

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.
- CHESTER A. CAMPBELL
- CHAPPELL & CO.
- CRICHTON'S LIMITED
- DEVEREAUX'S CASH GROCERY
- DICKSON'S RESTAURANT
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- JOHNSON & JOHNSON
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- E. S. MOORE
- MILLER BROS., LTD.
- P. J. MacDONALD
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- P.E.L. CO-OPERATIVE
- PURDIE - FERGUSON
- PURE MILK COMPANY
- QUEEN STREET MEAT MARKET
- REDDIN BROS.
- RIX'S GROCERY
- ROOF'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 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.

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!

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.

YOU'RE SURE OF IT'S PURITY

"Garden City" Products have a reputation for PURITY and wholesomeness.

Try the new **DELUXE FAST FROZEN ICE-CREAM**

A revelation in flavour, a discovery in delicious texture, a genuine product.

PHONE 584 for a generous supply.

THE PURE MILK COMPANY

GIUITAR EXCHANGE

If you have a cheap, inferior instrument that will hinder you may exchange it here. For a few dollars and your guitar—we will give you a new instrument that will please you.

Toombs Music Store

NEW FALL HATS

\$1.95 and \$2.49

R. P. SIMPSON

109 Richmond Street. Phone 236

Try Stearn's Cod Liver Oil Compound for Summer colds; Extra large bottle \$1.00

Phone 772

C. C. HEESCHEN

THE EUSTON PHARMACY

MEAT SPECIALS

Chuck Roast — 18-20 lb.
Sirloin Roast — 22 lb.
Rump Roast — 22 lb.
Lamb Legs & Loins 25c lb.
Lamb Chops — 27c lb.
Hamburg — 2 lb. 35c

E. S. MOORE

109 Richmond Street. Phone 1085.

FEATURE ARTICLES

T. G. IVES

One of the most widely known firms in this province is situated at 219 Great George Street. This concern has grown by leaps and bounds during the past few years and now represents a large number of commodities which are distinguished by high quality.

Mr. T. G. Ives, the proprietor and manager, was for some twenty years in the General Merchandise business in Montague from 1911 to 1931. A few years before discontinuing his general store, Mr. Ives opened his Charlottetown show rooms in 1927. Since then he has continued to enjoy a steadily increasing trade and has expanded his business at a rapid rate.

Among the high grade lines carried here are the "Studebaker" and "Willys" Cars, Buses, Trucks, "Trailer Homes", Tires, Batteries, "Stewart Warner" Electric and Battery Radios, Cream Separators, "Eureka" Washing Machines and Vacuum Cleaners, "Hostess" Refrigerators, "Home Ideal" and "Tinkers" Oil Burners, "Fawcett" Heaters, Furnaces, and Better Baking Ranges. Also the sensational new "Fawcett" Air conditioning systems.

A completely equipped service garage is operated under the supervision of Mr. Claude Ives and a staff of skilled mechanics.

Mr. Stewart Ives is general sales-

We carry a complete line of

RAMSAY'S PURE PAINTS & VARNISHES

CARPENTER'S TOOLS BUILDING HARDWARE RANCH SUPPLIES, ETC

Stanley, Shaw & Pearden

Hardware Merchants

Corner Kent and Great George Sts.

Have your Chesterfield suits, Furniture, Woolen Goods, Etc. treated against moths and insects with our electric power sprayer.

PHONE 1042

HENRY MacFARLANE

For Economy—

—Don't Bake

Save time, worry and health by setting your baked goods from us. It pays you.

Stewart's Bakery

PHONE 211. FREE DELIVERY

When in need of

DRUGS and TOILETRIES

CALL US

Best Quality—Best Service.

H. L. WORTHY

178 Queen Street. Phone 271

NEW FALL DRESSES ALL LATEST SHADES

Sizes 14 to 20 — Price 2.95

PHONE 614

THE GLORIA

Cor. Queen and Richmond Streets

FRESH SUPPLY OF

HUNT'S CHOCOLATES

1 pound package 60 cts.

1-2 pound package 30 cts.

PATRONIZE

REDDIN BROS.

PHONE 86

"The Old Reliable Drug-tore"

We have a complete assortment of

PICKLING SUPPLIES

SPICES, ONIONS, PEPPERS, VINEGARS, etc

At right prices.

RIX'S GROCERY

BOTH STORES

38 Longworth Avenue

Phones 1021 and 1022.

Corner Queen and Kent Streets

Phones 1601 and 1602.

Again we are open to buy men's Suits, Extra Coats and Pants. All kind of Footwear, Carpenters' and Mechanics Tools. We pay cash for everything we buy.

EXCHANGE STORE

108 Richmond St. Phone 869

You're Always Sure Of

HIGHEST PRICES

for DELTS

from foxes raised on "IMPERIALS." They're made with Pure Cod Liver OIL.

Imperial Biscuit Co., Ltd.

Cool Refreshing Drinks

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

Before buying property, We offer several choice City and Rural home properties

J. P. BRADLEY & CO.

Real Estate and Life Insurance Agents

75 Queen Street. Phone 1010

Get Your EGGS AT THE CANDLEING STATION

15 Cents per Dozen This Week.

P. E. I. CO-OPERATIVE

Weymouth Street. Phone 575

Our complete fishing service thoroughly cleans radiators and saves time and expense later.

PHONE 980

Mallett's Battery Service

Should have their EYES EXAMINED NOW!

J. W. JOHNSON

OPTOMETRIST

137 Kent St. Phone 1095-J.

WIRING

FIXTURES AND ALL APPLIANCES

CHAPPELL & CO.

Electrical Contractors

The Central Guardian

NORTH RIVER FIELD—Sunday Aug 29th. Pastor Absent. 7:30 P. M. special worship service at Kingston conducted by the Kingston Young People. L-1847-8-27-11

BELFAST—BELL RIVER United Church Services, Sunday, August 29th. Bell River 11 A. M. Eldon 3 P. M. The Rev. J. M. MacLeod, M. A. will be the speaker. L-1855-8-27-11

HAMPTON PASTORAL CHARGE Rev. D. F. Hattie will preach on Sunday, Aug. 29th, as follows: Bonshaw 11 A. M.; Hampton 7:30 P. M. L-1846-8-27-11

CHURCH OF SCOTLAND, Owing to the indisposition of Rev. Ewen MacDougal, The Sacramental services at Kinross are postponed until Sabbath Sept. 5th. L-1867-8-27-11

PRESBYTERIAN CHURCH Services, Sunday, Aug. 29th. Harrington 11 A. M. Marshfield Sunday School 11 A. M. Mount Stewart 3 P. M. Marshfield 7:30 P. M. L-1866-8-27-11

YORK UNITED CHURGE Rev. J. A. Nicholson, Minister. Services Aug. 29th, 1937. 11 A. M. York, 3 P. M. Brackley. 7:30 P. M. Central Church. Subject: "The Tree that Blossomed in the Water." L-1865-8-27-11

THE PRESBYTERIAN CHURCH in Canada. Divine worship will be held on Sabbath next as follows: Glasgow Road 11:00 A. M. Hartsville 3 P. M.; Brookfield 7:30 P. M. Rev. Jack McQueen, student, will preach. L-1868-8-27-11

ON HOLIDAY TRIP—The liner "Lady Nelson" Canadian National Steamships, sailed from Halifax Wednesday via Boston on a month-long cruise to Bermuda, the Leeward and Windward Islands, Barbados, Trinidad and British Guiana, carrying a near-capacity list of passengers to these southern holiday resorts. Among those embarking was Miss Hilda Egan, of Charlottetown.

WEDDING BELLS—A pretty wedding took place at 4 o'clock, Aug. 23rd at the home of Mr. and Mrs. Samuel Wood, of Strathcona when their eldest daughter Hattie Isabel became the bride of John Malcolm MacKenzie, Jr., son of Mr. and Mrs. John M. MacKenzie, of Seal River. The bride who was given in marriage by her father entered the room to the strains of the Wedding March played by Mrs. H. L. MacKenzie. The bride was gowned in white satin and point de spire lace and wore a coronet of satin caught with orange blossoms and carried an arm shower bouquet of sweet peas, gladioli and fern. The bride was attended by her sister, Miss Irma Wood who wore a pink taffeta in princess style and carried a mixed shower bouquet. The groom was attended by his brother, Mr. Garfield MacKenzie. The marriage ceremony was performed by Rev. Alexander Pirih, assisted by Rev. T. Owen Hughes, of Cardigan, and Rev. H. Lincoln MacKenzie of New York, an uncle of the groom. After the ceremony a wedding supper was served to the immediate families of the bride and groom. On Tuesday, August 24th a reception was held at the home of the groom. Previous to the marriage the bride was tendered with a miscellaneous shower when she received many beautiful gifts. After a short honeymoon Mr. and Mrs. MacKenzie will reside in Seal River.

THE REV. Canon Haslam, D. D. will be the preacher at St. Elizabeths (Anglican) Church, Springfield on Sunday next, August 29th, at 7 P. M. L-1872-8-27-11

A SONG SERVICE will be held in Cornwall United Church Sunday the twenty ninth at 7:30 P. M. Artists from Charlottetown and Covehead will sing. L-1872-8-27-11

PREACHING SERVICE at Peter's Road Sunday, Aug. 29th at 10:30 Glen William Hall at 2:30 P. M. and at Little Sands at 7. Louis Harris. L-1871-8-27-11

SALVATION ARMY will hold service in North Granville Church Sunday, Aug. 29th 3 P. M. L-1870-8-27-11

BRUN-DOIRON—In Cape Bald recently, Rev. Donat Robitoux united in marriage Miss Aivina Daron to Frank F. Brun, both of Cape Bald. The witnesses were Mr. and Mrs. Oswald Daron, of Cape Bald. The bride and groom motored to P.E.I. on a honeymoon trip and upon their return will live in Cape Bald.—Moncton Transcript.

In Memoriam

MRS. LAVINIA SOMERS

The death of Mrs. Lavinia Somers, widow of the late Robert Somers occurred at her home, Baie Verte on Friday, Aug. 20th. She is survived by six daughters, Mrs. Roy Bickroy and Mrs. Blake Ogden, residing in the United States; Mrs. W. Maxwell, Nakusp, B.C.; Mrs. Fred Dobson, Tidnish; Mrs. Floyd Wheaton and Mrs. Harris Etanbrooks, Sackville; and three sons, Rev. Harry Somers, New York; Rev. George Somers, P.E.I.; and Ernest Somers, Nakusp, B.C.

Rev. A. F. Baker conducted the funeral service at the home on Saturday afternoon. The choir rendered the following hymns: "The Lord's My Shepherd" and "Beautiful Isle of Somewhere." The pall-bearers were: G. A. Hayward, Fred Dobson, H. Sprague, Otis Sprague, Ernest Sprague and B. F. Wells. Interment was made in Port Elgin Cemetery.—Q.

MISS LUCY CARTER

Following an illness of nearly four years, Miss Lucy Carter, 78, died at her home Baie Verte on Friday, Aug. 20. She is survived by one sister, Mrs. Hortense Larsen of Port Elgin.

The funeral was held Sunday afternoon from her home and was conducted by the Rev. A. F. Baker, pastor of the United Church. That the deceased had many friends in Eastern Westmorland was shown by the large number attending the funeral and the beautiful floral tributes. The United-Anglican choir was in attendance and sang favorite hymns. Pall-bearers were Harris Sprague, Samuel Goodwin, J. R. Maxwell, Harry Ward, Harry Prescott, Roy Milton.—Q.

MRS. NELLIE FAWCETT

Many attended the funeral of Mrs. Nellie Fawcett on Monday afternoon, Aug. 23rd, which was held in the Baie Verte United Church. The deceased, who was eighty years of age died at the home of her daughter, Mrs. Allen Chapman, with whom she had made her home since the death of her husband, Charles Fawcett several years ago. Besides her daughter she is survived by one brother Dr. Wm. Hamilton, of Montreal.



BECOMES BISHOP

Messrs. Leo Neilson, former vicar general of the Roman Catholic archdiocese of Edmonton who has been appointed bishop of Pembroke Ont., Ontario in Toronto, P. E. I. in 1925, he has been associated with St. Joseph's national in Edmonton for the last nine years.

I. O. O. F.

Those wishing to fill links and connect members for Oddfellows' National convention to be held Sunday, Aug. 29th, 11:00 a.m. at S. Stetson, 14th St. or Mrs. Fulton Adams, home, 64th before Aug. 28th. L-1776-8-24-21

THEIR MAJESTIES WILL NOT GO VISITING

LONDON, Aug. 26—(Cp Cable)—It was authoritatively learned tonight that no arrangements have yet been made for any overseas tours by the King and Queen. A report from Australia had credited Premier Lyons with an announcement that tentative plans were made for Their Majesties to visit Australia in 1940.

and nine grandchildren, all residing in Upper Tidnish.

The service was conducted by Rev. A. F. Baker assisted by the choir who sang "Unto the Hill" "When on My Day of Life the Night is Falling" and "The Old Rugged Cross" was rendered as a quartette by the following: Mrs. A. F. Baker, M. A. Goodwin, J. R. Maxwell and Richard Baxter. The pall-bearers were: Allen Chapman, Harold Hamilton and four grandsons of the deceased, Ross, Gordon, Arnold and Victor Chapman. Interment was made in Baie Verte Cemetery.—Q.

KELLOGG'S ASTHMA RELIEF

A physician's formula that has benefited sufferers for over 60 years. Try it. You'll be more than pleased with the quickness with which it relieves Asthma and Hay Fever, preventing needless suffering. You simply inhale the fumes.

Your nearest Drug Store has it.

\$1.00 per tin, trial size 25c.

Also obtainable in cigarette form.

Northrup and Lyman Co., Limited

Established 1884

Toronto, Canada

Private Sale

My farm at Mt. Herbert, Lot 48. Dwelling house, new out-building, together with stable equipment and other articles. If not sold by Thursday, Sept. 2nd will then be offered at auction at 5 p.m.

A. C. WOOD,

Alexandra

L-1843-8-27-39-9-1

Professional Cards

D. F. ARCHIBALD

Chartered Accountant

140 Richmond Street

Phone 47. P. O. Box 12.

McLeod & Bentley

W. E. BENTLEY, K. C.

J. A. BENTLEY, K. C.

Barristers and Attorney-at-Law

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Barrister, Solicitor, Attorney &c.

90 Great George Street

Charlottetown, P. E. I.

L-1224-8-2-41.

TO SELL OR RENT

Business Stand opposite Kinkora Station. Store, Dwelling, Warehouse and outbuildings. Address

MRS. A. M. TRAILOR

East Millinocket, Maine.

Box 143

L-1682-8-20-24-27-31-9-3-7.

Price Smashing CLEARANCE of dependable USED CARS

One Week Only

Buy Now and Save \$100.00 on Any of These Cars

- 1936 Oldsmobile Sedan—two to choose from, fully guaranteed — \$900.00
- 1935 Chev. Sedan, like new — \$575.00
- 1934 Chev. Sedan, two to choose from, beautiful condition — \$525.00
- 1934 Buick Sedan, A wonderful car; like new \$875.00
- 1934 Dodge Sedan, like new — 550.00
- 1931 Nash 7 Pass. Sedan. A great car for bus service — \$575.00
- 1930 Essex Sedan, very clean — \$200.00
- 1930 Chev. Sedan — \$175.00
- 1930 Ford Sedan — \$175.00
- 1935 Ford Coach — \$150.00
- 1935 Chev. Coach, like new — \$600.00
- 1935 Chev. Coupe — \$475.00
- 1935 Chev. two-ton truck — \$550.00
- 1936 Chev. Two-ton truck — \$885.00

A. Horne & Co.

PHONE 600. CHARLOTTETOWN

"Where your dollars buy more"