

THE NEW

# SHOP WORD CONTEST

## AN AMUSING AND PROFITABLE STUDY OF THE VALUE HIGH LIGHTS OF THE WEEK.

OPEN TO ALL OUR READERS—YOUNG AND OLD

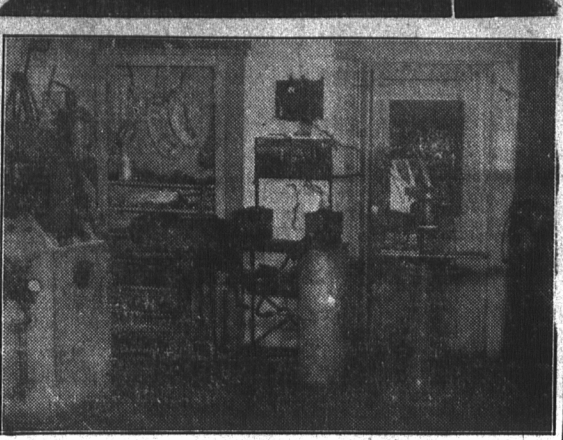
\$216.00 IN PRIZES \$216.00

DEAL WITH THESE FIRMS AND WIN YOUR SHARE OF THE PRIZES

- 1st. PRIZE — — — \$3.00
- 2nd. PRIZE — — — \$1.50
- 3rd. PRIZE — — — \$1.00
- 4th. PRIZE — — — 50c

- |                   |                     |
|-------------------|---------------------|
| 1                 | 2                   |
| FLOWER SEEDS FREE | CUP AND SAUCER FREE |

- |                       |                     |
|-----------------------|---------------------|
| 3                     | 4                   |
| BOOTH'S ON THE SQUARE | COOK'S BOSTON STYLE |



Interior scene showing our tire moulds and new Skate sharpening machine, Etc

**FREE!** We change tires for you anywhere in the City at no extra charge

**VULCANIZING PATCHING**  
We can repair your tire and make the tread as good as new

Batteries, Tires, Tubes  
Battery Charging—Skate Sharpening

FLAGS for Decorating Cars Fitted  
Suction Cups Complete.

FULL LINE OF AUTOMOTIVE ACCESSORIES

### WHITLOCK

TIRE SERVICE

162 Kent St.

Phone 909

### READ THESE RULES CAREFULLY

Through the co-operation of the sponsors, whose advertisements appear in connection with the contest, the *Charlottetown Guardian* is publishing the Shopword Contest for thirty-six consecutive weeks, and prizes are being awarded each week as listed above, in the form of service or merchandise orders.

#### CONTEST RULES

Any readers of the *Charlottetown Guardian* may participate. (Excepting employees of the *Guardian Publishing Co.*, and members of their families.) It is important that each reply shall be accompanied by a receipt from any one of the firms whose advertisements appear in the contest. It is also important that you state on your entry which of these firms you wish to draw your prize from.

#### EXPLANATION OF CONTEST

In the numbered spaces in the heading of this contest there appear slogans and phrases which may be found in some of the advertisements in this section. To qualify the reader is required to find the advertisement in which these "SHOPWORDS" appear.

#### HOW TO ENTER

Read the ads thoroughly. Write down the number of the "Shopword" as it appears in the heading. Then opposite the number write the name of the advertiser in whose space you have found the phrase. In the case of the fourth "Shopword" it is required that you state in addition to the name of the firm, the name of the manager, the location of the business premises and the lines carried.

Write your entry ON ONE SIDE of a sheet of paper, giving the particulars in this manner:

#### SOLUTION TO LAST WEEK'S CONTEST

1. Reddin Bros.
2. Pure Milk Co. Ltd.
3. Henry MacFarlane
4. Whitlock Tire Service

162 Kent Street, J. Edgar Whitlock, Owner and Manager, Vulcanizing and General Tire Repairs. Re Treading, Patching Etc. Modern Hollow Grinder for Sharpening Skates Battery Charging, Batteries, Tires, and all Automotive Accessories.

Then attach to your reply a receipt from any one of the sponsors of this contest showing that business has been transacted with at least one of them. Also be sure to state the name of the firm from which you wish to receive your prize. All correct replies have equal chances of winning. The winning entries are drawn for and the prizes will be awarded in the order in which they are drawn. All prizes are awarded in the form of service or merchandise orders, and are NOT TRANSFERABLE. All replies must reach this office not later than noon on Thursday. Send in as many replies as you wish but be sure to attach an entry slip to each reply. Address all entries to the EDITOR, SHOPWORD CONTEST, The *Charlottetown Guardian*, P.O. Box 111.

## A QUARTER OF A CENTURY IN ROTARY

Address By Charles J. Burchell Before The District Conference Rotary International, Charlottetown June 8, 1939

I am going to talk to you today in a personal way for a few minutes on some aspects of Rotary as I saw its development as a member during the past 25 years. Before I get to any discussion of Rotary, however, I want you to think back through the years to the year 1914. What an extraordinary quarter of a century it has been! Full of nervousness and excitement, joy and sorrow, triumph and disaster. First of all, the Great War with its horrors and its tragedies. Then the reaction after the war—a recession—then a boom—until in the year 1929 most of us thought and acted as if prosperity was going to last forever. Then came the dread spectre of depression which for ten years we have been trying with more or less success to push back.

And during recent months many people have been nervous over the situation in Europe and the fear of another and still greater war. Twenty-five years ago there was no radio and the aeroplane was only in the early pioneering stages of development. What a striking change these two instruments of communication have made and how closely they have brought the nations of the world into contact with each other. Wonderful—yes, it has been the most wonderful quarter of a century in the history of the world. It was during this period that my own country, Canada, emerged entirely from the Colonial stage to that of a completely self-governing Dominion, but united under the Crown with Great Britain and the other self-governing Dominions in that great league of nations, known as the British Commonwealth of Nations. And what of the development of Rotary during that period? I do not think even the most visionary Rotarian in 1914 ever dreamed of expansion such as actually happened in Rotary during the last 25 years. In 1914, there were 3 countries in Rotary, viz., the United States, Canada and Great Britain. In 1939 there are over 80 countries in Rotary. In 1914 there were about 125 clubs in Rotary. In 1939 there are 4955 clubs, were 3 in 1914, the year in which I was president of the Halifax Club, I remember sitting alongside the Honourable George H. Murray, Scotia, and a great student of human nature, at a joint meeting with the Rotary Club of Saint John. We had arranged a number of short three minute addresses, all on Rotary subjects. The Premier, who was sitting next to me, mentioned the fact that the meeting was very interesting but asked me the question whether I thought a club of such high ideals of service as Rotary could last. I told him that I felt that if Rotary could keep going until the end of the War, that there would be an immediate expansion of its activities. It was not hard to make this forecast because the Great War taught us all, both those who went overseas and those who remained at home, to give ourselves for

#### PRIZE WINNERS LAST WEEK

1. Harry Cummings, 12 Douglas Street.
2. Marcella Bernard, Tignish.
3. Mrs. Kelsey Burhoe, 195 Hillsborough St.
4. Mrs. Susie Boudry, Central Royalty.

**ECONOMY SPECIALS**  
Dairy Butter, Extra Good per lb. — 23c  
Princess Soap Flakes, 2 pages, — 31c  
with pkgs Flower Seeds FREE  
Peas, No. 2, 3 tins for — 25c  
Bulk Raisins, 2 lbs. for — 23c  
**ECONOMY GROCERY**  
Free Delivery Phone 1210  
Cor. Kent & Hillsboro Streets

**CHOICE DOUBLE PETUNIAS**  
IN 4-INCH POTS  
Call and see them or Phone your orders today.

**JAMES TAIT**  
FLORIST  
Phone 269  
Member Florists Telegraph Delivery Assoc.

Drink "GARDEN CITY" **CHOCOLATE MILK**

Ask for Garden City DeLuxe Ice Cream

Order your supply today. You'll be proud to serve the new, richer, fuller flavored DeLuxe Ice Cream. It's packed full of QUALITY

**THE PURE MILK CO. LTD.**  
Phone 584  
Cor. Gt. Geo. & Fitzroy Sts.

Secure Your **BABY CHICKS** from us and be sure of quality. We carry a full stock of all Brooder Equipment, Feeds, Etc. Ask up about the famous "JAMESWAY" Oil-Burning Brooder. It will pay you to see us.

**P. E. I. CO-OPERATIVE**  
Egg & Poultry Association  
Candling and Stores at 201 Weymouth St. Phone 575.

Dress Up For The **ROYAL VISIT** in one of our PRINCE SUITS. Smart Models — Low Prices.

Get our Quotations on **INTERIOR REMODELLING**  
Hardwood Flooring laid or re-surfaced. Experienced workmanship — Modern equipment.

**MACAULAY & BOISNER**  
Telephone Connections  
A. E. MacAulay, C. D. Boisner

**ELECTRIC WELDING**  
ACETYLENE WELDING AND CUTTING  
Truck frames reinforced. Best Workmanship — Better Rates

**PROUD & MORESIDE**  
Phone 813-J, 223 Gt. Geo. St.

Headquarters for ISLAND **SOUVENIRS** AND NOVELTIES

Fishing Tackle and Supplies, Smokes, Confectionery, Beverages, Quick Lunch, Ice Cream, Hot Tea, Coffee, Chocolate.

**REDDIN BROS.**  
"The Old Reliable Drugstore"  
Phone 86  
Victoria Row Richmond St.

P. J.'s Special Tea, lb. — 45c  
Jelly Powders, Asstd. 5 pkgs. — 23c  
Baking Powder, per lb. — 29c (With cup and saucer FREE)  
New Walnuts, per lb. — 43c  
Toilet Tissue, 7 rolls — 25c  
**P. J. MACDONALD**  
Free Delivery Phones 888-849

**DRIVE UP TO QUICK SERVICE**  
Gas, Oil, Washing, Greasing, Tires, Batteries, Accessories.  
**MALLETT'S BATTERY SERVICE**  
207 Great Geo. St. Phone 980

**LACEY'S PERSONAL SERVICE BUREAU**  
We carry a full line of all the LATEST MAGAZINES and NEWS PAPERS, Smokes, Fruit Confectionery, Beverages and general employment information, 213 Great George Street

We have a full stock of fresh **VEAL, BEEF, PORK, LAMB** Also a variety of smoked and Cured Meats. Home made Sausages.  
**FREE DELIVERY**  
**QUEEN STREET MEAT MARKET**  
Henry Peters, Proprietor  
Phone 1301

**WOMEN'S WHITE SHOES**  
New shipment just in. All sizes and styles. From \$1.98 to \$3.50.

**PURDIE-FERGUSON SHOES LTD.**  
Sunnyside Phone 522  
Charlottetown

**NOTICE**  
We will be serving meals at all hours on Wednesday, in our restaurant in the Market Building Basement. We will also have special refreshment booths on the square and we will be distributing sandwiches and soft drinks, etc., to the Grandstand and among the spectators. All our foods are pure and reasonably priced.  
**GEORGE TULL**  
Charlottetown Bowling Alleys Market Building Basement  
Phone 1690

Assortment of **GIRLS' BLOUSES** Special \$1.00  
**FLANNEL SETS** 2 to 6 Years \$2.79  
**HOLMES & BRADLEY**  
Phone 92 152 Queen St.

**LATEST MODEL HOOVER VACUUM CLEANER TO HIRE**  
with all modern attachments. Have your upholstery done now by our thoroughly experienced craftsmen. When moving, call us. Your furniture etc., will be carefully handled and our charges are most reasonable.  
**HENRY MACFARLANE**  
167 Kent St. Phone 1042.

ed in Canada and two or three in Great Britain, and in 1910, the name was changed to International Association of Rotary Clubs. But in 1917, the year in which the Atlanta Convention was held, the Association was international largely in name only. There were at that time about 250 clubs in the U.S.A., about 12 clubs in Canada, about the same number in Great Britain and 1 club in Cuba.

Up to the time of the Atlanta Convention, many of the resolutions which had been considered at previous Rotary Conventions had to do with the problems of Rotary in the United States. I venture also to say that most of the Rotarians in the United States naturally looked upon it as their Association. We had a Committee of the Board at that time called "the Foreign Extension Committee" showing that even the members of the Board of Directors, all but two of whom were from the United States, had not fully sensed the international aspect of Rotary. In Rotary, no country can be a "foreign" country.

At the Atlanta Convention, there was only one representative from Great Britain and a mere handful from Canada. About 95% of the delegates were from the United States. It was therefore a bold and courageous man who framed the resolution that in future no resolution could be considered or discussed at a Rotary Convention which was not international in scope and character. Now that may sound to you today like a very ordinary resolution, but for that day it was extraordinary and its passing was, I think, a remarkable tribute to the Rotarians of the great republic of the United States of America.

Let me explain what I mean. I would remind you first that Rotary started as a unit club in Chicago. Other clubs were established in other cities of the United States and the National Association of Rotary Clubs was formed. Then two or three clubs were established

**RIX'S TIPS**  
WELCOME TEA, per lb. — 45c  
King Cole Coffee, per lb. 39c

Cook's Boston Style Brown Bread with Raisins 14 oz. tin, 2 for — 25c  
Choice Blueberries, 18 oz. tins, each — 15c  
Choice Peas, 21 oz. tins 9 for — 25c  
Sunshine Grapefruit Juice, 46 oz. can for — 25c  
Filehards, 5 oz. tin — 5c

**RIX'S GROCERY BOTH STORES**  
Telephones: 1021-1022  
1023-1024  
1601-1602  
Up-to-date News Stand at our Longworth Ave. Store

**HEADQUARTERS FOR WEDDING GIFTS**  
See our Window Display of SILVERWARE, GLASSWARE, PYREX WARE, BRASSWARE, CHINAWARE, CRYSTAL WARE, SETS, ELECTRIC APPLIANCES, ETC.

**THE ROGERS HARDWARE COMPANY LIMITED.**  
Phone 105

**ELECTRICAL DECORATING SYSTEMS**  
We have all kinds of colored lighting equipment for Windows, Doorways, Piazas, Etc. Call us for estimates. Our rates are most reasonable.  
**CHAPPELL & CO.**  
Licensed Electrical Contractors  
164 Queen St. Phone 1440.

**CRYSTAL TEA ROOM**  
Laura M. Clark, Proprietress  
211 Queen St. Phone 577  
NEXT TO FIRE HALL

We are now carrying a COMPLETE STOCK OF

**CAMERA FILMS**  
FOR EVERY STYLE SIZE AND MAKE OF CAMERA

**CRASWELL Studio**  
Great Geo. St. Phone 272-L

The experience of the Island's leading ranchers shows that it pays to **FEED IMPERIALS** FROM PUP TO PELL  
Imperial Biscuits are made from pure cod liver oil and contain all the necessary vitamins for the promotion of healthier foxes and richer furs.  
**IMPERIAL BISCUIT CO. LTD.**  
101 Longworth Ave. Phone 721

**NEW SHIPMENT OF WHITE HAND BAGS**  
Arriving This Morning Attractive Styles — \$1.00

**NEW TAFFETA PETTICOATS**  
IN BRIGHT SHADES Sizes 32 to 40. Price \$1.49  
**THE GLORIA**  
Phone 614  
Cor. Richmond & Queen Sts.

**ROYAL VISIT!**  
We are now ready to take care of any special event at any time. You will feel at home here, and we offer you the best in fine foods and attentive service at REASONABLE CHARGES.

#### TIPPIE and "CAP" STUBS



**In Montreal**  
**Windsor**  
ON DOMINION SQUARE  
J. ALDERIC RAYMOND  
V. J. FORTIN  
CHAS. H. SENDY  
MANAGER

By Edwina

(Continued on page 10, Col 3)