

The "DIAMOND TREASURE" Contest

FUN for EVERYONE!

EXPLANATION OF CONTEST

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 below.

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
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.
P.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. TOOMBS 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 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.

WOOL FELT HATS
going at \$1.00. Also Velours, Velvets and Fur Felts at reduced musical prices.

PHONE 614
THE GLORIA
Cor. Queen and Richmond Streets
Experienced Ranchers everywhere insist on

IMPERIAL FOX BISCUITS
They're made from pure rich Cod Liver Oil under strictly sanitary conditions.
Imperial Biscuit Co., Ltd.

"SAVE THE CHILD AND BUILD THE NATION"
"Garden City" Products are backed by the highest standards of PURITY.

Safeguard the health of your family—insist on the best.
BUTTER, CREAM, MILK, BLEND, BUTTERMILK
DELUXE ICE CREAM and CHOCOLATE MILK.
The PURE MILK COMPANY
PIONEERS OF SAFE MILK

ADD THE SPIRIT OF SUMMER TO YOUR HOME WITH A FEW FLOWERS

PHONE 269
James Tait FLORIST
37 Villa Avenue
Member F. T. D. A. Int.

Christmas Special
With every order for 5 or more Photographs we are giving free of charge 6 extra photos.
This offer until December 10th.
Gainsborough Studio
Phone 1484 Great George Street

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 86
"The Old Reliable Drugstore"

We solicit a share of your patronage in order to demonstrate our very low prices on quality better foods.

ECONOMY CASH GROCERY
Phone 1210 Free Delivery
PREPARE FOR WINTER NOW

Repair your Home and Buildings now. We stock the best brands of roofing and building hardware of all kinds.
Stanley, Shaw & Pearden
Hardware That Stands Hard Wear
Corner Kent and Great George Sts.

Our store is stocked with all new supplies of best foods at very low prices.
S. N. KAYS
85 Pownall Street, Phone 55
You'll always find a complete variety of
Pure, Wholesome Pastries
on display here.
Stewart's Bakery
PHONE 211. FREE DELIVERY

We are now fully prepared to serve all customers in our new store. See our large stock of FUR COATS. We clean, match and repair old fur goods.
ISLAND FURRIERS
VISIT US AT OUR NEW ADDRESS
153 Queen Street. Phone 1177
Formerly Occupied by McLellan Bros

Furniture Repaired
to look like new.
HOOPER TO RENT.
WE BUY FRESH FEATHERS.
HENRY MacFARLANE
Phone 1042 Kent Street

Our prices meet and beat all competition. We carry only the highest quality goods.
Draw your Prize here.
Quicker Service—Better Prices.
RIX'S GROCERY
BOTH STORES
38 Longworth Avenue
Phones 1021 and 1022.
Corner Green and Kent Streets
Phones 1601 and 1602.

PRIZE WINNERS LAST WEEK

- 1.—Aletha Saunders, 12 Alley Street.
- 2.—J. A. Moore, Currie Building.
- 3.—Daisy L. Swan, 93 Edward Street.
- 4.—Reginald McNutt, 200 Hillsborough Street.
- 5.—Helen J. Matheson, Milton.
- 6.—Mrs. J. H. Vagt, East Royalty.

Solution to Last Week's Contest

SLOGAN

"When Moving Call Us"—Henry MacFarlane

When—C. C. Heeschon Call—Rix's Grocery
Moving—H. L. Worthy Us—Reddin Bros.

Clue To This Week's Slogan

The slogan this week applies to a great firm on the same street.

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 are not 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.

SWEATERS
\$1.95 and \$2.95

PHONE 236
R. P. SIMPSON

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.

Toombs Music Store
MAKE THIS YOUR FAMILY FOOTWEAR HEADQUARTERS

We carry a complete stock at the lowest prices in town.

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.

As a Christmas Gift or for your own convenience we suggest the famous
SCHICK ELECTRIC DRY SHAVERS
CHAPPELL & CO.
164 Queen St. Phone 1440

Our store is stocked with all new supplies of best foods at very low prices.
S. N. KAYS
85 Pownall Street, Phone 55
You'll always find a complete variety of
Pure, Wholesome Pastries
on display here.
Stewart's Bakery
PHONE 211. FREE DELIVERY

Our prices meet and beat all competition. We carry only the highest quality goods.
Draw your Prize here.
Quicker Service—Better Prices.
RIX'S GROCERY
BOTH STORES
38 Longworth Avenue
Phones 1021 and 1022.
Corner Green and Kent Streets
Phones 1601 and 1602.

We carry a complete stock of the famous
NYAL Preparations
H. L. WORTHY
178 Queen Street. Phone 271

P. J. OFFERS FOR 29 cts.
10 bars Laundry Soap or 1 dozen Oranges or 1 large bottle Marmalade or 2 tins Peaches or BEST SERVICE. LOW PRICES.
P. J. MacDONALD
PHONES 888-889
Get Your EGGS AT THE CANDLEING STATION 20 Cents per Dozen This Week.

P. E. I. CO-OPERATIVE
Egg and Poultry Association
Weymouth Street. Phone 575

ST. ANDREW'S SCHOOL
Honor Roll for St. Andrew's School North Rustico.
Grade VII (b) 1. Marjorie Gauthier, 2. Irene LeClair, 3. Ronald Blaquiere.
Grade VII (a) 1. Beatrice Gauthier, 2. Eugene LeClair, 3. Edward LeClair.
Teacher John E. Doucet.
Intermediate Department
Grade VII (b) 1. Marjorie Gauthier, 2. Irene LeClair, 3. Ronald Blaquiere.
Grade VI 1. Lucie I. Gallant, 2. Lillian Gauthier, 3. Marion Gallant.
Grade V. 1. Rosina Buote, 2. Adeline Poirier, 3. Leo LeClair.
Grade IV. 1. Eleanor Doiron, 2. Regina Gallant, 3. Alphonse LeClair.
Teacher Edgard Blanchard.
Intern. B. Grade III. 1. Helena Blaquiere, 2. Eric Gauthier, 3. Edouard LeClair.
Grade II (a). 1. Freda Gallant, 2. Edna Blaquiere, 3. Juliette LeClair.
Grade II (b). 1. Yvonne Gallant, 2. George Gallant, 3. Edgar LeClair.
Teacher Andre LeClair.
Junior Dept. Grade I. (a) Matilda Pineau, 2. Arthur Peters, 3. Augustine Blaquiere.
Grade I (b). 1. Ivan Blaquiere, 2. Loraine Doucet, 3. Eleanor Pineau.
Teacher Delphine Arsenault.

Our store is stocked with all new supplies of best foods at very low prices.
S. N. KAYS
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Pure, Wholesome Pastries
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Corner Green and Kent Streets
Phones 1601 and 1602.

Central Guardian

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

CONFEDERATION LIFE INSURANCE L-6789-7-12-312
STEWARTS YEAST makes better bread. L51-9-14-12

CORRECTION—The Borden School report in Grade III should have read, third, Lorne Sherry and Wendell McKenna.

CAVENDISH CHARGE—Workshop on Sunday, November 28th. New Glasgow at 11 A. M. Cavendish 7:30 P. M. Geo. W. Tilley, Minister. L-144-11-26-11.

SUNDAY SERVICES—New Glasgow 11 A. M. Fredericton 3:00 P. M. Bradaibane 7:00 P. M. Rev. Wm. G. Quigley, Minister. L-147-11-26-11.

MANY HAPPY RETURNS—His friends were yesterday extending hearty congratulations to Mr. Wm. H. Aorn, who celebrated his 80th birthday. Mr. Aorn, who has retired from active work after many years service with Bruce Stewart & Co., is enjoying excellent health.

SUDDENLY BEHEAVED—Deepest sympathy will go out to Miss Edith Rogers of this city in the death of her sister, Margaret, Mrs. A. P. Waterman, of Brookline, Mass., news of whose sudden passing came by telegram yesterday afternoon. Coming so unexpectedly after the sudden death of her brother, Mr. W. K. Rogers, the shock is indeed a severe one.

P. E. Island Hospital Annual Subscriptions

Royalty West (Malpeque Road)
Collected by Mrs. Milton Bell.
Frank B. Timney 2.00
Milton Bell 1.00
Ernest Pickard 1.00
Thomas Beers 1.00
Phillip Saunders 1.00
Sydney Enman 1.00
Total \$7.00

Brackley Beach
Collected by Miss Louise Shaw.
Robert Shaw 3.00
Walter Gregor 2.00
Chas. Rogers 1.50
Cleve Robinson 1.00
Alexander Seaman 1.00
Louise Shaw 1.00
Mrs. Lewis McCallum 1.00
50 cents each: Arthur Casford, H. H. Cudmore, Mrs. Geo. Hughes, Mrs. Neil McCallum, Mrs. John McCallum (5) 2.50
A Friend 30 cents, Mrs. Garfield Stewart 26 cents, Gordon Murray 25 cents. \$13.81

Little York
Collected by Lillian Crockett, Helen Lewis and Harvey Brown for Alpha Woman's Institute.
Lester Kelzer 1.00
Harold Watts 1.00
Frank H. Watts 1.00
Mrs. Peter Brodie .60
50 cents each: Elmer Brown, Mrs. E. J. Vessey, Arthur Vessey, Margaret McDougall (4) 2.00
25 cents each: Mrs. Taylor, Mrs. W. R. Vessey, Mrs. Leith Brown, Mrs. O. H. Brown (4) 1.00
Mrs. M. Vessey 15 cents .15
Total \$6.75

Cavendish
Collected by Miss Clemince Simpson and Miss Una Green.
Fred Clark 1.00
Mrs. James O. Simpson 1.00
Mrs. Jeremiah Simpson 1.00
Mrs. E. O. Webb 1.00
Mrs. E. O. Webb 1.00
Mrs. Ernest Clark 50 cents, Mrs. Robert McKenzie, 50 cents, Mrs. George McCoubrey 25 cents, Preston Warren 25 cents. \$6.50

Bay View
Collected by Misses Lois and Sylvia Simpson.
Arthur Simpson 1.00
50 cents each: W. A. Simpson, Mrs. Cedric Simpson, and Mrs. Cecil Simpson 1.50
J. R. Stewart .25
Total \$2.75

Pleasant Grove
Collected by Miss L. Watts.
50 cents each: John B. Hardy, Arthur Wyatt, W. W. Duck, Mrs. W. E. Hardy and Frank E. Watts (5) 2.50
Mrs. Florence Matthews, 45 cents, Mrs. Mrs. Edison Hardy 35 cents, Mrs. R. Murray 25 cents. \$3.50

Pinette (Additional)
Per Mr. J. J. MacDonald
Alex D. MacRae 2.00
Greenville, Lot 23

Collected by Mrs. R. E. White.
Mrs. R. E. White 1.00
Miss Blanche McPherson 1.00
50 cents each: Mrs. Ben Matheson, Mrs. Clifford Carow, Mrs. E. Wonnacott, Mrs. Peter Martin and Mrs. Earle McRae (5) 2.50
Mrs. Miller McPherson .30
25 cents each: Mrs. Albert Paul, Mrs. John Mobbs, Mrs. Nelson Moore (3) .75
Total \$5.55

New Haven
Collected by Miss Gertrude O. Polard and Ena Docherty.
Angus MacPhee, M. L. A. 1.00
Mrs. S. H. Colwill .75
50 cents each: Pope Newman, R. A. McPhail, W. R. Rogerson, Duncan McNeil, Mrs. D. D. McPadyen, Mrs. Roland Buchanan, Mrs. John Boyle, Brewer Boyle and Mrs. S. Darrach (9) 4.50
Kenneth Docherty .35
25 cents each: Mrs. John MacPhee, A Friend and Mrs. H. Muirhead 75
Total \$7.35

Headache After Headache

NOW SHE'S FREE FROM THEM

A woman writes:—"I would like everyone who suffers from headaches to try Kruschen Salts. Before taking Kruschen I was seldom free from a headache. But since I have been taking it regularly I have hardly had a headache, for which I am very thankful. I have been taking a small dose of Kruschen every morning in a glass of warm water, before my breakfast, and I feel so well."—(Mrs.) A.E.D.

How do you deal with headaches? Do you just take something to deaden the pain, without getting rid of the trouble which causes the pain?

Headaches can generally be traced to a disordered stomach and some unsuspected retention in the system of stagnating waste material which poisons the blood. Remove these poisons—prevent them forming again—and you'll never have to worry any more—from that cause. And that is just how Kruschen Salts bring swift and lasting relief from headaches. Kruschen aids Nature to cleanse your body completely of clogging waste matter.

LISTEN...
on Friday Night
"CANADA-1937"
IMPERIAL TOBACCO'S INSPIRING PROGRAM
FRIDAY 11 p.m. A.S.T.
STATION CFCY

In Memoriam

MR. JOHN L. MCKINNON

The death occurred at New Argyle, Queens County, on Wednesday morning, 24th inst. of John L. McKinnon, a highly respected resident of that community. Mr. McKinnon had been enjoying fairly good health until Thursday of last week when he was suddenly stricken with pneumonia from which he did not rally, notwithstanding careful medical attention. The late Mr. McKinnon was a son of the late Mr. Lauchlin McKinnon of New Argyle and was born at that place in 1864. During his long life he was engaged successfully in farming. He was a member of the Church of Scotland, and for many years was associated fraternally with the Loyal Orange Association. He leaves to mourn besides a sorrowing wife, one son, John, on the home farm; an adopted daughter, Mrs. Archibald McCann of Charlottetown; also one brother, Donald, residing at North Rustico.

Bonshaw

Collected by Mrs. Harry Wheeler and Mrs. Nell Selmond.
W. F. Allan Stewart, Strathgartney 2.00
L. T. Beaton 2.00
Stephen McLeod 1.00
50 cents each: Everett Crosby, Mrs. A. B. McLeod, Wm. Gaudet, Geo. Carson, Mrs. Nell Ferguson, Mrs. H. McNevin, Heath MacQuarrie, Mrs. J. Boyce, Mrs. R. Eoye, A. R. McPadyen, Mr. Hobbirk 5.60
Mrs. Spurgeon Hixox .35
25 cents each: Mrs. S. Beaton, Miss Myrtle Crosby, Mrs. John D. MacPhail and Harry Wheeler 1.00
Total \$12.85

Pownall

Collected by Mrs. J. R. Brown and Miss Edythe Lawton.
A. G. and Mrs. Moore 1.00
50 cents each: Wilbur Jones, Sarah H. Jones, Mabel Enman, Robert Jones, Mrs. Rhoda Wood, Wm. Ings, Edythe Lawton, J. R. Brown 4.00
Mrs. A. Parker Ings 35c, A Friend 20 cents .55
25 cents each: Mrs. Edilson Smith, Mrs. Wm. Carver, Jas. Gay, W. Aorn, Mrs. Geo. Carver, John Jones, Alfred Weatherbie (7) 1.75
Total \$5.75

Federicton (Additional)

Per Mrs. Cutcliffe
Mrs. Lorne Weeks L154-11-26-11

CURT

A bulky gentleman approached a somewhat slender lady in the dance hall. "Is the pleasure of the next dance to be mine?" he asked politely. "Entirely," she snapped.

Mother's Favorite For Coughs And Colds

It is hard to keep the children from taking cold. They get overheated, get their feet wet, and do a dozen things the mother cannot prevent.

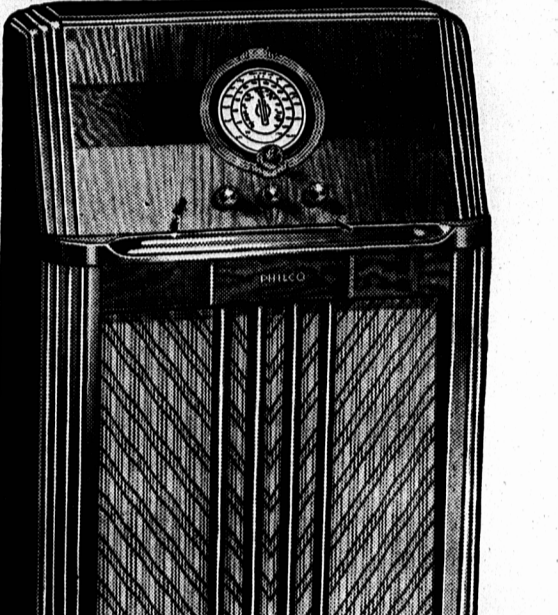
Mother should never neglect the children's coughs and colds, but on the first sign get a remedy that will give relief, and for this purpose we would highly recommend Dr. Wood's Norway Pine Syrup.

It is so pleasant to the taste the youngsters take it without any fuss, and its promptness and effectiveness in loosening the phlegm and healing the bronchial tubes is such that the trouble is checked before anything serious may develop.

Mrs. J. STAHN, Solsque, B.C., writes:—"For some years I have been using Dr. Wood's Norway Pine Syrup for myself and family of four children. I have used lots of other kinds of cough medicines, but I like Dr. Wood's best, as it acts much more quickly than any of the others."

Put up by The T. Milburn Co., Ltd.

CELEBRATING THE
TEN MILLIONTH PHILCO



The New 1938
PHILCO C7XX
with AUTOMATIC TUNING
and
INCLINED CONTROL PANEL
\$139.50
*For best results, insist on a Philco High-Efficient Aerial to insure greatest foreign reception.

HERE'S the opportunity of a lifetime! Right now, during the celebration of radio's greatest achievement—the Ten Millionth Philco—you can buy this superb new Philco, with Cone-Centric Automatic Tuning on the new Inclined Control Panel on the easiest of terms!

Try this amazing new kind of radio. A glance... a flick of your finger... there's your station. The easiest radio in the world to tune! See your Philco dealer now... while this special offer lasts!

Distributed by
MARITIME ACCESSORIES Limited
Halifax Saini John Sydney

USE THE CONVENIENT
HOLMAN HOME PLAN
ONE PRICE—THE CASH PRICE
10% NOW BALANCE IN 10 EQUAL MONTHLY PAYMENTS
NOTHING ADDED—NO INTEREST

SEE THE AUTOMATIC TUNING PHILCO AT THE
ROBERT SIMPSON EASTERN LIMITED
F. A. STEWART JONES
Special Representative Charlottetown

"Certainly There's a Difference"
That is what our satisfied customers say when they see their Fox Skins after going through our hands.
It makes the black a lustrous blue-black, and the Silver! well, it shows the sparkling diamond value.
Our handiwork is the Fox Farmers guide to a perfectly skinned and cleaned Fox Skin.
Test with Trial. Please Call.
EMMET GAVIN
Fox Skinning and Fur Cleaning Station
Morell Hotel Warehouse
136 Kent Street Charlottetown