

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 E. A. FOSTER FURNITURE EXCHANGE STORE GAINSBOROUGH STUDIO THE GLORIA C. C. HEESCHEN HOLMES & BRADLEY IMPERIAL BISCUIT CO. LTD. ISLAND FURRIERS ISLAND SECURITIES T. G. IVES JOHNSON & JOHNSON J. W. JOHNSTON S. N. KAYS MALET'S BATTERY SERVICE E. S. MOORE MILLER BROS., LTD. HENRY MacDONALD HENRY MacFARLANE & Co. A. E. McINNIS A. PICKARD & Co. P.E.I. 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. 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 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.

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 these 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.

DON'T SIMMER THIS SUMMER

DRINK "GARDEN CITY" CHOCOLATE MILK

PROMOTES HEALTH - IT BEAUTIFIES - IT COOPERATES WITH NATURE

PHONE 584 for a generous supply.

THE PURE MILK COMPANY

LEONARD REFRIGERATOR

Try from our SUN TAN OIL Generous Size 35 Cents. PHONE 772

C. C. HEESCHEN THE EUSTON PHARMACY

SPECIAL FRESH LAMB

Fronts, per lb. --- 19c Legs, per lb. --- 23c Chops, per lb. --- 27c

PHONE YOUR ORDERS E. S. MOORE 109 Richmond Street, Phone 1085.

R. P. SIMPSON Phone 236

ACCESS SHORTS-\$1.00 to \$1.50 SLACKS-\$1.00 to \$2.95

FEATURE ARTICLES P. J. MacDonald

About fifteen years ago Mr. Peter J. MacDonald opened up a grocery store at his present stand on the Corner of Prince and Kent Streets, with a staff of two assistants and himself.

Today "P. J.'s store is probably the most widely known of its kind in this province. The original building was but thirty by twenty feet square but since that time many improvements have been made and it now occupies a floor space of thirty-five by one hundred and ten feet, and he employs a staff of ten sales clerks.

One of the most outstanding innovations installed in this store is a special electrical refrigeration system in the meat department, in which may be stored for indefinite periods all varieties of perishable foods. Quality is the watch-word here and you may be sure that when you buy any article of food at this store, you are receiving the best available quality on the market.

P. J. attributes his success to conscientious dealings, and strict attention to business at all times and is always quick to express gratitude to his many customers for his steadily increasing trade.

"We buy everything the farmer sells and we sell everything he eats"; Mr. MacDonald pointed out in a recent interview. "If it runs, swims or flies—if it's good to eat, we have it," he continued, "and" he added, "If we have it, it's good to eat."

P. J.'s ready wit and genial manner have undoubtedly been largely responsible for his success in business. No matter how busy he is, you will always find him ready to chat with you on any subject.

What ever you require in the line of fine foods, flour, feeds, fruits, vegetables, fresh and cured Meats and Fish, you can get them here at prices that please.

Entry slips for the Diamond Treasure contest are supplied to all customers here and you are invited to draw your prize order here too. Telephone 888 or 889.

PRIZE WINNERS LAST WEEK

- 1.—Mrs. J. Stanley Younker, North Winsloe. 2.—Miss Mary Hagan, 63 Spring Park Road. 3.—Richard MacQuarrie, Victoria. 4.—Mrs. Harold Acorn, Pownal. 5.—Miss Eileen Higgins, 171 Kent Street. 6.—Mrs. Hollis Jenkins, Mt. Herbert.

Solution to Last Week's Contest SLOGAN

"Read a Magazine Tonight"—Crichton's Ltd. Read—Devereaux's Cash Grocery. A—Imperial Biscuit Co. Magazine—Gainsborough Studio Tonight—Exchange Store.

Clue To This Week's Slogan

This week's slogan belongs to a manufacturing concern catering to one of the Island's leading industries.

We are always ready to assist you in selecting floral arrangements for any occasion. We deliver anywhere.

PHONE 269 James Tait FLORIST 37 Villa Avenue

DICKSON'S RESTAURANT

Enjoy a Home Cooked Meal away from home. Special Week-End Menus & Prices 211 Queen St. (next to City Hall)

CLEARANCE SALE of all lines of WHITE SHOES FOR ALL THE FAMILY PURDIE - FERGUSON

Ask us about our Special rates for party and dance decorating. Floral arrangements for all occasions.

ESTATE OF MRS. JNO. WILLIAMS Phone 429

It will pay you to buy your food supplies here. Quality at low cost. S. N. KAYS 85 Pownal Street, Phone 65

WIRING FIXTURES AND ALL APPLIANCES CHAPPELL & CO. Electrical Contractors

FOR AUTOMOBILE INSURANCE Consult A. R. McINNIS 75 Queen Street, Phone 240

Cool Refreshing Drinks For The Hot Weather 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

CONSULT US Before buying property. We offer several choice City and Rural properties J. P. BRADLEY & CO. Auctioneers & Life Insurance Agents 75 Queen Street, Phone 1010

W. N. TANTON Jeweler 180 Kent Street

DEVEREAUX'S CASH GROCERY Phone 1210 Free Delivery

BEEF, PORK LAMB, VEAL and FRESH VEGETABLES Queen St. Meat Market H. PETERS Phone 1301

SPECIAL SALE PRICES on all our Bracelet Watches, Pocket Watches, Watch Bracelets, Emblem Pins, Emblem Rings, etc., etc. All our goods are high grade. W. N. TANTON Jeweler 180 Kent Street

FLY SPRAYS for Stock and Household Use

SPRAYERS AND SCREENS Stanley, Shaw & Pearden Hardware Merchants Corner Kent and Great George Sts.

FURNITURE CAREFULLY MOVED or WELL UPHOLSTERED and REPAIRED Ask us for Quotations. PHONE 1042 HENRY MacFARLANE

We will be pleased to assist you in planning your party or picnic. Call and select your needs or ask us for suggestions.

Stewart's Bakery PHONE 211. FREE DELIVERY

See our excellent line of FISHING TACKLE FIRST AID KITS for MOTORISTS' CAMERA FILMS, CHOCOLATES OUTING NEEDS. H. L. WORTHY 178 Queen Street, Phone 271

BALANCE OF OUR WHITE FELT HATS REDUCE TO \$1.49 TELEPHONE 614 THE GLORIA Corner Queen & Richmond Streets

COOL OFF AT OUR REFRESHMENT PARLOUR Sandwiches, Ice Cream, Sodas and Sundaes. Fountain Service. We have a most complete variety of Charlottetown Souvenirs. REDDIN BROS. PHONE 86 "The Old Reliable Drugstore"

We carry a complete line of SUMMER FOODS FRESH Fruit and Vegetables, Salad Dressings, Sauces, Fresh and Cured Meats, Picnic Supplies, etc. FREE DELIVERY RIX'S GROCERY BOTH STORES 38 Longworth Avenue Phones 1021 and 1022, Corner Queen and Kent Streets Phone 1048

NOTICE! 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

ALL MAKES OF PNEUMATIC TIRES REPAIRED AND VULCANIZED Whitlock Tire Service

Imperial Fox Biscuits are made from pure richly vitaminized Cod Liver Oil. "For Success Feed IMPERIALS From Pup To Pelt" Imperial Biscuit Co., Ltd.

He: "I've wanted to ask you a question for weeks." She: "And I've had the answer ready for months."

"Well, Mike, how are ye these days?" "Bad, mighty bad; sure, 'tis starvation starting me in th' face!" "Begorra! It can't be very pleasant for either of ye!"

THE GREAT HUSSAR By HENRY VON RHAN

(Continued from Page 2) IV

The street was roughly cobbled. The buildings flanking it were low, bleak, and dirty. Huckster's shops had closed. Heavy shutters barred the shop windows of the poor. A single gas light burning in a small corner cafe shed a tiny glow shot with ghostly green.

Behind the bar a heavy man was wiping glasses methodically. Before the bar a solitary customer was standing, hard-faced, ill-clad. A person of unkindly mien, and unapproachable. And yet the bartender had seen many people come and all had spoken to this stranger. The customer, silently sipping his beer and tugging at the remnant of the cigarette end caught in the corner of his thin slit of a mouth, struck a slow burning match upon a grimy thumb nail and with relish sucked the weed to glowing life again.

The door opened. A man came in. Slowly and solemnly he shuffled to the bar. One beer, he said. He was staring at the hard-faced man. A black night, he said abruptly. Red dawn follows a black night, a low voice replied through mis-colored teeth.

The newcomer nodded. Roda, he growled behind a cupped hand. Zupke mumbled the other into his glass of beer. Number 27. The newcomer gulped his drink without another word or look, left the bar. Turning abruptly to the right, he strode up the narrow pavement.

Number 27 was a dank dwelling-house. He strode into the lobby. Three lounging forms converged, blocking him. Roda, he murmured. Second row, the musty, narrow stairs. A door swung in. The room was crowded. Behind a desk, facing some twenty men, sat a stocky, middle-aged man. His face was flat, cunning, peasant, with a scholar's brow. His eyes were keen and his smile fatuous; his personality electric, charged with energy checked by iron self-discipline. At the door opened he looked up, then down again at a watch before him on the desk.

What time have you, Comrade Thirty-eight? he asked crisply. The newcomer drew out a ponderous timepiece. Eleven forty-five, he answered sullenly. Synchronize your watch with mine, snapped the man behind the desk. His voice was clipped and crisp. It is now eleven-forty-eight. Your watch is three minutes late. And you are eighteen minutes late.

In the silence of the room the newcomer felt the glances of the other men. Comrade Thirty-eight, continued the speaker, learn that the first duty of collective man is to function with the precision of a perfect machine. Success of revolutionary action can only be achieved by perfect timing. You are late. Sit down!

Turning abruptly to his papers, the speaker continued: Comrades, we are now all present. This special meeting was called for a resume of our situation in the territory known as Zagau. I wish to take up with you, firstly, the necessity of, and the means for, the removal of the so-called King, Alexander II. Secondly, the time for his voice rose triumphantly—the Revolution. The plans for your individual actions you have in your possession. They will remain unchanged in so far as they refer to finance, food and all communication: telegraph, telephone and wireless; but in so far as they refer to time, it is my will that that be changed. I am ready to accept suggestions.

Pausing, the speaker swept the room. A hand was raised. What is it, Comrade Twenty-four? he demanded. A heavy, stolid man with a stupid, brutish face rose. It is my opinion, Comrade Zupke, he said ponderously, that the White counter-espionage system under the Citizen Premier, calling himself Duke Maximilian of Brandenburg, is informed of a great portion of our plans.

As the speaker sat down heavily Zupke made a sharp gesture of impatience. Comrade Twenty-four, he said icily, we are aware of the activities of Brandenburg and his counter-espionage agents. I shall instruct you as to the treatment of all White counter-revolutionists. I quote Sub-paragraph B, Special Order Number 102, Headquarters, Moscow, U.S.S.R. At the moment of direction action by force for Revolution, at the time, known as an hour, a day, the instructed comrades will immediately execute all active enemies of Proletariat progress; this includes women and minors. The Revolution cannot recognise any distinction of age or sex.

The speaker stopped. Putting the papers down, he glanced at his former questioner. Are you answered, Comrade Twenty-four? The man nodded slowly in his sullen fashion. A hand was raised. Zupke turned; his tone became a trifle less abrupt. What is it, Comrade Schwartz? he asked. A thin, delicate, nervous man rose—Communist Deputy Leopold Schwartz. His hair was black, his complexion sallow, his nose Hebrew; his mouth was small and had a disappointed look. Comrade Zupke, he said in a thin, high-pitched voice, it is my undertaking that our action hinges upon two factors: One, upon the removal of the so-called King; and two, upon the time when this and the general Revolution is to take place. May I take up the second matter first? With reference to time we apparently find our eyes in a most propitious position. The army under Marshal Imboden, is on its annual maneuvers near the Russian frontier. With the railways in our hands it would require fully four days for Imboden to march the army back to Konigsburg, giving us that time to establish our control here.

If the "boring from within" develops as well as we expect, desertion will be rife and the army's effectiveness will be crippled. Further, we are fortunate in that the army is only a short distance from Roda, our most populous city and industrial centre, with a heterogeneous population almost one hundred per cent alien and Communist. We may hope for an explosion there. This White army to expend a good portion of its strength against that city. We, meanwhile, will consolidate our control here and bring every pressure to bear upon the peasant and rural population, which, despite our efforts, still overwhelmingly loyal to the so-called King.

Which brings us back, interrupted Zupke testily, to my original statement that the Citizen Alexander must be removed. His personal popularity with the peasants and the sentimental bourgeoisie is a definite barrier in the path of our progress. There was a momentary hush as he looked sharply at Leopold Schwartz. Continue, he snapped, and conclude. As we all know, proceeded the Communist Deputy somewhat loftily, Brandenburg, the Citizen Premier, is on a week's vacation at the hunting lodge of the so-called King. He has already been there two days. He will return in five. Upon his arrival here our danger will increase a hundredfold. He is the most bitter, cunning and crafty enemy of the Revolution. Therefore, Comrade Zupke and comrades, it is imperative that the Revolution should take place within the next five days!

Communist Deputy Leopold Schwartz sat down. Comrades, cried Zupke, you have heard the suggestion of Tovarisch Schwartz. His suggestion bears out my opinion; I wish an expression of yours. All those in favour of the Revolution's taking place within the next five days will rise. There was a scraping and shuffling of feet as the room rose, eagerly to a man the grim lines of Zupke mouth relaxed into an almost senile smile and tightened again. The motion was carried, he said abruptly. And now we shall return to a discussion of the first phase taken up by Comrade Schwartz, to wit, the removal of the Citizen Alexander. He is symbolic of all that is anti-Communist, but, remember, without a symbol a cause is lost. It is like a staff without a banner. The Revolution must succeed—the King must die!

On a deep couch in a pleasant living room at the Grand Hotel of Bonn, Anne Coatesworth was resting after a late and solitary dinner. Drawing the soft, silken folds of her pink negligee around her with a sigh of content, she yawned with lazy joy. He's late, she murmured. I had better start dressing. Lisette, she said to her maid. What am I wearing? White, Miss Anne. De new white dress you done bought from Cal-o in Paris. A knock at the door interrupted her. Show Mr. Hamilton to the living room, Anne said. The bedroom door closed, and re-opened a minute later. Lisette entered with a telegram. Anne ripped the flap open and read: The American Embassy Konigsburg, Zagau Grand Hotel, Bonn. Saxe-Radig. One hundred apologies. Delayed at Konigsburg. Awaiting instructions State Department Washington. Please meet me at Inn Zum Hirsch in Stueblau over Zagau Border at one o'clock tomorrow for luncheon. (To be Continued)

Summerside Student (Continued from Page 8) to dear old London. All I know about the Extension tour as yet is that there will be about thirty in the party including the three leaders. We spend the first ten days in London, the next ten days in Germany after which we again return to England to continue the tour which will take us to many places which we have not as yet visited. I suppose the boys on the next tour will all be strangers to Pop (John Downing) and myself, except two from Toronto who also were on the first trip with us. I hope the second group in the Extension Tour is equal to that in the first. However, it would be hard to beat the Maritime bunch. We understand Mr. Evans is planning some sort of a re-union in Halifax after we all return. I sure miss old Fitz' the boy from Nfld. and with whom I roomed while at Mr. Andous' at Bury St. Edmunds. He always seemed to be rather unfortunate. He had six bicycle accidents at Bury and fell out of bed the first night at Polkestone. I wonder if he got home to Newfoundland alright. By the time you receive this letter we will be getting ready to leave for Germany. Suppose I will be a Nazi when I return home. Hope we will be allowed to take pictures. I now weigh about 162 lbs and Pop (John Downing) is down to 198 lbs. I still like England as much as ever, although I was glad to get out of London after our long stay there and was glad to see it again. There is something about it that makes you want to return.

WHAT! BUBBLES FOR BREAKFAST?



YES INDEED—tasty bubbles of toasted rice make the crispest, crunchiest, most delicious breakfast (or lunch or children's supper) under the sun! They're called Kellogg's Rice Krispies—and they crackle out loud in milk or cream!

Rice Krispies are always ready to serve. They're light, wholesome and easily digested—never disturb sound sleep. Especially good with fruit or honey added.

Your grocer sells Rice Krispies. An amusing Singing Lady story for the children printed on each package. Served by restaurants and hotels everywhere. Made by Kellogg in London, Ontario.



SO CRISP they crackle in milk or cream

Far Sighted Eyes

Seventy per cent of far sighted eyes are weak refractively. Discomfort from this condition shows mostly at near work and may be headache, sore eyes, nervousness or even upset stomach. Car drivers in this class may suffer considerable discomfort. Glasses relieve the strain.

G. F. Hutcheson

Spinning & Weaving

Send me your wool to be spun into yarn and woven into blankets. Charges are, single yarn 23 cents per pound, doubled yarn 26 cents. Blankets \$2.00 if unbleached or \$1.85 if takes five pounds of wool per blanket. All dirt and burrs picked out. The size of single yarn is: medium, doubled yarn; fine, medium, coarse and hooking. Put shippers and owners name on all parcels, address and instructions inside. Send by mail or freight. Freight will be paid on 100 pound lots. Price of well washed and picked wool is 35 cents a pound. Special price for unwashed wool. WM. CONDON, 65 Queen St. Charlottetown

Professional Cards

EGAN & CO. Chartered Accountants 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 MONEY TO LOAN

Alex. W. Matheson BARRISTER, SOLICITOR, ETC. Money to Loan Collection Office: 90 Great George Street

M. ALBAN FARMER BARRISTER, SOLICITOR, ETC. MONEY TO LOAN Bank of Canada Bldg. Charlottetown