

PRINCE EDWARD
3 DAYS — TODAY — TUESDAY — WEDNESDAY

...WITH THE "DEAD END" KIDS

You may not love these people... you may not even pity them... but you'll never forget this picture as long as you live!

SAMUEL GOLDWYN PRESENTS
DEAD END

Starring
SYLVIA SIDNEY
and **JOEL MCCREA**

with **HUMPHREY BOGART** & **WENDY BARRIE**

ALSO : NEWS AND OUR GANG

SHOWS DAILY 3.15 — 7 — 9 P. M.

The Central Guardian

This column is reserved for news of local interest but advertising of a new nature may be inserted at 4 cents a word strictly payable in advance.

ANGLICAN Sunday School Association meeting St. Paul's Hall Tuesday 7th. Members 5.30. Interested friends 7 o'clock. L-1772.

MR. ARTHUR VESSEY resumes his piano classes Oct 1; studio 31 upper Hilsboro Street, phone 621-J or 1581-A. L-1760.

MISS RUBY BENOIT will give riding instructions to children and adults at Charlottetown Riding Club. For appointments call Club Stables or Miss Benoit. L-1781.

MRS. CARROLL Correspondent for Canadian H. N. Gassard Co. Ltd. will be at our store all day Monday, Sept. 26th. Phone for appointments. Prowse Bros. Ltd. L-1768.

LAI D TO REST—The funeral of the late Captain Joseph Fyfe, Charlottetown, took place Saturday at Summerfield and was largely attended. Service conducted by Rev. B. C. Sauter in the Summerfield United Church, was followed by a Masonic service at the grave, conducted by the Kensington Lodge. The pallbearers were Messrs. George Mayne, Thomas Bolger, John Fyfe, Eimer Fyfe, and George MacLeod.

LAI D TO REST—The funeral of the late Miss J. Macinnon was held from St. Paul's Church yesterday afternoon where services were conducted by the Rev. Dr. H. D. Raymond, Rev. Canon Haslam and the Rev. Dr. Moorehead. Pallbearers were Messrs. G. P. Nicholson, A. E. Toombs, L. D. Murray, Charles M. Williams, Reuben Macdonald, Ernest Champlain, Interment, People's Cemetery, Rev. Canon Haslam officiated at the grave.

FUNERAL SATURDAY—Funeral of the late James Boyce was held from the MacLean Funeral Home on Saturday. The services were conducted by the Rev. Hugh Miller and the Rev. Mr. Murray. Interment Cornwall Cemetery, Rev. Mr. Woodside conducted services at the grave. Members of the King William L. O. L. conducted the Orange Service. Pallbearers were Messrs. Angus MacPhee, S. H. Cole, Will. John Boyd, Brewer Boyle, Frank Howard, William Heatheridge.

YORK AND VICINITY—Mr. and Mrs. Alf. Morrison and children are visiting at Pleasant Grove, the guests of Mr. and Mrs. Alf. Morrison. Mr. and Mrs. Frank Bunk, S. Avaris, were visitors to York yesterday. Mrs. V. F. Hudson, St. Avaris, is visiting at York, the occasion being the illness of her mother, Mrs. West. Sgt. Charles Berrigan, Malden, was a recent visitor to Covehead, the guest of Mr. and Mrs. D. Ready. Mr. and Mrs. Arbing, Bedford, spent Sunday at Covehead, the guest of Mr. and Mrs. D. Ready.

SHIPMENT TO NEWFOUNDLAND—Mr. W. Wood, Southampton, recently shipped to St. John's, Nfld., twelve very choice horses, including his valuable pair of first prize winners at the Charlottetown Exhibition, also ten head of registered cattle purchased from Messrs. W. J. Gibson & Son, Marshfield, Jones Bros. Alexandria, H. J. Kennedy, Southampton, and John W. B. Watson, Hamshire, B. L. McDonald, Orwell Cove, and Dr. J. P. Lantz, Keppoch, also twenty head of beef cattle purchased from Brown Bros., Stanley Bridge, averaging in weight eleven to fourteen hundred pounds. Mr. Wood has carefully selected the above stock as some of them will be shown at the St. John's Exhibition next month.

LUX RADIO THEATRE

TO-NIGHT
direct from Hollywood
JACK BENNY
MARY LIVINGSTON
in
"Seen Keys to Baldpate"
directed by Cecil B. DeMille

CFCY 9 p. m.

Today's Short Wave Radio Program
(All Time is Eastern Standard)

SUNDAY, SEPTEMBER 25

MOSCOW
4:00 p.m.—Special English Broadcast. RAN, 31 m., 9.6 meg
BERLIN
5:00 p.m.—Children's Songs to the Autumn. DJD, 25.4 m., 11.7 meg
5:00 p.m.—Special Concert dedicated to United States. TGWA, 19.7 m., 15.17 meg
BUDAPEST
7:00 p.m.—Hungarian Peasant-songs. HAT, 32.8 m., 9.12 meg
GENEVA
7:00 p.m.—Report on League of Nations activities. HEO, 26.3 m., 11.4 meg
CARACAS
7:30 p.m.—The Three Musketeers. Serial. YVSR, 51.7 m., 5.9 meg
ROME
7:30 p.m.—News in English; Opera "Giocanda," Act I. 2R, 25.4 m., 11.81 meg.; IRF, 30.5 m., 9.83 meg
LONDON
8:00 p.m.—The Crystal Palace Band. 16.9 m., 17.79 meg.; GSP, 19.6 m., 15.3 meg.; GSO, 19.7 m., 15.18 meg.; GSD, 25.5 m., 11.75 meg.; GSB, 31.5 m., 9.51 meg
TOKYO
8:15 p.m.—A Talk in English on Current Problems. JZK, 19.7 m., 15.16 meg.; JZJ, 25.4 m., 11.88 meg
BERLIN
8:30 p.m.—Hunting Songs. DJD, 25.4 m., 11.77 meg
TOKYO
9:45 p.m.—A Talk in English "Japan's Plebeian Art." JZK, 19.7 m., 15.16 meg.; JZJ, 25.4 m., 11.88 meg
LONDON
10:50 p.m.—Student's Songs. Male voices of BBC. Scottish Singers. GSI, 19.6 m., 15.26 meg.; GSD, 25.5 m., 11.75 meg.; GSC, 31.3 m., 9.58 meg.; GSB, 31.5 m., 9.51 meg
CONVALESCING—Mr. Andrew MacRae is convalescing at his home after suffering a painful accident into the world to save sinners," from the first Epistle to Timothy, chapter 1, verse 15. He emphasized the importance of the Cross in the Christian Religion.

WIN A \$100.00 PRIZE FREE

A. Horne and Co., Charlottetown are offering prizes worth up to one hundred dollars for winning entries in our Fall Slogan Contest. The contest is open to anyone living on Prince Edward Island and you can enter with no obligation to yourself.

All you need to do is write your slogan of not more than ten words on why you would buy a Chevrolet on the coupon appearing with this announcement, or on a separate piece of paper if you wish, and see that it reaches our office not later than noon Friday, September 30th.

The winning slogan will receive twenty five dollars (\$25.00) in cash. Second prize is ten dollars cash (\$10.00) and third prize five dollars (\$5.00) cash. IN ADDITION each prize winner will receive a voucher in the form of a letter which will be good for One Hundred Dollars (\$100.00) if applied on the purchase of any used car or truck in our stock on or before Saturday, October 8th.

Those receiving HONOURABLE MENTION will also receive a letter which will be good for One Hundred Dollars on the purchase of any used car or truck in our stock until October 8th. THIS DOES NOT BAR TRADING IN YOUR PRESENT CAR.

As you can see, it will pay you to act promptly. The contest is simple to enter and anyone can win a prize. Just write your slogan of not more than ten words on why you would buy a Chevrolet and see that it reaches our office by noon Sept. 30th. We feel that such a slogan may be timely for us to use in view of the extremely successful season Chevrolet has enjoyed this year and the approaching model change. For example here are some slogans which have been used in the past to describe Chevrolet's outstanding owner appeal...

"CHEVROLET FOR 1938—THE CAR THAT IS COMPLETE"
"CHEVROLET — THE SIX SUPREME"
"THE MOST BEAUTIFUL CHEVROLET IN CHEVROLET HISTORY"

That's all there is to do. Be prompt as no slogan can be accepted after Friday noon, Sept. 30th, 1938.

All entrants statements and ideas submitted become the property of A. Horne & Co. and may be used in any way for any purpose whatsoever without obligation to contestant. No entries will be returned.

If holder of a voucher should select a car selling for less than \$200.00 the voucher will be worth half the selling price of the car.

Final judging will be done by Representatives of the Charlottetown Guardian and the Charlottetown Patriot.

A. HORNE & CO., Charlottetown, P.E.I.
I wish to enter the following slogan on Chevrolet.

Name _____
Address _____

A. HORNE & CO.
PHONE 678 CHARLOTTETOWN, P.E.I. PHONE 332

CAPITOL—Two Days—TODAY—TUES.
DANGER—LOOK OUT FOR LAUGHS!

JOE PENNER

GO CHASE YOURSELF

with **LUCILLE BALL**
RICHARD LANE - JUNE TRAVIS
FRITZ FELD - TOM KENNEDY

SHOWS 3.15 7-8.45

PLUS MUSICAL COMEDY AND VARIETY

MARRIAGES

CONSTABLE-BROWN—At Trinity Parsonage, Wednesday 21st, 1938, by Rev. Hugh Miller, Ruth Constable and John Brown, Charlottetown, to Robert James Constable of the same place.

GRAHAM-MATHESON—At the Presbyterian Manse, Brookfield, Wednesday afternoon, Sept. 21st, 1938, by Rev. Dr. A. O. Thompson Beatrice Isabelle Matheson of Brookfield to William Marks Graham, Bradalbane.

DEATHS

MACDEARMID—At Montague, Sept. 25, 1938. Mrs. Mary Macdearmid, aged 70 years. Funeral Tuesday.

MCBRIDE—Died at Rocky Point, Sept. 25, 1938. Mrs. Annie McBride, aged 77 years. Remains were forwarded from Frank Hennessey's Funeral Home Sunday afternoon to the residence of her son, Mr. Plus McBride, Scotchford. Interment will take place at Tracadie.

RELIGIOUS SERVICES

ST. JAMES CHURCH
At St. James Presbyterian Church yesterday morning the Rev. Dr. R. Moorehead Legate spoke on the text, "Christ Jesus came into the world to save sinners," from the first Epistle to Timothy, chapter 1, verse 15. He emphasized the importance of the Cross in the Christian Religion.

TRINITY UNITED CHURCH
Mr. William J. Green, Secretary of the Gideons, spoke of work under his direction at the morning worship at Trinity United Church. Forty years ago, the work originated in an hotel room by two Christian commercial men. Since many thousand copies of the scriptures have been placed in the guest rooms of the hotels in Canada and beyond. Recently the work was extended to hospitals, libraries and penal institutions. The results have justified the movement. Mr. Green related a few of many instances when men have been saved from debauchery and self destruction by reading the Bible in their room or cell. Formerly only commercial men were eligible for membership, now it is open to business men and many have enrolled. His grace has been visiting the Maritime Provinces in the interests of the work and has received a hearty welcome.

ST. PAUL'S CHURCH
St. Paul's Church with its beautiful Gothic architecture lends itself with singular fitness to special decoration. Spiritually, it was marked has this fact exemplified itself more truly than at this week-end when the annual Harvest Thanksgiving was celebrated. Great masses of fruit and flowers banked the front of the Church typifying the bountiful giving of Nature's God. The choir sang sweetly "The God of Harvest Praise" while the hymns of the day were selected to meet the occasion. The Rector of the Church and Rev. Canon Haslam conducted the services, the latter being the preacher.

In the morning Dr. Haslam spoke of the sacramental nature of Harvest Thanksgiving Services where "the fruits of the earth furnished those outward and visible signs and seals of the power and grace and goodness of God which bore their deep lessons of truth concerning His spiritual dealings with His creatures. The ever-recurring harvest witnessed to the faithfulness of His early promise that while the earth remained, the time and harvest would not fail, and the fulfillment of this was the pledge of the faithfulness of all His promises; the germination and growth unto fruition of all seeds spoke of His power and mysterious working not only in the physical but also the spiritual realm, and the beauty of the earth of His divine loveliness.

At the evening service Dr. Haslam spoke of spiritual fruitfulness as the means of glorifying God, the text being Christ's words: "The fruit of the Spirit is love, joy, peace, kindness, gentleness, trust, meekness, self-control, against such there is no law." Miss Lena MacLaure sang sweetly as an offertory solo: "The Voice in the Wilderness".

Auction Sale Of Valuable Real And Personal Property In Charlottetown

There will be offered for sale at Public Auction on the premises on Friday the thirtieth day of September 1938 two valuable properties part of the Estate of the late Professor Herbert A. Tanton consisting of Store No. 144 and Dwelling House No. 146 on Great George Street with all modern conveniences and containing ten rooms besides bath room and large halls and garage in rear. Also Building No. 132 on same Street. Both Lots extend eastwardly from said Street 84 feet and have a right of way from rear of each to Kent Street.

Also on same day numerous articles of Household Furniture and effects consisting of kitchen, dining room, parlor, studio and bedroom furnishings including Mahogany, Walnut and other valuable antique articles some over one hundred years old verified by original bills of sale with same.

Sale of personally will begin at Ten O'clock and of the real estate at Twelve O'clock. Part of the furnishings will be on display in said store premises on and after September 22nd until day of sale.

DONALD MCKINNON, Executor.
J. A. McDONALD, Auctioneer.

L1471-9-20-101

P. E. I. Hospital Free Service Expensive

Lists are now in course of preparation for the lady collectors who will start out this day week. Every part of the City and the surrounding area will be included in the lists and it will facilitate the work of the ladies who have voluntarily undertaken the duty of collection if contributors will make the necessary arrangements so as to avoid second or extra calls.

Every subscription, be it large or small will be thankfully received. Every dollar possible is needed for the facilities of the Hospital are being used to an increasing extent year after year and this means additional expense. Of the 1924 patients admitted last year 264 were free patients and the actual cost of the hospital for the year according to the number of patient days was \$3.04 per patient day. This amounts to the very large sum of \$12,293.02 for the year necessitating the annual appeal for help. In this connection it is well to recall the words of our Lord, who said, "Inasmuch as ye have done it unto one of the least of these ye have done it unto Me." L-1776.

Consumers Acclaim New Community Prize System

The new Consumers' Cash Bonus Contest is being endorsed throughout this city and province, as one of the most interesting advertising campaigns ever promoted here.

The benefits derived by the consuming public, both directly and indirectly, in a campaign of this kind while accruing through numerous and diverse channels, may be summed up in the few words: "What helps business helps you."

In the first place, the main object of the new movement is to increase immediate business. This motive is clearly set forth in the fact that the purchasing period is limited to the three weeks ending on Saturday, October 8th. Thus the public are encouraged to do all the buying they can within that period. Persons who had planned on purchasing all sorts of commodities and availing themselves of various kinds of services and conveniences are no longer postponing this purchasing, but are buying themselves these days in getting this shopping and etc. done at once.

This means that the promoters of the campaign are realizing a greater volume of business in a shorter space of time; business which is coming to them without being sought after by more expensive and less effective methods.

As a result of this, the merchant gains by clearance of storage space, minimum sales cost for transaction and of course less seasonal depreciation of stock.

These savings taken into account by the merchant are passed on to the consumer immediately and enable the purchaser to secure the commodities and services at the lowest possible cost. The success of a campaign such as this depends largely on the amount of co-operation between the consumer and the merchant.

Through the co-operative method of advertising additional savings are realized, and all these combined factors form the basis on which is built the great incentive of the new purchasing movement; the prize list, which in this case amounts to \$160.00.

This amount is returned to the consumers in the form of prizes which are drawn for, and which render the buying process one of pleasurable interest throughout.

This movement, while comparatively new here, has been in practice in larger centers for some time and has become popular in proportion to the amount of interest, co-operation, and response of the part of the consumers in general.

Elsewhere in this issue appear the advertisement in connection with the Contest including the simple rules, the prize list, and the list of sponsoring firms. Persons having coupons should write their name and address of the backs and send, bring, or mail them to "The Consumers' Community Contest, Care of The Charlottetown Guardian. They will be properly deposited as soon as received. The drawings will take place immediately following the close of the contest and will be in charge of Chief of Police Birtwistle. The exact time and place will be announced within the next two or three days.

Use Minard's for dandruff.

DANCE
TONIGHT
BRIGHTON CLUB
8-1
This Is Your Invitation
L-1777.

Too Late To Classify
LOST BETWEEN CHARLOTTETOWN and Hunter River, one Ford hub cap, Finder leave at Whitlock's Tire Shop. L-1767.

Use Minards for colds.

In Memoriam

In Memory of Mrs. James Walsh of Wellington, who died September 25, 1937.

One year has passed away dear Mother
Since you have left us
We loved you during life and we
Will not forget you until we all
Meet you in the house of our Lord.

By her daughter,
Mrs. Maher, of Cambridge, Mass.
L-1763-9-26-31.

N. D. MacLean
UNDERTAKER
EMBALMER
Charlottetown and North Wiltshire
Phone 149

I. O. O. F.
St. Lawrence Lodge
No. 8
REGULAR SESSION
Followed By
ANNUAL MEETING
DISTRICT NO. 12
Visiting Brothers Cordially welcome.

Eastern Guardian

"This column is reserved for news of local interest but advertising of a new nature may be inserted at 4 cents a word strictly payable in advance."

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

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

for CORNS & WARTS
Remove dry skin. Deton Minard's 3 times daily. Clean dry on. After a while Corns and Warts will lift right off

Red Tomato Specials
No. 1's, Basket, 50c.
No. 2's, Canners 2 1-2 cents lb.
Bring basket for these prices.
Special for pickling season, choice cauliflower, cucumbers, onions, peppers of all kinds, large celery 3 for 25c, new beets, gherkins.
Specials on new corn, crabapples, eating apples, plums, damsons, etc.
JOHNSON & SON
127 North River Rd. Phone 56
L-1246-9-24-21.

As Peppy
as an Autumn day, with a tang that soothes tired nerves and bodies—

THAT
sums up the merits of the Islands favorite Chewing Tobacco, sold in every nook and corner of the Province.

10c PER FIG

HICKEY'S BLACK TWIST CHEWING
MANUFACTURED BY
HICKEY and NICHOLSON

MINARD'S "KING OF PAIN" LINIMENT

Remove dry skin. Deton Minard's 3 times daily. Clean dry on. After a while Corns and Warts will lift right off

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Specials on new corn, crabapples, eating apples, plums, damsons, etc.
JOHNSON & SON
127 North River Rd. Phone 56
L-1246-9-24-21.

Trinity United Church

MONDAY:
7:15—Rangers, East Parlor.
7:30—Willing Circle King's Daughters, Ladies Parlor.

THE BAPTIST CHURCH
The subject of the Rev. H. L. Denton's morning address was "The Goose step of the ungodly." The dictators are on the march. Humility waits, not fearful dictators but dreading the calamities that the reckless act of a dictator might bring into dreadful being. The Psalmist of old who unknowing the dictator of the day so fully knew their type says in Psalm 123, in the vivid words of Moffatt's translation "This world of men where all around the ungodly strut and base creatures rise to power."

Some of the dictators characteristic, useful and impelling if directed and controlled by the spirit of Christ, are Ambition and purpose, so full of dangerous explosive without such control, so readily falling into ruthless selfishness, regardless of the rights of others; overdeveloped sense of their own abilities, forgetfulness of the lessons of the past.

There are eternal verities which men and nations may only at their peril forget. God, Christ, Galvary, as the world forgets these, sorrows increase and troubles multiply. Lord God of Hosts, be with us yet, lest we forget, lest we forget.

The music of the morning included the violin offertory by Miss Vera H. Malcolm Campbell Mus-Bac and the anthem "Lord We Praise Thee."

The deeply searching sermon of the evening was "The God who will not let men alone." Mr. J. E. Sterns sang in fine voice and rich expression Morton's "O Lord remember Me." The evening anthem was "Saviour, Thy Children Keep."

Rally Day in the Sunday school brought out a large and encouraging attendance. A feature of this service was an impressive memorial of the four hundredth anniversary of the placing of the Bible in the churches throughout England.