legion).

Others present included His Worship Mayor Turner, Mr. W. A. Stewart and Mr. W. L. Higgins. The meeting took place in the Legion Hall with Mr. J. P. Hillon presiding.

Eastern Guardian

"RECEIVES SAD NEWS"—Mr. Charles Vickerson of Montague received a telegram on June 28th conveying the news of the death of his brother, Castle Vickerson of Tainan, Szechwan, China, who died late Mr. Vickerson last visited Montague about three years ago.

"ON THREE WEEKS' VACATION"—Mr. McLaggan, manager of the Bank of Nova Scotia, Montague, left on Monday for Point du Chene where he will join his wife and family who have been spending the last two weeks visiting in different parts of New Brunswick. Mr. McLaggan and family will spend a three weeks' vacation at Point du Chene. Mr. G. Bennett, St. Peters, is relieving Mr. McLaggan.

"AMATEUR CONCERT"—The I. O. O. F. Hall, Montague, was packed to the doors Wednesday night when the Montague Branch of the Canadian Legion in co-operation with the Montague Branch staged an amateur concert. The participants consisted of former first place winners in other concerts. An enjoyable dance staged by the I. O. O. F. followed the concert.

"LIGHTHORSE ACTIVITIES"—A large crowd of people witnessed the P. E. Island Lighthouse parade in Montague Wednesday morning. In the afternoon the annual sports of the Lighthouse were held which included horseback riding, jumping, etc., and at five o'clock the Lighthouse paraded through the town in squadron formation. This was the first event of its kind ever held in Montague and the enormous crowd testified to the popularity of it.

"PERSONALS"—Mr. Arthur Morse of Souris is relieving Mr. L. H. Coffin as manager of the Bank of Commerce, Montague, during the latter's illness.

CHANGED HERSHOES FIVE TIMES A DAY

Suffered for 20 Years with Rheumatism

Try and picture the life this woman led for twenty years—changing her shoes several times a day in a vain endeavor to obtain some relief from the rheumatic pains that were constantly troubling her. Then imagine her joy when she found that Kruschen was giving away the rheumatism. This is what she writes—

"I have been, since Kruschen Sals for four years. For twenty years previously I had suffered with my feet, sometimes changing my shoes five times a day, and frequently sitting down, and the pain was so great. Now I can wear the same pair of shoes all day with comfort. I can't speak too highly of Kruschen Sals. Only those who had been in my shoes can tell what it is to be free."—Mildred E. A.

It is deposits of uric acid, lodged between the joints, which are frequently the cause of rheumatism. Kruschen Sals, with its natural potassium and sodium salts, attacks and eliminates deposits of uric acid.

Large Crowd See Races At Pinette

Stripped of furring apparatus and converted into a racing boat, Twelfth Hour, owned by Clarence Nicolle, Murray River, and powered by an eight cylinder automobile engine, won the free for all and eight cylinder events of the annual fishermen's motor boat races on Pinette River Wednesday.

Hundreds gathered the races while the Highland Pipe Band from Charlottetown furnished music between heats and for a dance in the evening. Trophies and other prizes were presented by Hon. B. W. LePage, chairman of the Fishermen's Loan Board.

Other speakers were Hon. James P. McIntyre and Donald MacKinnon.

Summary of the races follows: Five horse power boat—1st, George and Roy MacLeod, Long Creek; 2nd, Ben Miller, Belle River.

Six cylinder automobile engine—1st, Lou Harris, Murray River; 2nd, Albert Murchison and Ross MacPherson, Point Prim; 3rd, Luther Hubley and Ed Smith, Pinette.

Eight cylinder automobile engines—1st, Twelfth Hour, owned by Clarence Nicolle, Murray River, with Jack Ferguson as crew; 2nd, Kenneth MacRae and Frank MacRae.

Six cylinder marine engines—1st, Angus MacDonald, South Pinette; 2nd, Bruce MacLeod, Pinette; 3rd, Lloyd Morrison, Pinette.

Free for all marine engines—1st, Nereid, Angus MacDonald; 2nd, Bruce MacLeod, Pinette; 3rd, Ben Miller, Belle River.

Free for all automobile engine—1st, Clarence Nicolle, Murray River; 2nd, Kenneth MacRae, Point Prim; 3rd, Darrach Brothers, Clyde River.

Fall Season Discussed If a fall season was not granted an effort would be made to have a bonus for lobster fishermen, Hon. B. W. LePage, chairman of the Fishermen's Loan Board, said during his address.

During the past several weeks petitions and resolutions have been adopted by meetings of fishermen throughout the province requesting a fall season for lobster fishing.

Public Works and Highways Minister James P. McIntyre corroborated Hon. Mr. LePage's statements. Both spoke following conclusion of the annual fishermen's motor boat races.

If the fishermen really wanted the fall season, he would do his part in their behalf, said Hon. Mr. McIntyre, but he warned them that a quantity of fish thrown on the market in the fall would have a detrimental effect on the price for the regular season.

Both speakers referred to the expected visit here some time later in the month of February, of Minister Michael Sheppard, who would be granted to lobster fishermen Nova Scotia and New Brunswick would likely receive the same privileges, it was said.

"How exasperating. Winnie Four times I've rung up exchange to tell them the phone's out of order, but I can't get a reply."

Too Late To Clarify

LOST—IN CITY LADY'S WRIST watch. Finder leave at this office. L-414

FOR SALE FOUR YEAR OLD horse, weight 1200 lbs. Apply Charles Proud, Milton. L-412-7-16-31

WANTED A CHEAP SECOND hand car in good condition. Cash Write "B" Co of Guardian. L-421-7-16-31

LARGE FRONT ROOM, GENTLEMAN preferred. Apply Guardian. L-419-7-16-31

WANTED EXPERIENCED MAID. State reference. Write "P" Box 458. L-420-7-16-31

LOST—\$20 BILL BETWEEN Buntain's Wharf and 179 Water Street. Finder please notify 175 Water St. Reward. L-418

WILL THE PARTY WHO TOOK grease gun from my manure spreader return it to me if they were seen. (Sgd) Wellington McNeill. L-413-7-16-31