

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.

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
ROOF'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.

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 advertisement or Feature Article a word or surplus word is 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.

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.

Quality is not Expensive. See for yourself the many unusual values here.

THE GLORIA
PHONE 614
Cor. Queen and Richmond Streets

Experienced Ranchers everywhere Insist on

IMPERIAL FOX BISCUITS

They're made them from pure rich Cod Liver Oil under strictly sanitary conditions.

Imperial Biscuit Co., Ltd.

Every Mother knows the importance of Purity in Milk and kindred products. That's why "Garden City" Milk is insisted on by so many Mothers.

There are reasons for the various protective steps in preparing Garden City Milk.

You're sure of its PURITY.

It's Filtered, Clarified and Pasteurized.

You can afford to eat more when you buy your eats here. Our prices are still the lowest in the City.

ECONOMY CASH GROCERY
PHONE 1210
Free Delivery

HARDWARE THAT STANDS HARD WEAR

We carry a complete line of all builder's requirements at very low prices.

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

The PURE MILK COMPANY
PIONEERS OF SAFE MILK AND FAST-FROZEN ICE-CREAM

Beautiful your rooms with fresh flowers. Visit our conservatory and make your selections or phone to your orders.

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

FIRST CLASS PHOTOGRAPHS
Amateur printing, developing and enlarging.
TINT AND COLOR WORK.
Gainsborough Studio
DISTINCTIVE PHOTOGRAPHY
Phone 1464 Great George Street

At this store you are offered the services of two thoroughly experienced and registered dispensing pharmacists.

REDDIN BROS.
PHONE 86
"The Old Reliable Drugstore"

Tremendous Savings During Our Annual January Fur Sale

Our entire stock of **FUR COATS** are now offered at sensational prices. Call and see the many new styles and furs.

ISLAND FURRIERS
157 Queen Street, Phone 1177.

Furniture To Repaired
HOOPER TO RENT.
WE PAY HIGHEST PRICES FOR NEW GOOSE AND DUCK FEATHERS. NOT MIXED.

HENRY MacFARLANE
Phone 1042 Kent Street

When you deal here you receive the utmost in quality at prices which cannot be beaten in this province. Quicker Service - Better Prices.

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

Prize Winners In Last Week's Diamond Treasure Contest

1. Mrs. J. W. MacKenzie, 320 Kent Street.
2. Miss Dorothy MacDonald, Milton.
3. Miss Eileen Higgins, 171 Kent Street.
4. Miss Lauretta Vessey, Dunstaffnage.
5. Mr. John Murray, Clyde River.
6. Mr. J. Gallant, 319 Euston Street.

NOTE: Results of this week's Contest will appear on Friday of next week.

Solution to Last Week's Contest

SLOGAN

"Give Footwear" - Purdie & Ferguson
Give-Toombs Music Store.
Footwear - P. J. MacDonald

Clue To This Week's Slogan

This week's slogan is used by store on Kent Street This is the final appearance of this Contest.

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.

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.

Northern Electric Radio

Leads the field again with its fine series of radio receivers, embodying a greater number of exclusive features: as Microphonic Tone Chamber-Dial Omatic Tuning - Magna-Dial. See the wide range of beautiful models priced as low as \$19.45.

Toombs Music Store
"BETTER PRICES FOR CASH"

Do not fail to see our new arrivals of high class footwear for all the family.

PURDIE - FERGUSON

See our display of Toasters, Irons, Clocks, Cookers - all electric pleasure. We also carry all types of fixtures, lamps, etc.

CHAPPELL & CO.

Our store is stocked with all new supplies of best foods at very low prices.

S. N. KAYS

55 Pownall Street. Phone 65

Save Yourself the time and trouble. Phone us your order for fresh Cakes, Pies, Fancy Pastries, etc.

Stewart's Bakery

PHONE 211. FREE DELIVERY

Save money on your meat bill. We are able to sell best grade meat at low prices that please.

Queen St. Meat Market

H. PETERS. Phone 1301

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

180 Kent Street. Jeweler

P. E. I. CO-OPERATIVE

Egg and Poultry Association Weymouth Street. Phone 575

Our policy has always been to provide our customers with the best quality foods at reasonable cost. We continue to offer you the best value in the city.

P. J. MacDONALD

PHONES 888-889

HATS NOW CLEARING AT 59c EACH

R. P. SIMPSON
Queen Street. Phone 236

Replenish your medicine chest now with genuine NYAL Household Remedies.

H. L. WORTHY

178 Queen Street. Phone 271

Girl Guide News



GUIDE NEWS

Ranger meeting will be on Wednesday, Jan. 5th, at 7 o'clock.

The Third Co. will meet in St. James Hall on Friday evening at 7 o'clock.

The members of the Guiders Council are reminded that the regular meeting of the Council take the form of a social evening. The meeting will be at the usual time, 8:45 on Friday, evening at the Guide Headquarters.

Upon arriving at their meeting on Friday, Dec. 17th, the 2nd Charlottetown Pack of Brownies found that Santa Claus had left a small present for each kiddie in a large spider web. The Brownies had lots of fun untangling the web to find their presents.

When this excitement was over the Pack tied up Christmas presents for the Red Cross to deliver to less fortunate children.

Some live'y games were then played and the meeting closed with a lunch to which each Brownie brought her share.

The next meeting will be held Friday, January the seventh at 8:30.

EARL C. YOUNG NAMED PRESIDENT

OTTAWA, Dec. 31 - Earl C. Young editor of the House of Commons debates, yesterday was elected president of the Chartered Shortland Association of Ontario, succeeding W. Buskard, Ottawa, Hansard reporter.

Other officers elected: Vice-President P. R. Burt, Toronto; secretary B. Baldin, Toronto; treasurer Joseph Howe, Ottawa.

(Mr. Young is a native of Charlottetown, P. E. Island).



Scout News and Notices

What is said to be one of the finest amateur astronomical telescopes in Canada was presented to the Boy Scouts of Vernon, B. C., by Mr. Fred E. Lewis of that city. The instrument was made by Mr. Lewis.

Over 400 Junior Boy Scout leaders from points in British Columbia and the State of Washington gathered at Victoria, B. C., for the 18th annual Pacific Northwest Patrol Leaders' Conference. The conference banquet gathering was addressed by Lieut.-Governor E. W. Hamber.

The Carnegie Hero Fund Commission has awarded a monthly pension to the widow of the late Geoffrey R. Milne, formerly a Scoutmaster of St. Catharines, Ont., who lost his life in an attempt to save Charles A. Moreau, a deckhand, from drowning at Savel, Que. The Dominion Medal Board of the Boy Scouts Association recognized the deed by the posthumous award of Scouting's V. C., the Bronze Cross.

With the rapid growth of the Scout movement here, its influence in educating toward better citizenship is becoming still more apparent. Proper activity in normal and enjoyable directions has undoubtedly restrained the tendency toward vandalism which is encouraged by idleness and lack of directed recreation. -W. H. Dennis, Minister of Agriculture, Prince Edward Island.

Completion of the first effort at the improvement of New Brunswick's fishing streams, the construction of a dam in the Upper Golden Grove area by Rover Scouts of the St. John and St. Stephen Presbyterian Church Crew of Saint John, was announced at a meeting of the Saint John branch of the New Brunswick Fish and Game Protective Association. The building of the Y-type dam, President S. C. Young stated, had provided cover and improved the natural food supply of fish in the Lenihan brook by creating a pond above the dam and a deep pool below.

National gatherings of Boy Scouts, or Scout Jamborees, to which Scouts of other countries are invited, will be held this summer in Luxembourg, Lithuania, Iceland and Sweden. The dates of the Swedish Jamboree have been announced as July 28 to August 8th.

Saving valuable trees by the removal of strangling ivy is the new woodcraft good turn discovered by the Boy Scouts of Guernsey. They began the work with an expedition into the pine forest at Jerbourg, where a substantial number of trees were freed of the choking creeper.

A Cornwall Scout Certificate has been awarded 15 years old Scout Gordon Taylor of Kingsbridge, Devon, for notable service to others notwithstanding a paralysis only the use of his hands. He mastered shorthand and typewriting, and assists school teachers in various ways, acts as referee at games and serves as an instructor at Wolf Cub and Boy Scout meetings. He is said never to have complained because of his handicap.

Simultaneously appearing newspaper stories of Boy Scouts and a runaway pig, a lost goat and wounded birds would seem to bear witness that the boys are living up to the 6th Scout Law, "A Scout is a friend to animals." When a young porker wriggled out of a hitch behind an Aylmer, Ont., butcher shop, he was pursued down side street and over and under garden fence until captured by a Scoutmaster and Scout, and when an apparently homeless goat wandered the streets of Moose Jaw, Sask., it was a pair of Scouts who befriended him and took him to the police station shelter. A Scoutmaster of the same Saskatchewan city, with the help of his boys, has for some time been operating a hospital for birds injured by flying into wire fences, and numbers wounded by hunters. Two Franklin gulls with permanently crippled wings have become very clever pets.

Postpone Trial Of Civic Officials

(A. P. by Guardian's Special Wire) NEWARK, N. J., Jan. 3 - Trial of 31 persons, including several present and former city officials, indicted on various charges in a long investigation of Newark City affairs was postponed today for an indefinite period.

Common pleas Judge Dallas Finnagan gave counsel for the defendants three weeks to attack the indictments in the New Jersey Supreme Court and said if the application had not been made on Jan. 24 he would then set a trial date.

Few defendants were present. Among the absentees was former Commissioner Reginald C. Farnell, native of Halifax, N. S.

The Central Guardian

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

MR. W. G. HOGG OF THE CONFEDERATION LIFE ASSOCIATION is distributing among his patrons a finely designed and colored Calendar entitled "Pioneer Fur Traders in the Canadian North West 1775" from the painting by Mr. J. D. Kelly.

DIPLOMA FOR LIFE SAVING - Miss Eleanor Cook, daughter of Lieut. Col. W. C. Cook, has been awarded a diploma for rescuing Verna Vall, daughter of Mr. and Mrs. Samuel Vall, on August 1st, 1887. The presentation of the diploma will take place in the Confederation Chamber, Provincial Building, on Friday January 7th, at 8 p. m. Hon. Thane A. Campbell making the presentation.

LAI D TO REST - The funeral of Mrs. L. E. Prowse was held yesterday afternoon from her late residence 267 Richmond Street to the People's Cemetery. Services at the house and grave were conducted by Rev. A. E. McKenzie and Rev. Moorhead Legate, D.D. The pall-bearers were: Messrs. Dr. H. D. Johnson, Dr. I. J. Yeo, C. Duchemin, J. A. Webster, Geo. J. Tweedy and Patrick McTague.

PERSONALS
Mr. John Denny left on return to McGill yesterday.

Miss Florence Brewster, of Charlottetown, is visiting at the home of her parents, Mr. and Mrs. H. L. Brewster, 165 Dufferin street. -Moncton Transcript.

Mr. and Mrs. Albert Craswell Ruston, spent Christmas in Clermont as the guest of Mr. John Mill, and family.

Miss Marguerite Crosby, Bonshaw, has returned to her home after spending her enjoyable Christmas holiday at Clyde River the guest of Misses Jean and Hazel MacLean.

Mr. and Mrs. B. C. Howard, who have been spending the New Year vacation with Mr. and Mrs. E. R. Holman, left for Sherbrooke yesterday.

Mr. Alfred Affleck, retired Canadian National Railway Conductor, and Mrs. Affleck, of Charlottetown, leave today for Florida. They will spend some time with Mr. Affleck's brother, Mr. Robert Affleck, Florida contractor. They plan to return to Charlottetown in the Spring.

North Wiltshire Christmas Concert

The "Busy Beavers" Red Cross Juniors of North Wiltshire school staged a very successful concert in the hall on Wednesday, December 22. There was a large audience and judging from the chuckles and laughter they were kept in splendid humor throughout the evening. A reading, by Mr. Arnold Godfrey was much enjoyed by all. Mr. C. B. Noye was accompanist for the evening and Mr. Edwin Edwards capably acted as chairman.

Following is the program: Exercise A Real Welcome by Austin Bowman, Peggy MacLean, Kenneth MacLean, Wendall Clark and Gordon Godfrey.

Motion Song Merry Christmas. Recitation by Maxie MacLean. Dialogue The First Shave by Harrison Younker, Lorne Easter, Winnifred Campbell and Doreen Campbell.

Recitation by Betty Anne MacLean. Recitation by Gordon Godfrey. Exercise, Saying Merry Christmas by Sterling Deacon, Jackie Johnston, Calvin Easter, Raymond Berrigan and Dalvy MacLean. Monologue, Tria's of School Life by Carmen Mitchell.

Chorus, Welcome Little Stranger. Recitation by Barbara Campbell. Recitation by Jackie Johnston. Dialogue, The Sick Doll by Doreen Campbell, Shirley MacLean and Dalvy MacLean.

Motion Song The Merry Christmas Bells. Exercise The Living Christmas Cards by Jackie Johnston, Plus Berrigan and Gordon Godfrey. Recitation by Heather MacLean. Duet, Someone Comes by Peggy MacLean and Jackie Johnston. Recitation by Doris Easter. Dialogue The Sewing Society by Joyce Deacon, Wanda MacLean, Jean Lane, Roma Mitchell, Doreen Campbell, Shirley MacLean and Bobby Campbell. Intermission.

School Chorus. Recitation by Shirley MacLean. Recitation by Marlene MacLean. Exercise What Makes Christmas by Harrison Frizell, Vernon Clark, John Berrigan and Linn MacLean. Dialogue A Real Santa Claus, by Bernice Campbell, Dorothy Adams, Shirley MacLean, Doreen Campbell and Peggy MacLean.

Solo Just a Little Baby by Roma Mitchell. Monologue Unselfish Bob by Vernon Clark. Duet Why the Stars Shone by Wanda MacLean and Jean Lane. Dialogue, Bargain Hunters, by Winnifred Campbell, Helen Hatherly, Blanche Campbell, and Claude Godfrey. Closing Hymn by Doreen Campbell.

Phone 1289 January Sale Free Delivery

3 tins Clams	29c	Bulk tea, per lb.	45c
3 tins Tomatoes	29c	2 lbs. Baked Biscuits	25c
3 tins Salmon 1-2's	29c	1 bot. Pickles, large	25c
3 tins String Beans	29c	10 hrs. Per. Soap	33c
1 Gal. Molasses	55c	7 bars Toilet Soap	25c
5 Gals. Stove Oil	80c	4 lbs. Dates	25c
1 Broom	25c	2 lbs. Shortening	28c
3 boxes Matches	23c	5 bars Big Bath Soap	25c
1 lb. Coffee	29c	7 rolls Toilet Paper	25c
Tea any kind, per lb.	55c	2 lbs. Sodas Biscuits	29c

3 tins Milk, Carnation 25c
2 Tins Clark's Beans, large 29c
3 Tins Island Beans, small 29c
1 Doz. Macintosh Apples 29c
1 lb. Kays Baking Powder 20c
7 Baby's Nipples, Black Band 25c
3 pkgs. Kellogg's Corn Flakes, with bowl 29c
Pull Matches, Booklet 100 80c
1 lb. Mixed Nuts, with Peanuts 19c

DRY GOODS

Men's Working Shirts 59c-75c-\$1.00
Men's Working Socks, 20c per pair 6 pairs \$1.00
Men's Working Sweaters 1.25 to \$3.00
Men's Fancy Shirts 75c to \$1.25
Men's Suspenders per pair 15c
Men's Fleece Lined Combinations 1.25
Suspenders per pair 25c
Children All Wool Gloves, per pair 15c
Children's Stockings, cotton per pair 20c
Children's Fleece Lined Combinations per pair 79c
Ladies House Dresses 50c each up to \$1.00
Ladies Silk and Wool Stockings, per pair 29c
Ladies Cotton Stockings, per pair 15c
Towels 20c per pair up to \$1.00
Dish Cloth, per yard

And many other lines at Bargain Prices

ALBERT G. KAYS
Corner Richmond and Pownall Streets

Appreciative Letter From Saskatchewan

The following letter is in reply to help sent:

Box 66, Lewnan, Sask., Dec. 21st, 1937.

Dear Friend, -Will you kindly convey to your people our sincere thanks for the splendid car of vegetables which we received from the kind people of your congregation. Even though there were no vegetables here this year most of our people have enough vegetables to get by. We are glad to give them sufficient supplies for the winter. We received a mixed car of vegetables from Dundas representing the gifts of eleven different congregations. In this group there was eight different denominations.

My church community is a United Church community. There is no other service here. So you can imagine what a feeling of gratitude was felt by our people when we realized that two Roman Catholic congregations and a Presbyterian congregation had made up that car which did not go to either of their own communities. Everyone here of course whether a member of the United Church or not received the same allowance.

We are quite hard for people in the East to imagine what our empty fields look like in the summer. Nearly all were as bare as the road except for a few patches of Russian Thistle and a few fields where there was a little crop. You will have to see the country to realize how desolate it looks. But we have had some rain this fall and everyone is hopeful for a good crop next year. This is a next year country.

We are not only grateful for the wonderful amount of vegetables but also for the spirit of brotherhood and goodwill that was packed in each bag. I am sure your people will have received letters as many as we have from the East. They are deeply appreciative and if ever able to help the East they will be very generous and very glad of a chance to return their expressions of helpfulness.

May the seasons greetings be extended to all of you most heartily is our sincere wish.

REV. E. R. MAY

Miss Blanche A. Noonan, Bedouque, has received the following letter from the West:

Glenbea, Sask., Dec. 21, 1937.

Dear Miss Noonan, -We received the potatoes two weeks ago, but did not empty the bags until today. The potatoes are in excellent condition, and are a splendid potato. It was very good of you people to send cars up to the West when there were no vegetables here. This and no vegetables like to you folks a good turn too. If the opportunity arises. We thank you very much for the vegetables. My name is Margaret Hall and am staying with my great aunt and uncle for the winter. My uncle was born in Bruce County, Ontario, and came to this country 55 years ago and was through the North West Rebellion of 1885, and is of Scotch descent.

The name is D. G. McLean. We live about 90 miles from Regina, that is north and rather bushy. This district is still hoping for better years to come but farther south the dust is still blowing and no prospects. My home is in the north. It is about 280 miles from here, at Arbourfield, Sask. That is a new country and so we have a fair crop and pretty good gardens.

Thanking you again for your kindness, and if you ever come west you will find us at Glenbea, P. O. as we keep that office.

I remain
Yours Sincerely
D. G. McLEAN,
Glenbea, Sask.

TOMORROW
The man who constantly puts things off until tomorrow will continue to struggle with failure.

Eastern Guardian

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

"PROBING HOOD FLOUR is economical. More loaves of bread from each bag."

"DURING the entire season peels are received for shipment to the Prince Edward Island Fur Pool Limited by E. W. Stewart, Clark Brothers Store, Montague."

"Mr. Ralph L. Douglas, who has been spending his Christmas holidays with his parents, Mr. and Mrs. L. H. Douglas, Georgetown, left yesterday for Toronto to resume work with the Trane Company, one of the large heating engineering firms of Canada and the United States."

CHRISTMAS CONCERT GRAND VIEW SCHOOL

On Wednesday evening Dec. 22nd, a Christmas tree and concert was held at the school in Grand View with a goodly number of parents and visitors in attendance.

Rev. Mr. Ebbutt acted as chairman and the following programme was carried out:

Opening Chorus - On Christmas Eve.
Recitation - A Welcome - Florence MacPhee
Drill, Merry Christmas.
Recitation, Joyce Martin.
Song, Anna and Edward Bruce.
Recitation, Joan MacLeod.
Dialogue, Getting Rid of an Agent.
Recitation, Helen Behm.
Monologue, Christmas Reminder - Olive Finlayson.
Recitation, Why I'd Rather be a Boy - Edward Bruce.
Drill, Mechanical Dolls.
Recitation - Everett MacLeod.
Song - We are a goodly number of parents and visitors in attendance.
Recitation, Who has seen old Santa - Viola Sanderson.
Dialogue - Christmas Cookies.
Recitation - Santa Claus Fright - Gladys Bruce.
Song - Barbara Allen - Florence and Laura Gillis.
Recitation - A Smack at School - Robert Finlayson.
Closing Chorus Welcome Christmas. At the close of the programme Santa arrived and distributed gifts and candy from a heavily laden tree to teacher and pupils. The evening was brought to a close by singing the National Anthem.

EAST ROYALTY WOMEN'S INSTITUTE

The December meeting of East Royalty Women's Institute met at the home of Mrs. W. Heartz on Wednesday the 8th Meeting opened in the regular way in the absence of President the Vice-President occupied the chair.

Roll call was given. Minutes of November meeting read and adopted, no reports received from committees. The usual amount was given to the teachers for the Christmas treat dollars worth of seals was purchased by Institute.

January meeting at the home of Mrs. E. Heartz, roll call to be answered by a sample quilt block. Meeting closed by the National Anthem.

BLACK FAVORED BY DUCHESS

Recent orders placed by the Duchess of Kent at Molynux include an afternoon ensemble, comprising a slim dress of black satin and brief fitted black velvet jacket collared in silver fox, also an afternoon dress of black crepe trimmed with gold braid embroidery. A sports frock in walnut beige woollen has pleated skirt and scarf and a leather belt.