

The "DIAMOND TREASURE" Contest

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:

- CHESTER A. CAMPBELL
- CHAPPELL & CO.
- CRICHTON'S LIMITED
- ECONOMY GROCERY
- GAINSBOROUGH STUDIO
- THE GLORIA
- C. C. HEESCHEN
- HOLMES & BRADLEY
- IMPERIAL BISCUIT CO. LTD.
- IMPERIAL FURRIERS
- ISLAND SECURITIES
- JOHNSON & JOHNSON
- J. W. JOHNSTON
- S. N. KAYS
- MILLER BROS. LTD.
- P. J. MACDONALD
- HENRY MACFARLANE & 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.
- 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.

PRIZE WINNERS LAST WEEK

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- 1.—Mrs. Russell Wheatley, North River.
- 2.—Mrs. Percy Cameron, 202 Fitzroy Street.
- 3.—Arthur MacDonald, 26 Great George Street.
- 4.—Phyllis Munn, Mermaid.
- 5.—Alfonso Bryenton, Ch'town R.R. No. 6.
- 6.—Mrs. D. W. Swan, 93 Edward Street.

Solution to Last Week's Contest

SLOGAN
"Better Prices For Cash"—Toombs Music Store
Better—S. N. Kays For—Reddin Bros.
Prices—Henry MacFarlane Cash—R. P. Simpson

Clue To This Week's Slogan

A six-word slogan used by a well-known store on Prince Street. It's easy.

"SAVE THE CHILD AND BUILD THE NATION"
There is no substitute for prompt QUALITY

"That is why our customers always insist on 'GARDEN CITY' Products. MILK BLEND, TABLE CREAM, WHIPPING CREAM, ICE CREAM BUTTER BUTTERMILK"

The PURE MILK COMPANY

NORTHERN ELECTRIC RADIO PREPARE FOR WINTER NOW

Leads the field again with its fine series of radio receivers, embodying a greater number of exclusive features: as Microphonic Tone Chamber—Dialomatic Tuning—Magnadial. See the wide range of beautiful models priced as low as \$19.45.

Toombs Music Store
"Better Prices for Cash"

This store continues to offer you the city's best service and to provide you with the highest quality foods at lowest cost.

ECONOMY CASH GROCERY
Phone 1210 Free Delivery

Go easy on your meter. Cheap lamps are hard on the meter and run up your light bill. Ask for genuine Westinghouse lamps for sale at

CHAPPELL & CO.
151 Queen St. Phone 1440

We offer you better value for less money than you can get elsewhere.

S. N. KAYS
33 Pownall Street. Phone 65

SATIN BLOUSES
\$2.25 to \$2.95
SHIRTS \$1.05 TO \$4.50.

R. P. SIMPSON
Queen Street. Phone 226
We carry a complete stock of the famous

NYAL Preparations
H. L. WORTHY
178 Queen Street. Phone 271

Get Your Good EGGS AT THE CANDLING STATION 20 Cents per Dozen This Week.

P. E. I. CO-OPERATIVE
Egg and Poultry Association
Weymouth Street. Phone 575

EXPLANATION OF CONTEST

Each of the above firms has 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 whose 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!

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.

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.

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.

FREE!! BEAUTIFUL ENLARGEMENT
Size 6 by 8 inches. Artistically Mounted, with each roll of film developed and printed by us for 45 cents.

REDDIN BROS.
PHONE 86
"The Old Reliable Drugstore"

Silent Eloquence

Beautiful flowers enable you to express your sentiments better than words. We deliver to all parts of the civilized world.

PHONE 269
James Tait FLORIST
37 Villa Avenue
Member F. T. D. A. Int.

Our skilled experts will make a thorough job of UPHOLSTERING and REPAIRING Your Furniture When moving call us.

HENRY MACFARLANE
Phone 1042
KENT STREET

Do Not Miss The Many Special Sale Offers At Our Stores
QUICKER SERVICE
"BETTER PRICES"

RIX'S GROCERY
BOTH STORES
38 Longworth Avenue
Phones 1021 and 1022.
Corner Queen and Kent Streets
Phones 1601 and 1602.

CLEARANCE SALE LADIES' SHOES
Broken lines priced to clear.

PURDIE - FERGUSON

Crichton's Limited RESTAURANT AND TEA ROOM
OPEN—7.00 A. M. to 2.00 A. M. Daily
141 Great George Street
Choice Food, Courteous Service, Good Order.

SATIN BLOUSES
In light and dark fair shades. \$1.95 to \$2.95 Also Silk Crepe and Wool Skirts \$1.95
THE GLORIA
Cor. Queen and Richmond Streets

King To Lead In Tribute To War Dead At London Cenotaph

LONDON, Nov. 2—Great Britain will pause for two minutes again this Nov. 11 as the King and a great company of the nation's legemen of church and state gather at the Cenotaph in tribute to the Empire's 1,000,000 "Glorious Dead."

The ceremony is to be the same as established in 1920 when the Cenotaph was unveiled by George V, with whom the solemn service is imperishably linked in the country's memory. He it was who insisted on the quiet dignity of the nation's tribute, who gave to it his genuine attention and who, in 1928, endangered his life standing bareheaded in a chill rain.

King George VI will attend this year unless the weather is foul. But it will not be his first performance of the sacred duty of

Armistice Day for in 1935 he deposited the Royal wreath at the base of the Cenotaph on behalf of his father, who had been advised to remain at Buckingham Palace. Last year the Royal wreath was laid by Edward VIII, standing alone in the undress service uniform of Admiral of the Fleet, in contrast to the khaki service army uniform always worn by his father.

It is announced the King has requested the ceremony this year be not changed. Representative detachments of the Royal Navy, the Army, the Royal Air Force, the Merchant Navy and fishing fleets, and the ex-service men's associations will march through the Horse Guards arch into Whitehall and form a hollow square around the Cenotaph.

National Conference Of University Students

WINNIPEG, Nov. 3—Such subjects as "How Free is the Modern University", "Can Wars Save Democracy", and "The Church and the University", are included in the imposing list of topics to be discussed at the National Conference of Canadian University Students to be held in Winnipeg this week.

The conference is sponsored by the Student Christian Movement of Canada, but will draw three hundred and fifty representative delegates from every university campus in Canada.

Canadian students' relationship to the university, industry, society, foreign policy, the church, and education will form the basis of several study commissions at the conference. The National Conference was called as a result of the growing consciousness among students and student groups in the universities of Canada of the necessity of seeing clearly all the various problems and responsibilities confronting Canadian students today.

Prominent educational, industrial and social, professional and clerical leaders have been asked by the Advisory Committee of the Conference to act as "Resource Leaders" to Chairman of Commissions will be mainly active leaders of student groups.

The conference study groups are already meeting on the campus of nearly every Canadian university where the topics of the Conference are being given consideration. Student administrative councils and many campus organizations are cooperating in these pre-conference studies.

One executive secretary of the conference, P. R. Beattie, is now in Winnipeg working on local arrangements. Margaret I. Kinney, of Toronto, is in the Maritimes arranging delegations from the universities in that area.

United Church Backs Efforts To End Conflict

(C. P. by Guardian's Special Wire) TORONTO, Nov. 3—Sub-executive of the General Council of the United Church of Canada today condemned all military practices directed against non-combatants.

A resolution urged "the Government of Canada to associate itself with all efforts of the League of Nations, first to isolate the present (Sino-Jap) struggle, second to bring it to an end."

Regarding a proposed boycott of Japan, the United Church feels that the means to secure these ends, such as an embargo upon exports or a boycott on imports are matters which the Government must seriously consider and decide yet the United Church wishes to assure the Government that it will support any organized international plan which will indicate the principles of law and order agreed upon between nations, even if such action calls for great sacrifice on the part of our people.

Gordon A. Sisco, secretary, said the church had to consider the matter not only from the standpoint of effective peace but from that of missionary work in China and Japan.

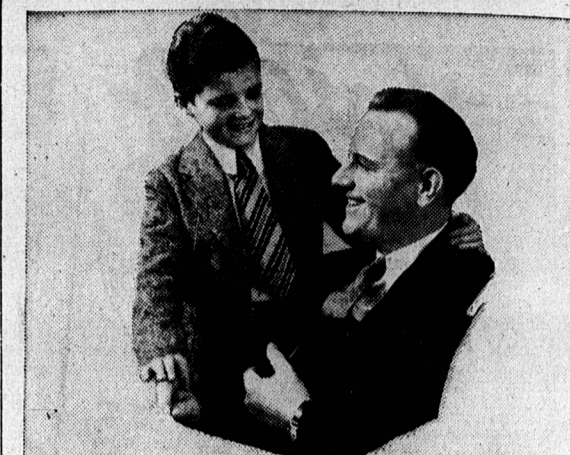
HELPS JEWS MOVE TO SOUTH AFRICA

JOHANNESBURG, Nov. 2—(G. P. Reuters)—Trading facilities with Germany, additional to those under the recently-renewed official "barter" agreement, have just been provided by a far-reaching agreement between local and overseas bankers.

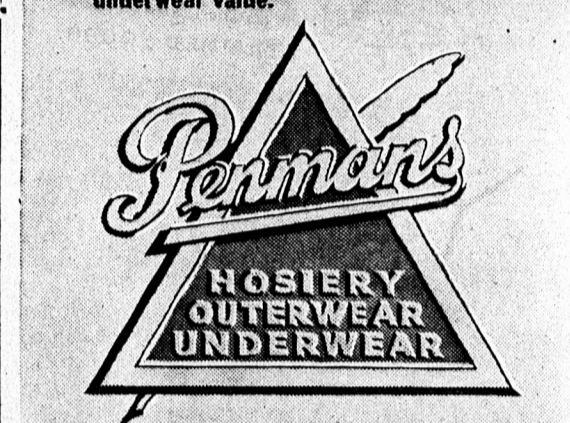
By means of a triangular arrangement, involving South Africa, Germany and Palestine, large sums have become available for the purpose of stimulating the exodus of Jews from the Reich.

"Haavarah Marks" are now on sale in Johannesburg and in other cities and constitute a new form of currency with which the Union hitherto has been unfamiliar. Derived from a Hebrew word signifying "transfer," the Haavarah agreement between the German governments and the Zionist organization has existed for some years but it is only during the next weeks that it will become applicable to South Africa.

Owing to the lack of foreign currency in Germany, arrangements were made by which the proceeds of exports from Palestine to the Reich were placed in a special fund, which is used to allow limited removals of Jewish capital from Germany.



IT IS NOT SURPRISING that so many Canadian men of today show preference for Penmans Knitted Products. In their boyhood many of them enjoyed the comfort, health and fit of Penmans "95" and "71" Underwear. Today they still look upon these lines as their guide to underwear value.



Mr. F. M. Nash, Federal Poultry Promoter, and Mrs. Nash left yesterday morning for Amherst to attend the Winter Fair.

Mr. and Mrs. Walter L. Bear, Roseneath, have moved to Charlottetown for the winter months.

Myers, son of Mr. and Mrs. Elmer Myers, Hazelbrook, are sorry to hear of his illness and hope for his speedy recovery.

Urges Canadians To Preserve Democracy

(C. P. by Guardian's Special Wire) HALIFAX, Oct. 31—"If we in Canada are looking for world peace, we must look to the preservation of democracy in Canada and seek unity within our borders," Tom Moore, vice-chairman of the National Employment Commission and former president of the Trades and Labor Congress of Canada, told an audience here today.

He stressed the importance of domestic unity in maintaining peace and democracy, citing the dictator-governed countries as examples which spring from disunity and which, when once developed "take the responsibility of world peace on themselves."

Speaking on "The League and Labor," Moore outlined the progress of the League of Nations in its search for world peace and the part played by labor in the pursuit of that end.

HOME FROM ENGLAND—Miss Dorothy Pond, graduate of the Bristol Royal Hospital, Bristol, England, arrived in Quebec on the "Empress of Britain" on Thursday and is expected home this evening on a three months visit to her mother, Mrs. John Pond, Summerside.

Visiting Soloist—Miss Margaret Sterns of Charlottetown, P. E. I., was guest soloist at the evening worship at Wilmot United Church Tuesday. She was heard singing the soprano solo "Come Unto Me"—Wooler, and the beautiful clear quality of her voice was much enjoyed.—Frederick Gleason.

CORNWALL UNITED CHARGE. Kingston, S. S. 10 A. M. Service 11 A. M. New Dominion Service 2.30 P. M. S. S. 3.30 P. M. Rally Service by St. Catherine's S. S. at 7.30 P. M. Cornwall, S. S. 11 A. M. Service 7.00 P. M. All regular services will be conducted by Rev. Hugh Miller. Rev. E. R. Woodside, LL-1450-11-5-11.

PERSONALS

Mr. Hal Warren, C. N. R. Conductor, left yesterday morning on a visit to Vancouver.
Mrs. James Bayer and Miss Ada Harris left yesterday morning on a visit to New York and Boston.
Mr. and Mrs. Dean left yesterday morning on return to Winchester, Mass., after spending the summer at Inkerman.
Mr. J. F. Whear and Mr. A. R. Cooper left yesterday for Sackville to attend a meeting of the regents of Mount Allison University.

Rt. Hon. R. B. Bennett Welcomed At Calgary

CALGARY, Nov. 3—(CP)—Rt. Hon. R. B. Bennett returned to Calgary today to be greeted by friends, a law partner and a lone newspaperman.
"Well, well, I thought I might have you fellows fooled this time; I didn't expect anyone would know I was arriving today," he explained.

He arrived from Kelowna, B. C., carrying a basket of blue grass—a souvenir of his visit to the Okanagan Valley—and announced he would "stay for a few days."

Real Estate Agency
H. K. S. HEMMING
IS
Offering to the Public a service in all branches of Real Estate as Agent and Manager.

To BUY, SELL, RENT Properties in City and Country. To give valuations, arrange Mortgage Loans, Secure Tenants, Collect Rentals and Manage Properties and Estates.

NO CHARGE UNLESS DEAL EFFECTED
Owners of Land or Buildings are Asked to List Their Properties

Persons Desiring to BUY or RENT City Houses or Vacant Lots or Farms are Invited to Call
88 GREAT GEORGE ST. TEL. 1376
Charlottetown