

THE GUARDIAN'S THRIFTY

SHOPPERS' GUIDE

WEEKLY CONTEST PAGE

An Interesting Profit-Sharing Contest For All Our Readers

SPRING IS HERE!

See The Smart TAILORED SUITS AND COATS AT R. P. SIMPSON

See our line of Rabbits, Hens, Chickens, Eggs, Bozoes, Cups and Saucers, Egg Cups, Bunny Carts, etc.

E. A. FOSTER CENTRAL DRUGSTORE

Take advantage of our SPRING FOOD SALE Get your supplies for Easter now at the lowest prices in the city.

FRESH EGGS Wholesale and Retail Get your fresh cracked Eggs at the Candler Station.

ELECTRICAL WIRING - FIXTURES LAMPS APPLIANCES ESTIMATES GIVEN

WE'RE READY FOR EASTER At our store you will find everything priced surprisingly low, and of high quality.

S. N. KAYS 47 Pownall Street Phone 65

W. N. TANTON 180 Kent Street

Easter Footwear For Every Member of The Family See our showing of dressy new styles. Wide range to choose from.

FOR QUICK, EXPERT SERVICE Bring Your Glass Troubles To Us.

FOR AUTOMOBILE INSURANCE consult A. R. McINNIS

Now you can have the exact amount of refrigeration you need when you need it, and SAVE MONEY with the New "Leonard".

Toombs Music Store Bring your Suit, Top Coat and Hat to us. Let's help you dress up for Easter.

Phillips' Valet Service 114 Kent Street

ENTRY SLIPS FOR THIS CONTEST are available from any of the firms advertising on this page.

PRIZE WINNERS LAST WEEK 1.-Mrs. James O'Brien, 233 Grafton Street.

2.-Mrs. John White, 2 Hillsboro Street 3.-J. H. Clark, Hampshire.

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 any one of the advertisers on this page.

As all prizes will be given in merchandise or service orders, it is necessary to state in your reply the name of the advertiser upon whom you wish the prize order drawn.

All replies to this contest should be addressed to the Editor, Thrifty Shoppers Guide Contest The Guardian Charlottetown, P.E.I.

This Contest is open to all except employees of the Charlottetown Guardian and their families.

The Central Guardian

REV. T.O. DeWOLFE will preach on Sunday, March 21st at Albany 11.00 A. M. Tryon 3.00 P. M. Westmoreland 7.30 P. M. L-316-Sat-11.

POULTRYMEN - All interested in raising poultry should tune in CHNS, Halifax, every morning at 7.45 and hear the Purina Plan for raising chicks. L-386-3-10-121

NORTH RIVER SCHUDLED BAPTIST SERVICE March 21. Fairview service will be cancelled so that Mr. Munzer can conduct a funeral service of the late Mr. Salt at Green Bay, P. E. I. 2 P. M. service at North River will be conducted by the Young People Incorporated with the choir. 7 P. M. Mr. Munzer will be in charge of Long Creek service. L-713-3-20-11.

COMMUNION AT ST. JAMES. The Holy Communion will be celebrated at the eleven o'clock service in the Kirk tomorrow. All communicants are requested to be in their places for this service. Strangers and visitors who are communicants will be cordially welcomed. The minister, Rev. Dr. Moorhead Legate will conduct both services.

THE SALVATION ARMY. The week-end services will be conducted by Adjutant Knap of Moncton, N. B. This week-end the Corps celebrates its 51st Anniversary. Messages will be read from officers who have been stationed here, also from Adjutant Chandler who went from this Corps into the army work. Services on Sunday at 11 A. M. and 7 P. M. On Tuesday members of the Corps will present a play "Rummage Donation" at 8 P. M. L-738-3-20-61.

THE BAPTIST CHURCH. The Rev. H. L. Denton, B.D., will preach morning and evening, taking as the subject of the morning message, "Standing by the Cross, and for the evening service "Are You Taking the Last Chance?" At the morning service Miss Vera H. Malcolm Campbell, Mus. Bac., will sing Cecil Frances Alexander's "There is a green hill far away." At the evening service there will be an anthem by the choir, selected. Miss Campbell and Mr. Quigley will sing Steiner's "Love Divine."

BRADALBANE CONGREGATION. Rev. Arthur Wallis, B. A. Sunday, March 21st, Rose Valley 11 A. M. Granville 3 P. M. Pleasant Valley 7.30 P. M. Pleasant Valley Preparatory Services-7.30 P. M. Tuesday, Rose Valley. Wednesday, Granville, Friday, Pleasant Valley. Saturday, Bradalbane, Easter Sunday 28th. Granville 11 A. M. Sacrament, Rose Valley 3 P. M. Bradalbane 7 P. M. Please keep for reference. L-743-3-20-11.

TRINITY UNITED CHURCH. Sunday next is Palm Sunday-the congregation will be pleased to know that Rev. Hugh Miller is recovered sufficiently to preach the morning sermon. Mr. Miller has taken for his theme "Realities of the Cross." In the evening Rev. A. E. MacKenzie will preach from the subject "The Cross and the Individual." Sunday School and Communicants Class meet at the usual hour. The music of the day will consist of Anthems in keeping with the season. Mr. Harvey MacPherson will sing the "Palm" at the morning service. The soloist in the evening will be Mr. John W. MacKenzie.

REVIVES FROM COMA LOS ANGELES, March 18-(AP)-Helen Wil's Love, convicted slayer, awoke from her six-day "horror coma" today, recognized and spoke to doctors in the county jail hospital.

CHANNEL FLIER VETERAN LONDON (CP)-Captain W. Rogers, one of Imperial Airways' senior commanders, recently made his 4,000th flight across the English channel and completed 11,000 hours of continental flying.

IN MEMORIAM

GORDON McLEOD

There passed away at Brookfield on December 7th in the person of Gordon McLeod, one who is greatly missed not only by those who were bound to him by life's strong ties, but by the whole community in which he lived as the truest example of a good citizen.

Mr. McLeod was ill only a few days, and though a man of unusually fine physique, and though he devoted every attention that devoted loved ones and medical skill could render, the slender silver cord of life was severed and that sweet spirit returned to God who gave it. Born at Hartsville forty seven years ago "Gordon" as he was affectionately known, attended school and grew up in that community, where it seemed everyone was his friend.

When a young man he moved with his parents to the late Mr. and Mrs. William McLeod and other members of his family, to Vancouver. Here he served for years on the Vancouver Fire Department where he had a splendid record. During the Great War he enlisted with the Naval Forces and was stationed at Halifax when hostilities ended. On being discharged he returned to his native Province, and took up the work which had always been his preference, the wholesome and rugged life of a farmer. He married Pearl McDonald of Brookfield, who is left in her great sorrow, with the sweet memories of the all-too-short years of happy companionship with a true husband, who joined with her so gladly in making a noble contribution to that great institution, which is not only the greatest bulwark of the state, but a forestate of Heaven-"A Happy Home."

In every circle in which Mr. McLeod moved he always earned the respect of those he touched whether in his church or social relationships, and the loving devotion of those in the intimate sphere of home and family. Unselfish, kind, faithful and courageous Mr. McLeod, by the Grace of God, might have fittingly applied to him that brief but sublime eulogy-"He was a good man."

The funeral was held from Brookfield Church which was filled with sympathizing friends. The Rev. Carly Webster of Charlottetown conducted the service, and a former school-mate of the deceased, Mr. Murdoch McLeod of Hartsville, sang feelingly, the favourite hymn of the departed-"The Old Rugged Cross."

The pall bearers were-Walter McLeod, William Stewart, Alexander Seaman, Westley McDonald, Millar McPherson and Angus McLean. Besides the bereaved widow, there are left to mourn five small children, Hope, William, Sarah, Lincoln and Katherine also two brothers-David L. and Dr. J. B. McLeod of Vancouver, and a sister Mrs. R. H. Roper of the same city; a sister, Mrs. Joseph Bishop of Massachusetts arrived at the home in time to attend the funeral.

"Where the faded flower shall freshen, Freshen never more to fade; Where the shaded sky shall brighten, Brighten never more to shade; Where the morn shall wake in gladness, And the noon the joy prolong; Where the daylight dies in fragrance, 'Mid the burst of Holy Song; We shall meet and we shall rest; With the pardoned and the best; We shall meet on yonder shore With the loved ones gone before."

HEARTS OF GOLD LONDON (CP)-A tax defaulter told the court here income tax authorities realized he had had a financial crash and told him "not to worry about it." He said it was hard to realize they "would be so considerate, but I assure you they are."

ACCIDENT IN TRAIN (By The Canadian Press) SWINTON, England.-E. M. Jones, Streatham and Mitcham rugby player, was unable to participate in a recent match here. On the train journey from London he stumbled into a lamp bracket, the wound necessitating five stitches.

BRINGING UP FATHER

WELL-IT LOOKS AS IF THY TRYING TO GET OVER-MY SECRETARY HAS TRIED TO GET TICKETS ON SOME BOAT BUT IT IS IMPOSSIBLE-ALL THE RESERVATIONS ARE GONE-

I'LL HAVE TO PUT ON A SOLID AN SAD LOOK WHEN I TELL THIS TO MAGGIE-

WHY ARE YOU WEARING THAT EXPRESSION? YOU LOOK LIKE A PESSIMIST WHOSE TROUBLE HAS COME TRUE-

AH-MAGGIE-IVE BAD NEWS-IT IS IMPOSSIBLE TO GET ANY KIND OF RESERVATION ON ANY BOAT-EVERYTHING IS GONE-

VERY WELL, THEN WELL CHARTER A LARGE YACHT-

O-U-

DAFFODILLS ... LILIES ... All Kinds of FLOWERS for Easter

Call and see them or less order by phone. We deliver to any part of the world within a few hours.

Have Your Car Repaired and Overhauled now. Our staff is composed of expert automotive mechanics. We carry a full line of Batteries and Accessories.

Have us give you an estimate on a complete overhaul of your car.

T. G. IVES 210 Gt. Geo. St. Phone 1117.

"DRINK MILK for YOUTH and BEAUTY" We take extra care in obtaining extra goodness and extra purity in "GARDEN CITY" MILK

It aids digestion, keeps a "peaches and cream" complexion, and makes you look and feel YOUNGER.

THE PURE MILK COMPANY Beauty Experts say, "DRINK MILK for YOUTH and BEAUTY"

FLOWERS for EASTER Good taste, as well as Fashion, demands beautiful fresh flowers this Easter. Book orders NOW.

SEE US FIRST Before buying Property. We have listed with us several City and Rural Properties.

EXPLANATION OF CONTEST The Charlottetown Guardian's "Thrifty SHOPPERS' GUIDE Contest" will be published every Saturday for twenty six consecutive weeks, with the final one appearing in the issue of August 28th, 1937.

CONTEST RULES It will be noticed that an extra or surplus word has been purposely inserted in some of the advertisements on this page. These words, when arranged in their proper order, make up a slogan or trade phrase used by, or appropriate to one of these advertisers.

HOW TO ENTER Having read each advertisement carefully, and having located those in which the words were inserted, contestants must write the name of the advertiser in whose announcement 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 this slogan belongs.

Solution to Last Week's Contest SLOGAN "Where Your Dollar Goes the Farthest"-Devereaux's Cash Grocery.

Where-Estate of Mrs. John Williams, Your-Queen Street Meat Market, Dollar-A. Pickard & Co. Goes-Purdie-Ferguson, The-Toombs Music Store, Farthest-The Gloria.

Cardigan Head

Mrs. Joe MacAulay, Cardigan Head, was in Charlottetown last week attending the funeral of her brother-in-law Mr. Earnest Regan.

Mrs. Donald N. MacLeod, Lorne Valley, is spending the past two weeks in Charlottetown the guest of her daughter Mrs. George Douglas.

Mr. James D. MacLeod, Lorne Valley, was in the city last Friday on business.

Messrs. Chester Finlayson, A. Davison and L. Spenser motored to Cardigan Head from Charlottetown last Tuesday, and reported roads in fair condition for time of year.

Her many friends in this vicinity regret to learn of the death of Miss Dorothy Regan's father, (Mr. Earnest Regan of Charlottetown.

The R. C. M. Ps of Montague were in this vicinity on Monday last investigating a break, into the store owned by Mr. Warren A. MacDonald, Lorne Valley. -C.

Mr. W. C. Moore of Milton, P. E. I., is a patient in the P. E. I. Hospital. Mr. Moore is suffering from an attack of plural pneumonia.

NEW HAVEN WOMEN'S INSTITUTE The monthly meeting of the New Haven Women's Institute was held at the home of Mrs. Alton Newman on March 10th with ten members and three visitors present.

The meeting opened by repeating the "Club Women's Creed" in unison.

Roll Call was answered by "PAY a Nickel."

The minutes of the last meeting were read by the secretary and approved.

One new member was welcomed. The sick committee reported visiting sick in district and taking their part.

A card of thanks from Mr. M. J. McIvor and family was read by the secretary, also a paper "On the spot", telling how to remove stains.

The new committees appointed were: Sick: Mrs. Mary MacDougall and Mrs. Frank McElroy.

Programme: Mrs. Michael Murphy and Mrs. A. T. Newman. Two questionnaires on Legislation and Agriculture were filled out.

The next meeting is to be held on April 14th at the home of Mrs. Brewer Boyle. Roll call to be answered by "Housecleaning Hints".

Several interesting piano selections were played by Mr. Pope Newman.

A dainty lunch was served by the hostess. The singing of the National Anthem brought the meeting to a close.

Scouts Plan Jamboree MONTREAL, March 18.-A gigantic Coronation jamboree will be held by the Montreal Boy Scouts' Association in the Sun Life Building, April 1, 2 and 3, according to an announcement made yesterday by J. E. Macpherson, district commissioner and general chairman.

The association will also be asked to assist in the preparation of beacon fires on the occasion of the Coronation on May 12.

It is proposed to turn the said office building into a pioneer settlement on the three days of the jamboree and Scouts, Cubs and Rovers will demonstrate their woodcraft and Sea Scouts initiate the landmen into the lore of the roving main. The display will be divided into three main sections occupying the whole of the fourth floor. One division will be reserved for both exhibits, and the third for demonstration exhibits.

Minard's Liniment removes stains.

Newspaper Called A Unifying Force

MONTREAL, March 19 In every home throughout this country in which a newspaper is read "Canada speaks," J. R. MacMillan, market research specialist, Canadian Daily Newspaper Association, told the Advertising Club yesterday, speaking on "The Democracy of Print" in the Mount Royal Hotel. Both the news and the advertising departments of the average newspaper in Canada have uncovered an ability to develop a "sympathy between sections" and have proved to be a unifying force.

The newspaper has provided the "cement which strengthens the nation," Mr. MacMillan declared. "Just what the 'democracy of print' meant, was indicated by the speaker when he developed the point that the newspaper played the same part in the intellectual life of the country-"of any country"-as the church did "to the moral life of a community." So constructive had that influence become that it was now "indispensable in a free country." Every phase of life finds its first expression in the "local newspaper," and eventually that particular attitude is expressed in some way in the national journals, so that finally the press "as a whole, because of the 'most democratic of all mediums'."

Stressing that, Mr. MacMillan showed how in "business, pleasure, sport, education" every phase of life, and every living standard, was necessarily reflected by those who constructed the daily newspaper. He also implied how essential it was for the newspaperman to maintain an objective attitude towards life, because from the old days of "gossip" honest news has become as essential to the public as "food and shelter."

DEFENDS FREE PRESS In the matter of liberty he defended the attitude of Voltaire, showing in practical affairs how industry once had been the mercy of a "local press" and a narrow viewpoint, and how the exigencies of liberty itself had liberated industry from every obvious defect. Once the gathering of news was confined to individual and social channels, but now news service had branched out from the individual to the corporate unit to such an extent that "business-whether in the advertisement or in the news columns-is a pre-requisite to the growth and development of modern business."

Among the various utilities added to any given community today, he suggested, that of information "utility" was the most important. Local advertising had shown the consumer that an "ad" was a guarantee of the quality of the product, and in this fact might be seen one of the most constructive forces in the development of Canada, Mr. MacMillan declared.

But the matter of material utility was not all for when the newspaper was laid at the average man's door he was not looking for something of special interest to himself. Rather, he was embarking on a new daily adventure into life which had been very carefully and painstakingly prepared for him, and which might open up quite unknown fields to him. It was for that reason that "one cannot put a face value" upon the press as it is known in Canada, Mr. MacMillan said.

Two Million Visit Empire Exhibition South Africa estimates her tourist trade last year on account of the Empire Exhibition which was held in Johannesburg and attracted hundreds of thousands of visitors was increased by approximately \$5,000,000 in addition to a great increase in business contacts and extension of trade combined with world-wide publicity. Close to 2,000,000 people visited the Exhibition, according to the Tourist Bureau of the Canadian National Railways.

CARLISLE, England (CP)-Amateur actors at the Cumberland Drama League Festival were advised by the adjudicator to make a job of their kisses. "Never mind if the girl has a big husband," he said.

WHITE AND TEA ROSE RAYON SATIN SLIPS

Sizes 34 to 44 Wonderful value at \$1.00. Also in Suedee Taffeta Same shades and sizes at 89c.

THE GLORIA A Special Shipment of FLY ROD TIPS Just Received.

Phone 772 C. C. HEESCHEN THE EUSTON PHARMACY

WE CAN SAVE YOU MONEY! Flour prices are advancing. Get our prices before buying. Also herring, codfish, digby, fresh and smoked fillets at lowest prices.

MacPHEE BROS. Prince Street. Phone 246-3

DON'T BUY ASHES Good Coal is cheaper in the long run, than inferior coal at cheap prices. Order the best.

Phone 240 A. PICKARD & CO.

When You Have a Flat Tire No extra charge for STREET SERVICE within City Limits.

WHITLOCK TIRE SERVICE THE MISSES HOLMES & BRADLEY

Suggest you dress your girls for Easter, at their SPECIALTY SHOPPE Be Sure To Bring The Children Infants & Girls Wear, 152 Queen St.

OUR OWN SAUSAGES 2 Lbs. for 25c Lamb Stew, lb. - - - - - 15c Corned Beef, lb. - - - - - 12c Pork Roast, lb. - - - - - 18c to 22c

Queen Street MEAT MARKET H. PETERS Phone 1991

Now that Spring is here why not Clean Up Your Car Washing, Polishing, Smoothing, Greasing, Oiling, General Repairs

MALLET'S BATTERY SERVICE We Pay Spot Cash for all kinds Carpenter's & Mechanic Tools; Men's Clothing, Boots, Shoes, Hats, Baggage, Etc.

EXCHANGE STORE 108 Richmond Street. Phone 868

SAVE MONEY Have your complete wardrobe DRY CLEANED and PRESSED for EASTER. For quality service better and price try MODERN CLEANERS

161 Kent Street. Phone 361 Try This Profit-Sharing Contest

DEAL WITH THE FIRMS ADVERTISING ON THIS PAGE and receive your entry slips with each purchase from them.

EARLY MAPLE SUGAR SEASON IS EXPECTED With the unprecedented mildness of the present winter in Eastern Canada, it is expected that the maple sugar season will open much earlier than usual. The province of Quebec is Canada's largest producer of maple sugar products, followed by Ontario, Nova Scotia and New Brunswick, according to the Industrial Department of the Canadian National Railways.

Use Minard's for Dandruff.

-By George McManus

