

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
TESTING	HARDWOOD

3	4
BLOUSES	SOCKS

Interior view of our recently modernized footwear show room

### ARRIVING NOW!

#### LADIES' SPRING FOOTWEAR

PUMPS — STRAPS — TIES  
All the Newest Styles and Colors

#### MEN'S SPRING FOOTWEAR DRESS AND SPORT SHOES

#### RUBBER FOOTWEAR

FOR ALL THE FAMILY

Phone 522

### PURDIE-FERGUSON SHOES LIMITED.

Sunnyside Charlottetown

### PRIZE WINNERS LAST WEEK

- Mrs. Russell Wheatley, North River.
- Miss Mary Walsh, 130 Dorchester St.
- Miss Noreen Newson, Brackley.
- Harrison Thomson, Bloomfield Sta.

### FREE SERVICE!

#### WHITLOCK TIRE SERVICE

Will change your flat tire anywhere within city limits.

No Extra Charge.  
TELEPHONE 900.

### EASTER FLOWERS

before Good Friday, and avoid being disappointed.

JAMES TAIT

FLORIST  
37 Villa Ave. Phone 269  
Member Florist Telegraph Delivery Assoc.

LACEY'S FOR CLEAN READING MATERIAL  
All Magazines carefully censored.  
General information and employment service.  
LACEY'S BUREAU  
213 Great George Street

MEN'S SPRING SUITS, TOPCOATS, CAPS, TIES, UNDERWEAR, SOCKS. See our new Spring Stock.  
FRED G. KELLY  
McLure Bldg. 112 Kent St.

### RIX'S BARGAINS!

- Bulk Macaroni or Spaghetti, 4 lbs. — 25c
- Nabob Coffee with 7/4 Oz. tin free. Per lb. — 45c
- Clark's Assorted Soups 3 tins — 25c
- Raspberry, Strawberry and Cherry Jam, 32 oz. — 32c
- Apple Juice, 20 oz. tin 2 for — 29c
- Ideal Tomato Juice 105 Oz. can for — 29c
- Fresh Mackerel, per lb. — 19c
- Fresh Halibut, per lb. — 20c

RIX'S GROCERY BOTH STORES  
Our Delivery is FAST AND FREE!  
Telephone 1021-1022  
Longworth Ave. 1021-1022  
Queen Street 1601-1602

### BE PHOTOGRAPHED IN YOUR OWN HOME!

PORTRAITS, GROUPS, FAMILY CIRCLES, FRESH SCENES, CHILDREN AT PLAY IN THEIR OWN ROOMS.

ASK US ABOUT THIS NEW SERVICE

There is no extra charge. Make an appointment today and have us call at your home when convenient to you.  
Phone 272-L.

CRASWELL Studio

SOMETHING NEW IN BED LAMPS!  
You can read in bed without disturbing the other party. THEY ARE GREAT. See them at  
CHAPPELL & CO.  
Electrical Contractors  
164 Queen Street, Phone 1440.

IF you have not yet visited our dining room we suggest that you do. Our restaurant service and appointments are second to none in this province.  
GOOD FOODS—BEST SERVICE—REASONABLE CHARGES  
Lunch Counter and Dining Room in connection with  
THE CHARLOTTETOWN BOWLING ALLEY'S  
GEORGE TULL — Proprietor  
PHONE 1604  
Market Building Basement

### For EASTER!

Appropriate Gifts  
Boxed Chocolates  
Cameras  
Novelties  
Perfumes—Toiletries  
FREE DELIVERY  
PHONE 86  
REDDIN BROS.  
The Old Reliable Drugstore

GIRLS! New Spring Hats From 79 Cents to 1.98  
JUNIOR GIRLS' SWEATERS 12 to 16 Years. Pastel Shades \$1.98  
HOLMES & BRADLEY Infants' and Girls' Wear 153 Queen Street. Phone 82

See the new Schick Injector smooth shaving razor \$1.00  
12 blades for — 49c  
20 blades for — 75c  
THE ROGERS HARDWARE COMPANY, LIMITED.

### SPRING is HERE!

and wise ranchers continue to feed IMPERIALS containing all the necessary vitamins for the promotion of strong, healthy foal and finer fur.  
IMPERIAL BISCUIT CO. LTD.  
101 Longworth Ave. Phone 721

### READ THESE RULES CAREFULLY

Through the co-operation of the sponsors, whose advertisements appear in connection with the contest in 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.

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

### SOLUTION TO LAST WEEK'S CONTEST

- Charlottetown Bowling Alleys
- Craswell Studio
- Proud & Moreside
- Purdie-Ferguson Shoes Ltd.

MANAGER MR. EVERETT FERGUSON  
AND MR. FRED BRADY

Footwear For All The Family

### 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 announcement appears 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 and the lines carried.

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 orders on the advertisers indicated in the advertisements 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

SHOPWORD CONTEST  
The *Charlottetown Guardian*



And "Garden City" milk is better because of careful selection, scientific testing and cleanliness in handling. A healthy home is a better home . . . and a home serviced by THE PURE MILK CO. LTD. is assured of a constant supply of pure, fresh milk.  
PHONE 584  
THE PURE MILK CO. LTD.  
Cor. Fitzroy & Gt. Geo. St.

We invite all TEACHERS attending the CONVENTION to make this their meeting place while in the City.  
CRYSTAL TEA ROOM  
Laura M. Clark, Proprietress  
211 Queen Street, Phone 577.  
NEXT TO FIRE HALL.

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

Carriage Building and Repairing. Rubber Tire Setting. Horseshoeing a Specialty. Acetylene and Electric Welding and Cutting. Truck Bodies made to order. Prompt and Efficient Service.  
PROUD & MORESIDE  
Phone 813-J. 223 Gt. Geo. St.

NOW is the time to inquire about BABY CHICKS and HATCHERY EQUIPMENT including Brooders, Feeders, Waterers, Etc. Ask us about the Government Bonus on Brooders. We can assist you.  
P. E. I. CO-OPERATIVE  
Egg and Poultry Association  
Offices, Stores and Candler Station  
201 Weymouth St. Phone 573

Corned Beef, per lb. — 13c  
Sausages, per lb. — 19c  
Pork Chops, per lb. — 25c  
Full stock of Veal, Beef, Pork. Also Vegetables and Shell Groceries.  
QUEEN STREET MEAT MARKET  
Phone 1301 We Deliver  
Henry Peters—Proprietor

See our NEW — SMART — up-to-date WALL PAPERS

NOW is the time to have your furniture upholstered by experienced workmen.

WE BUY NEW GOOSE AND DUCK FEATHERS (Not Mixed — and Free of Quills)  
HENRY MACFARLANE  
Phone 1042 167 Kent St.

Swans Down Cake Flour, Package — 27c  
Old Cheese, per lb. — 25c  
Flaked Wheat, per bag — 15c  
Beesley Honey, 5 lb. tin — 25c  
Choice Pink Salmon, 2 tins 23c  
P. J. MACDONALD  
We Deliver Phone 588-889

a little sand to help spread the sowing more evenly.

Good Seed  
It is impossible to over-emphasize the importance of good seed. Other factors may be beyond control but the gardener has absolute check over this foundation. Weather, soil and location may be ideal but without good seed, specially selected to suit Canadian conditions the garden is going to be a failure.

First Vegetables  
First vegetables to be planted in the spring are spinach, all sorts of lettuce, radish, and peas. Once upon a time gardeners advised against the early sowing of peas for fear seed might rot in wet ground. There is scant danger in this however, and biggest crops invariably come from early planting. Garden peas like sweet peas make their growth in cool weather.  
Second planted vegetables will be carrots, beans, cabbage, potatoes and similar things. These will resist a fair amount of cold. Tender vegetables include corn, melons, cucumbers and tomatoes. Nothing is to be gained by planting these before danger of frost is over.  
With most vegetables it is advisable to make at least three sowings a week or two apart in order to spread the harvest that much longer over the season. With peas this spreading out is secured by sowing three kinds, an early, a medium and a late variety which will result in a continuous supply of green peas for the table from mid-June until late July.  
Proper thinning, frequent cultivation and an occasional application of some good commercial fertilizer will keep vegetables growing quickly and quick growing makes for tenderness.  
—Canadian Seed Trade Association.

### CONSERVATION

A WEEKLY COLUMN OF PRACTICAL OPINIONS OF THE VITAL ISSUES AFFECTING THE USES AND ABUSES OF NATURAL RESOURCES BY MR. LUDLOW JENKINS, MARSHFIELD.

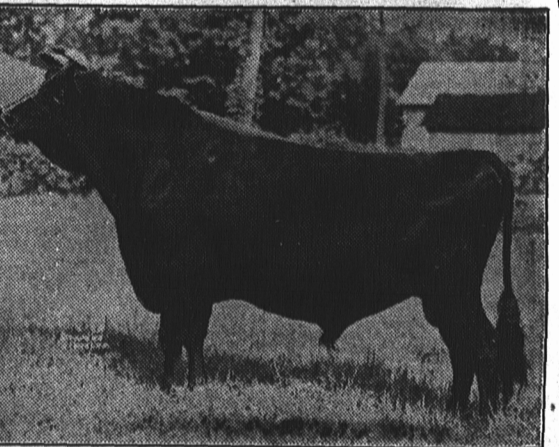
We Fall From Our High Estate  
The migratory bird treaty between the United States and Canada was the first international agreement for the protection of wild creatures within the borders of contracting countries. It has arrested the attention, and won the approval of statesmen and jurists of many nations. It sets an example which conservationists of Europe and other continents have hoped would be followed, so that migratory species might be preserved the world over. The highest achievement of the Canadian treaty is that it forbids the commercial use of migratory species. Now, to our shame, we have destroyed this principle, the very key stone of international wild life protection. What is our justification? The excuse that will be heard most often is the one already offered by a senator: "We got the most assurance we could get out of Mexico." The most we could get is not enough; the status quo ante is as good as the terms of the treaty. Nor do we believe that the senator's statement is fair to Mexico. The Mexicans may not be ready to give up their commerce in birds; but we should remember that it is not so long ago that we also caged our birds, that we also used our birds of plumage for millinery purposes, and sold our game birds in the markets. The Mexicans are a kindly, friendly, intelligent and idealistic people; we could well have afforded to wait until the view of the two countries

approached more nearly to the same ideal. The blame for this treaty rests on us; it is we who have pulled down the standard that we ourselves raised.  
Rumor is persistent that an able treaty with fine conservation provisions was written and scrapped. Why? Partly perhaps because the Mexicans objected to interference with the use of birds for commerce; but we would like to know whether the gun and ammunition manufacturers of the United States did not also object to the protection of the birds of prey and the fish-eating birds; and whether the sportsmen of the United States did not oppose the further protection of game birds, and particularly of the shore birds.

The present treaty gives every evidence of having been written in haste; its sins of omission and commission, its inexact expressions and loose phraseology betray a want of consideration. We are forced to the opinion that the treaty was pushed through in order to add one more trumpet to the fanfare of acclaim that greeted the organization of the General Wildlife Federation. The politicians of so-called conservation seek dramatic effect rather than permanent wild life preservation. Officials, sometimes very well-meaning, and unpartisan sportsmen, heedless of birds they do not observe across the sights of gun barrels, too often ignore the ideals of conservationists, the wisdom of biologists, and the crying needs of vanishing species. The road to wild life extermination is paved with good intentions, and worn by the feet of the representatives of commercial and political interests.

Lesson to Conservationists  
Again conservationists are faced

with the fact that the agencies, official and unofficial, which are supposedly devoted to the protection of wild life are neglectful in the discharge of their duties. The ratification of the Mexican treaty is reminiscent of the House That Jack Built, the Secretary of Agriculture told the Secretary of State, who told the President, who told the Chairman of the Foreign Relations Committee, who told the Senate — but who took thought for the welfare of the birds, and the conservationists who would save the birds from extinction, demand a place in the sun of political favour, and not to be entered into



DUNDEN KING BOY—5587—PREFERENTIAL JERSEY BULL No. 9  
Bred by Mrs. Cameron MacNally, Sincow, Ontario.  
W. Elmo Ashton, Foster, Quebec, saw the daughter of this bull and immediately recognized a great sire—but where was he? A two days search found him at the head of a small grade herd and Mr. Ashton bought him, trimmed his feet, shipped him to Quebec, prepared him for the show ring, where he has since won many championships. He has 14 tested daughters and is now Canada's second preferential sire in the testing chapter. So, Dunden King Boy has added another most interesting chapter to "The Romance of the Livestock Industry in Canada," while Mr. Ashton has once more demonstrated that his "Jersey eye" is ever on the alert for better cattle.

### Canadian Garden Service 1939

By GORDON LINDSAY SMITH

Screens  
Nature abhors something more than vacuums, she also detests straight lines. In gardening the amateur is well advised to follow this natural example.  
Straight narrow fences, abrupt and cramping corners around garage or house, narrow straight side walks, all unduly emphasize the confining limits of small lots. These, however, can be made to appear many times more spacious, if the fences and walls are partially covered with vines, if corners are screened with shrubbery, leading down to tall annual flowers.  
A curve in the walk, or driveway will make it actually intriguing and will not add more than a few seconds to navigating time between front door and the roadway. If we put in these curves, however, we must be sure to make a reason for them, otherwise the whole effect will be artificial. At the bend

In the driveway or path, therefore it is well to have a tree or a group of shrubs or a flower bed.  
In screening, it is not necessary nor desirable to cover the whole of fence wall or garage, unless the same is absolutely unsightly. Much more pleasing results follow where the shrubby vines and flowers merely break the lines of the man-made structures behind them, but leave enough showing for contrast.  
**Soil Hints**  
After a long winter cooped up in doors or confined to sidewalks one is inclined to rush into the garden too soon and too eagerly. Experienced gardeners, however, advise caution. It does the soil no good to be dug while still too wet. It is liable to become lumpy, later, perhaps, to bake hard. With heavy clay soil early working is particularly dangerous.  
A good test is to look at ones shoes. If these become muddy after a tramp through the garden it is best to go back to the fire side and read a seed catalogue or a book. Another test is to take a handful of the soil and squeeze it firmly. If it compacts into a ball it is too wet to be worked with safety, if it merely crumbles, digging may commence.  
Texture of both heavy and light soil will be immensely improved by the digging in of well rotted manure decaying leaves or other garden refuse. This sort of thing adds humus and moisture absorbing powers to light soil, makes the heavy kind more amenable to spade and fork.  
**No Hurry**  
The beginner is warned against too deep, too early, and too close planting of vegetables and flower seeds. Nasturtiums, peas, beans, corn and such large seeds should go in about an inch or so and be planted at least three or four inches apart. Tiny seed like alyssum, rony and onion is merely pressed into the soil. Before sowing mix with

**SOW STEELE BRIGGS SEEDS AND GROW BETTER CROPS**

SOLD BY LEADING MERCHANTS

**TILLIE THE TOILER** — IT'S NOT MAC'S MOVE.

NO, MAC, YOU'D BETTER NOT TAKE THE ROOM. YOU SEE HOW TILLIE TREATS YOU. YOU WOULDN'T LIKE IT HERE.

OH, TILLIE DIDN'T MEAN ANYTHING BY IT. I'VE FORGIVEN HER ALREADY.

I'M SORRY I WAS SO HASTY, MAC, AND YOU TRYING TO BE HELPFUL.

IT WAS AWFULLY SWEET OF YOU TO FORGIVE ME, MAC. WE'RE FRIENDS AGAIN, AREN'T WE?

SURE, NOW CAN I MOVE IN?

NO!

By Westover