

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. 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. ECONOMY GROCERY GAINSBOROUGH STUDIO THE GLORIA C. C. HESCHEN HOLMES & BRADLEY IMPERIAL BISCUIT CO. LTD. ISLAND FURRIERS JOHNSON & JOHNSON S. N. KAYS MILLER BROS., LTD. P. J. MACDONALD HENRY MacFARLANE & CO. P. E. I. CO-OPERATIVE PURDIE - FERGUSON PURE MILK COMPANY QUEEN STREET MEAT MARKET REDDIN BROS. RIX'S GROCERY ROOP'S LIMITED E. 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 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.

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.

We invite you to call and see our special items for Christmas. City's Lowest Prices.

THE GLORIA PHONE 614

ECONOMY CASH GROCERY PHONE 1210 Free Delivery

HARDWARE THAT STANDS HARD WEAR

See our display of practical Christmas Gifts at low prices.

Stanley, Shaw & Peardén Corner Kent and Great George Sts.

"SAVE THE CHILD AND BUILD THE NATION"

Use "Garden City" Products when preparing your Holiday Foods.

REMEMBER - Safety First!

Garden City Milk is filtered, clarified and pasteurized for your protection.

The PURE MILK COMPANY

PIONEER OF SAFE MILK AND FAST-FROZEN ICE - CREAM

CUT FLOWERS FOR CHRISTMAS!

Roses, Chrysanthemums, etc. Also Potted Plants: Jerusalem Cherries, Peppers, Begonias, Azaleas, Ferns, Poinsettias, Etc.

PHONE 269 James Tait FLORIST 37 Villa Avenue

Member F. T. D. A. Int.

For The New Year Your Photo In Color

Gainsborough Studio DISTINCTIVE PHOTOGRAPHY Phone 1164 Great George Street

When Making Your Christmas Purchases

DO NOT OVERLOOK OUR LARGE DISPLAY BEFORE MAKING YOUR FINAL DECISION.

REDDIN BROS. PHONE 86

"The Old Reliable Druggist"

OUR CUSTOMERS will be pleased with the splendid showing of Christmas Foods we have now. You save here.

Quicker Service - Better Prices. RIX'S GROCERY

BOTH STORES 38 Longworth Avenue Phones 1021 and 1022. Corner Queen and Kent Streets Phones 1607 and 1602.

Do Your Shopping EARLY FOR Footwear Satisfaction P. J. MacDONALD PHONES 888-889

Prize Winners In Last Week's Diamond Treasure Contest

- 1.-Miss Alice M. Younker, North Milton. 2.-Miss Marion V. Hooper, 8 Greenfield Ave. 3.-Miss Janette C. MacDougall, Belle River. 4.-Mrs. Borden T. Myers, St. Avar's. 5.-Mrs. G. S. Buntain, Hunter River R.R. 6.-Mrs. John E. Hubley, Eldon.

Solution to Last Week's Contest SLOGAN

"Save The Child And Build The Nation"-The Pure Milk Co. Save-Stanley, Shaw & Peardén The-P. E. I. Co-Operative Assn. Child-Rix's Grocery

Clue To This Week's Slogan

This week's slogan is being used by a well known firm on Sunnyside.

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 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.

Musical Christmas GIFTS

Pianos, Organs, Radios, Violins, Guitars, Accordions, Banjos, Harmonicas give Music Carrying Cases, Music Stands. Look for practical gifts at bargain prices.

Toombs Music Store

A GIFT OF EASE WILL ALWAYS PLEASE

GIVE FOOTWEAR PURDIE - FERGUSON

See Our Christmas Stock

Complete Line of Pastry, Stewart's Bakery

CHRISTMAS POULTRY

Turkeys, Ducks, Geese, Chicken, Beef, Pork, Etc.

Queen St. Meat Market H. PETERS

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 Jeweler

180 Kent Street

Reserve your Christmas Turkeys, Geese, Ducks, Chickens, Fowl, Eggs, Etc., at the P. E. I. CO-OPERATIVE

Egg and Poultry Association Weymouth Street. Phone 575

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DANCE SETS SPECIAL 93c to \$1.69

See our ad on back page. R. P. SIMPSON Queen Street. Phone 236

SELECT LINE OF Christmas Gifts REASONABLY PRICED. H. L. WORTHY 178 Queen Street. Phone 271

Vernon C. Cardy Heads Canadian Tourist Body

OTTAWA, Canada, Dec. 24 - (By Special Correspondent): Named to succeed Theodore G. Morgan of Montreal, well known advocate of good roads in Canada, Vernon C. Cardy, the Dominion's foremost hotel executive is to-day the newly elected Chairman of the Executive Committee of the Canadian Association of Tourist and Publicity Bureaus.

Embracing representatives of all agencies, both public and private, and engaged in the promotion and development of the Tourist Industry in the Dominion. The Bureau, which was organized in 1929 is the only body of its kind in Canada.

Associated with him on the Executive Board are such well known Canadians as C. W. Johnston, Passenger Traffic Manager C. N. R.; R. G. McNeilly, Passenger Traffic Manager, C. P. R.; C. C. Bontar Passenger Traffic Manager, Canada Steamship Company; J. Campbell Director of the Tourist and Industry Bureau, Province of Ontario D. W. Griffiths, Director of the Government of New Brunswick's Bureau; G. P. C. Pousette, Executive Secretary, Manitoba and Winnipeg Convention Bureau; Leo Dolan, Chief of the Canadian Tourist Bureau.

Let this mind be in you which was also in Christ Jesus, who, being in the form of God, counted it not a prize to be on an equality with God; but made Himself of no reputation and took upon Him the form of a servant, and was made in the likeness of men; and being found in fashion as a man, He humbled Himself, and became obedient unto death, even the death of the Cross.

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Thoughts On Christmas

There is an old saying that the darkest hour is just before the dawn. It has grown out of human experience. If men can only bide God's time without doubting God's goodness or power they will see light arise out of the darkness and know that... sudden the work turns the best of the brave.

Christmas comes at that time of the year when the nights are longest and darkest, just when, as our heathen ancestors thought, light is struggling with darkness for the mastery. And light conquers, the days begin to lengthen. Even though the coldest and stormiest part of the winter remains thoughts begin to turn again toward the springtime and the unspoken thoughts of their heart is...

And in the spiritual history of man that is just what Christmas means. From the manger of Bethlehem there streams the radiance of a hope that grows brighter with the years. Woodworth wrote that a child more than all other gifts That earth can offer to declining man Brings hope with it, and forward-looking thoughts.

This is infinitely true when the child is the Son of God, for in Him men find the culmination of their eager longings and the propelling aspirations of through all the climbing centuries. God, hidden, unknown, had come as a little babe that could be carried in their arms and nestled close to their breasts, as near and dear as one of their own little children. The wistful heart of man stretching forth empty hands toward the unseen suddenly found those hands bearing the incarnate Word of God.

In the words of John the Word had become flesh and dwelt among us - and we beheld His glory, glory as of the only begotten from the Father - full of grace and truth. God was nearer to the heart of man than ever they had dared hope. Through a door of mystery God came to men as a little child. As helpless babes pity and indifference evokes love, so God came appealing to the deepest and the best that is in man. Who would bar the door against the knocking of the hand of God, especially when that hand is a baby hand? That is the wonder and the fascination of the Christmas time. It is the wonder of God entering the life of humanity, thus the gateway of human birth and bringing beauty upon earth that can never die.

Sir Walter Scott was once asked where was the finest scenery in Scotland, in the Highlands or in the Lowlands. He declared it was in neither. It was where both met. In the Christ-Child God and man met in perfect union. And that is why to-day it is not the few shepherds but millions upon millions who gather about the manger in hushed wonder and adoration.

Most of those who read these words will have passed beyond the stage of unalloyed merriment and the happy tumult of expectation that marks the Christmas celebration of younger days. To some the day may even bring memories too poignant for words. They can only say to recurring happy holidays as Burns complained to the happy warbling bird wanting "thro' the flowering thorn."

"Thou mind's me o' departed joys, Departed never to return." Dr. John A. Hutton suggests that the Nativity has still its message for those who no longer thrill with the gaiety and light heartedness of the advent season. He says, From the story of the Nativity in St. Luke to the great "Kenosis" passage in St. Paul to the Philippians, is the predestined journey for a man! And we older people shall not have fallen in our selfishness, if during this season of Advent, and whilst young people are giving an issue to their gaiety in sheer spirits, we confound our minds with what we once upon a time... described as The Christmas Message for Adults.

Here is the Christmas message for full-grown people according to St. Paul. Let this mind be in you which was also in Christ Jesus, who, being in the form of God, counted it not a prize to be on an equality with God; but made Himself of no reputation and took upon Him the form of a servant, and was made in the likeness of men; and being found in fashion as a man, He humbled Himself, and became obedient unto death, even the death of the Cross.

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There was a sad note in the first Christmas and it came from earth, not from heaven. The world that had so sore need of Him had no room for Him - no room in the inn. That was a prophecy of the Great Rejection at Galvary, the forerunner of the world's greatest tragedy, Economics and politics and business and pleasure have still no room for Him. The old Jewish world rejected Him and went plunging to final disaster. The same fate awaits our modern civilization so long as it makes no room for the mind of Him who alone is the way the truth and the life.

And this is true of the individual life as well as of national and corporate life. Though Christ in Bethlehem A thousand times be born, If He's not born in thee Thou art indeed forlorn. No heart is so empty as the Christless heart. It knows nothing of the amazing love of God, whose breadth and length and depth and height no man knows, but which millions have felt and which makes them, at the Christmas time, join in spirit with the Wise Men and shepherds about the manger to kneel in adoration before the glory of God seen in the face of the Christ-Child.

There is one more thought - Christmas is the Festival of Giving, the season when we celebrate God's greatest Gift to the world - His only Begotten Son. Whoever receives that gift becomes himself a giver. Christ has never really entered our hearts if we do not feel the impulse to share our blessing with all the world. Unto us have been given the oracles of God, and it is through us, if at all, that they will reach the world. It is our part to see that the offer of God's Gift is made perpetually and made persuasively in His name. The Wise Men brought their gifts, gold and frankincense and myrrh. What have we given to glorify and exalt His name?

How long, O Lord, how long before Thou come again? Still in cellar, and in garret, and on moorland dreary, The orphans moan, and widows weep, and poor men toil in vain, Till earth is sick of hope deferred, though Christmas bells be cheery

When I reach home on Christmas Eve And there is peace remain, I find it easy to believe That I am young again. I see the tree all gaily hung With lights and shining star, Outdoors, I hear a child sung Which sends my thoughts afar! I see the shepherds guard their sheep Upon the Bethlehem hill, And as their faithful watch they keep The night is calm and still. When suddenly, a glorious light Comes from the heavens on high! And startled by this awesome sight In fearfulness they cry! "Fear not!" with loud and clarion ring "Rejoice the angels call! "Glad tidings of great joy I bring Which shall be unto all!"

"For unto you is born a Son The Blessed and Adored, A Saviour and the Holy One And He is Christ the Lord!" "In Bethlehem you now shall find Within a stable bare The Holy Child and Mother kind, Go ye, and seek them there!"

And then I hear celestial chant Whose strains the night do fill, "Peace upon earth" (our human want) "To all men of goodwill!" The heavenly music dies away The angel choir departs, The shepherds now no fears betray, For peace is in their hearts. "Haste ye," they say, "to Bethlehem And see this wondrous sight!" And in my dream I follow them Upon this holy night. I enter with those shepherds mild The stable rude and bare, I gaze upon the Holy Child, Laid in a manger there!

O may this vision come to a! That hate and strife shall cease, So may the whole earth hear the call To blessed Christmas, Peace! CHARLES A. HUTCHINS

THE BIRTH OF CHRIST "The death of Christ is a great mystery; but His birth is even a greater mystery. That He should live a human life at all, is a stranger than that, so living, He should die a human death. I can scarce get past His cradle in my wondering, to wonder at His cross. The infant Jesus is, in some views, a greater marvel than Jesus with the purple robe and the crown of thorns."

On that Christmas night, God honored motherhood. The angels on their wings might have brought an infant Saviour to Bethlehem, without Mary's being there at all. But no; motherhood for all time was to be consecrated, and one of the tenderest relations was to be the maternal relation, and one of the sweetest words, mother."

V.-TRAVELLERS' AID "Some mothers in rural districts do not realize the dangers their daughters are exposed to when leaving home. There is also a place in our Department for information to mothers. Let them know about our workers in the larger centres, also about Willard Hall as a safe place for girls to board. Ask them to save the Gillet Products coupons to help this work."

NEW YORK, Dec. 24 - (CP) - It is curious that so few women are bores, remarks Lewis Gannett in the Herald Tribune. "If a woman has a pleasant voice, either of smooth velvet or a throaty huskiness, she may belabor the obvious repeat her self, leave sentences dangling, trip herself in the coils of her own rhetoric - and somehow it is still rather wonderful. No, the men are by all odds the worst. But we merely pose the problem; perhaps there is no solution."

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W. C. T. U. Notes

FOLLOWING THE STAR

It was the eve of Christmas, the snow lay deep and white; I sat beside my window and looked into the night; I heard the church-bells ringing, I saw the bright stars shine, And childhood came again to me with all its dreams divine. Then as I listened to the bells "and watched the stars afar, Out of the East majestic there rose one radiant star: And every other star grew pale before that heavenly glow. It seemed to bid me follow, and I could not choose but go.

From street to street it led me, by many a mansion fair, It shone through dingy casement, on many a garret bare; From highway on to highway, through alleys dark and cold, And where it shone the darkness was flooded all with gold. Sad hearts forgot their sorrows, rough hearts grew soft and mild, And weary little children turned in their sleep and smiled. While many a homeless wanderer uplifted patient eyes, Seeming to see a home at last beyond those starry skies.

And then methought earth faded; I rose as borne on wings Beyond the wastes of ruined lives, the press of human things: Above the toil and shadow, above the want and woe; My old self and its darkness seemed left on earth below. And onward, upward shone the star, until it seemed to me It flashed upon the golden gates, and o'er the crystal sea. And then the gates rolled backward, I stood where angels trod; It was the Star of Bethlehem had led me up to God! - F. E. Weatherly.

CHRISTMAS GREETINGS Happy Christmas to all our W.C.T.U. members. May the soothing influence of the Blessed Yuletide bring Peace and Comfort to every one, in this troubled world, and may it cause a kinder feeling to pervade everywhere. Let us think and talk Peace wherever we are, and thus help to bring Peace into our own hearts, and into the hearts of those around us.

Let us remember one of the last messages of the Babe of Bethlehem, when grown to full manhood: "Peace I leave with you, my Peace I give unto you; not as the world giveth, give I unto you. Let not your heart be troubled, neither let it be afraid."

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

VI. PRISON AND JAIL WORK The approximate population of Ontario is 3,690,000. Persons Committed for trial in year ending March 31st, 1936 24,052 Persons sentenced to prison 16,356. The constant increase is seen in we remember that in 1916 there were in prison 9,364. There have been registered & drug addicts in Ontario 247. Toronto has 205 of these.