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
DEVEREAUX'S CASH GROCERY
DICKSON'S RESTAURANT
GAINSBOROUGH STUDIO
THE GLORIA
C. C. HEESCHEN
HOLMES & BRADLEY
IMPERIAL BISCUIT CO., LTD.
ISLAND 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.
WHITLOCK TIRE SERVICE
H. L. WORTHY

The Charlottetown Guardian will issue six prizes each week:

1st, $4.00; 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 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.

PRIZE WINNERS LAST WEEK

1.—Mrs. J. W. MacKenzie, 320 Kent Street.
2.—Miss Louise Warren, 218 Fitzroy Street.
3.—Miss Vera L. Nunn, North Winsloe.
4.—Mrs. Ben Newson, Harrington.
5.—Miss Ferne Murdock, 13 King Square.
6.—Miss Helen B. Younker, North Winsloe.

Solution to Last Week's Contest

SLOGAN

"Choice Food, Courteous Service, Good Order"—Crichton's Restaurant

Choice—The Gloria
Food—Rix's Grocery
Courteous—R. P. Simpson
Service—Miller Bros. Ltd.
Good—J. W. Johnston
Order—W. N. Tanton

Clue To This Week's Slogan

This week's slogan is a hard one. It belongs to a store on Queen Street and contains four words.

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.

CHEVROLET MAKES 1938 DEBUT

THREE SERIES OF SIXES NEWLY-STYLED

Some impression of the beauty, comfort and roominess of the 1938 Chevrolets announced from Oshawa today may be formed from the above illustrations. The new cars are offered in three series—the Master, Master Special and Master De Luxe, the model portrayed above being a Master coach. The newly-designed front end is a conspicuous feature. A new "Tiptoe-Matic" clutch is one of the radical departures from previous years. Lower left inset shows a section of the interior and part of the attractive new instrument panel which is easier to read. Right inset offers some idea of the utility and convenience of the trunk models.

The new Chevroets for 1938 are announced today from Oshawa in three series—the Master, the Master Special, and the Master De-Luxe. An advance description of these popuar Sixes reveals many pleasing changes in appearance and performance. Principal interest centres in mechanical improvements, said to be more numerous this year than in any year heretofore. Chief of these is a marvellous new clutch, a radical departure from previous years, which will mean safer and more comfortable driving. Second only to the clutch in importance is the new starter mechanism, embodying new ease and certainty of starting in any weather. The Master and Master Special Chevrolets for 1938 come out with a new system of spring suspension which tremendously improves roadability, riding comfort and handling. The Master DeLuxe continues the fully-enclosed knee-action which has proved so successful.

Production on all series is now well under way at General Motors factories in Oshawa and Regina, it is announced, and the new models will shortly be in dealers' showrooms across Canada.

At a preview of the 1938 Chevrolets in Oshawa recently, there was unanimous agreement among Automotive writers and engineers that the new "tiptoe-matic" clutch must be considered a major contribution to the year's new developments. Among its many advantages over the previous clutch are lighter pedal pressure, which decreases during the stroke; softer engagement; and smoother operation. It is far more simple in construction, wieghs less, is more durabe and never has to be lubricated.

This type of clutch spring has been used before, chiefly in heavy duty mechanisms such as long-range artillery, hydraulic presses and railcar couplings, but its use was limited because of the lack of technical data. However, Chevrolet engineers investigated the possibilities of this type of spring, determined it to be readily adaptable to clutch operation, modified and improved its basic design, and applied it, for the first time in any automobile, to the 1938 Chevrolet clutch.

Bodies, both interiors and exteriors and chassis units reveal systematic refinement of features which already have been proved by Chevrolet owners. The public is already familiar with the 85-horse-power high-compression valve-in-head, six-cylinder engine. Widely acclaimed for its power, smoothness, economy and freedom from service interruptions, this power plant is to be found in both series.

Again offered on all the new models are features which have contributed to Chevrolet's sales leadership in the low-price field such as perfected hydraulic brakes, all-silent all-steel Turret Top bodies by Fisher and the trouble-free hypoid rear axles introduced in 1937.

Advanced styling, which enhances the exterior appearance of the new cars, is emphasized at the front end. Sweeping forward from the cowl in a graceful curve, the top of the hood meets an almost vertical, flat-topped radiator and grille. The latter, which is an arresting departure from last year's design, consists of cromium-plated horizontal bars, flowing back from the centre line of the grille to blend into the radiator shell. The attractiveness of these lines is accentuated by the fact that every fifth bar is of double width and pin-striped down the centre with vermilion enamel. Introduced in 1937, the speedline which imparts a racy dash to the style is again featured this year. The combined effect of these many refinements is one of greater length and racier, more graceful lines.

In the case of the engine, advances are principally in the nature of refinements. Engineers point out, however, that a new and lighter flywheel, in conjunction with the new clutch, affords greater flexibility and quicker response to the controls, and valve-springs, valves and certain portions of the cooling system have been re-designed rather than simply refined. There is a faster transfer of heat from the combustion chambers, especially in the vicinity of the valves.

Departures related to units in the electrical system include the new strating mechanism similar to that featured on costlier General Motors cars. It has an over-running clutch and automatic throttle advance, assuring easy, positive starts. There is also a new weather-tight, and accessible battery mounting.

Widening of the rear tread from 57-9-16 inches to a full 59 inches has provided more body space and increased stability on the road. Quieter operation over any type of road has been achieved by an innovation in the method of attaching the rear springs to the rear axle housing. Bushings and washers of resilient rubber in conjunction with a few bracket welded to the front of the housing on each side provide complete insulation between the springs and the housing. Engineers have also given attention to the elimination of metal-to-metal contacts and the transfer of road noises to the interior of the car. Thus, there is no longer any necessity for adjustment, lubrication or service of any kind at this point.

The motoring public will note with interest the convenience and utility of the trunk models, providing greatly increased luggage space. Removal of the flat shelf under which the spare wheel formerly rested horizontally gives 6-7-8 inches greater height, while the compartment floor has been re-designed to include a well in which the spare wheel can be placed in an almost vertical position. A rubber mat covers an entirely flat floor and the top, sides and rear are insulated against heat and cold. Just inside the rear edge of the trunk is a convenient tool compartment.

WIFE WHO WAS CROSS AND TOUCHY

Put Herself Right with Kruschen

"I am 39 years of age," a woman writes, "Yet some days I have been feeling and looking 100 years old I would get fits of exhaustion for no good reason at all. I was not fit to live with because I would be so cross and touchy. I did not seem to have any ambition to do my housework, and I was tired all the time.

"Two years ago I had sciatica all down my left side from the hip. My doctor says all this is caused through my nerves. I took Kruschen and found it helped me very much. Since I started taking it I am a different person. My work seems a lot easier and I have a lot more energy."—(Mrs.) G. M.

The "little daily dose" of Kruschen puts an end to tiredness and depression, because it restores the eliminating organs to proper activity by providing them with the daily reminder and daily aid that they require. Cleansed and invigorated blood is sent circulating all over the system, carrying new vitality to every nerve and new vigor to every limb.

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

EYESIGHT EXAMINATION
Fitting and Supplying Glasses Etc.
H. J. MABON
OPTOMETRIST
MONTAGUE, P. E. I.
Office Connected With Drugstore

When you buy Ice-Cream be sure to ask for "Garden City"
DeLuxe FAST FROZEN
You're sure of its purity. Made from pure rich cream and TRUE FRUIT FLAVORS.

YOU'LL ALWAYS FIND "DELUXE" DELICIOUS
The PURE MILK COMPANY

NORTHERN ELECTRIC RADIO
Leads the field again with its fine series of radio receivers, embodying a greater number of exclusive features; as Mirrophonic Tone Chamber—Dial Omatic Tuning — Magna-Dial. See the wide range of beautiful models priced as low as $19.45.
Toombs Music Store
"Better Prices for Cash"

We announce another Bargain Sale. Buy now and save money.
DEVEREAUX'S 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.
164 Queen St. Phone 1440

Dickson's Restaurant
211 Queen St. (Next to Fire Hall)
Delightful Home-Cooked Meals
Special Light Lunches
Moderate Prices

SATIN BLOUSES
$2.25 to $2.95
SKIRTS $1.95 TO CASH $4.50
R. P. SIMPSON
Queen Street. Phone 236

We carry a complete stock of the famous
NYAL Preparations
H. L. WORTHY
178 Queen Street. Phone 271

Get Your EGGS At THE CANDLING STATION
20 Cents per Dozen This Week.
P. E. I. CO-OPERATIVE
Egg and Poultry Association
Weymouth Street. Phone 575

PREPARE FOR WINTER NOW
Repair your Home and Buildings now. We stock the best brands of roofing and building hardware of all kinds.
Stanley, Shaw & Pearden
Hardware That Stands Hard Wear
Corner Kent and Great George Sts.

Take A Weekly Holiday
Let us do your baking for you. We always have a fresh supply of Cakes, Pastries and the famous Stewart's Cream Loaf.
Stewart's Bakery
PHONE 211. FREE DELIVERY

See Our Diamond Rings
Choice Clear White Stones in Natural Gold, White Gold or Green Gold Settings at reasonable prices. A pleasure to show them.
W. N. TANTON
180 Kent Street Jeweler

FOR FINER FURS
FOR BETTER PRICES
FOR SUCCESS
FEED IMPERIALS
FROM PUP TO PELT"
Imperial Biscuit Co., Ltd.

SAUSAGES Per Lb. 19c
Made by us from carefully selected choice young pork. You'll like them.
Queen St. Meat Market
H. PETERS Phone 1301

LOOK YOUR BEST
Enjoy real eye comfort. Have your eyes examined now.
J. W. JOHNSTON
OPTOMETRIST
157 Kent St. Phone 1095-J

Fresh supply of for
HUNT'S
Candies in this week. We are special agents for this line in Charlottetown.
REDDIN BROS.
PHONE 86
"The Old Reliable Drugstore"

Our skilled experts will make a thorough job of
UPHOLSTERING and REPAIRING
your Furniture Prices
When moving call us.
HENRY MacFARLANE
Phone 1042 Kent Street

PERFECTION LAUNDRY SOAP
10 Bars for 29c
3 lb. jar Blue Ribbon Coffee $1.19
Tip Top Tomato Juice 2½ size, 3 tins — — — — — — — — 29c
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 shades.
$1.95 to $2.95 Also
Silk Crepe and Wool Skirts $1.95
THE GLORIA
Cor. Queen and Richmond Streets

We offer you better better value for less money than you can get elsewhere.
S. N. KAYS
85 Pownal Street. Phone 65

Our new equipment enables us to repair tires of all sizes including 15 inch and 16 inch.
PHONE 909
Whitlock Tire Service

FLOWERS
are always welcome and are appropriate anywhere at any time.
PHONE 269
James Tait
FLORIST
37 Villa Avenue
Member F. T. D. A. Int.

FEATURE ARTICLES

The Euston Pharmacy

At the corner of Euston Street and Orlebar Street is located the Euston Pharmacy conducted by Mr. C. C. Heeschen.

Mr. Heeschen has had over thirty years experience in this business and is a Registered Pharmacist in accordance with the laws of this province. He served four years in medical work overseas during the Great War. For over twenty years he has been dispensing prescriptions. For many years he operated a drug store on Queen Street and two years ago he opened his new store now widely known as "The Euston Pharmacy".

Space would not permit us to enumerate the countless articles which may be found at this store. All leading lines of patent medicines, household remedies, toiletries, etc., are on sale here. Perhaps the most interesting display in the store is a special line of home remedies, prepared, packed and labelled especially for Mr. Heeschen. This line is known as Heeschen's Special and can be purchased at this store only. There is a special cough syrup for babies and a tonic preparation of Malt extract and Cod Liver Oil, which are famous now throughout the Island.

Mr. Heeschen is also a fishing tackle expert and you may have your fishing equipment completely overhauled and repaired by him. He does all parts of this work from wrapping and splicing to varnishing and can make the job look as good as when new.

A full line of camera films is stocked at this store and you may leave your rolls here for developing and printing.

Prize orders for the Diamond Treasure Contest may be drawn on The Euston Pharmacy and each purchase here entitles you to an entry. 772 is the phone number and all C.O.D. orders are delivered free.

Rix's Grocery

The largest grocery stock in this province is carried by Rix's Grocery. Mr. William Rix commenced business about ten years ago, and opened his first store at the intersection of Euston Street and Longworth Avenue. After six years in this store he moved to the larger premises at 38 Longworth Avenue and again two years ago he opened a downtown branch at the corner of Queen and Kent Streets.

At the Longworth Avenue store there is a complete line of all shelf groceries and ice cream, drinks, mill-feeds and fox feeds. Here also is a most up-to-date meat and fish department with all electric equipment including two electric refrigerators, bacon slicer, hamburg grinder, even the scales are electric. An electric coffee grinder is also used at this store.

The downtown branch carries everything you could expect to find in a modern grocery store and is also equipped with an electric bacon-slicer.

Rix's Grocery employs a staff of fourteen and during the past year the two horse-drawn delivery teams were replaced by two new motor trucks in order to give customers the best in service.

The slogan used by Rix's Grocery is "Quicker Service—Better Service" and Mr. Rix is always on the "look-out" for any new means of serving his customers. Both stores have been modernized and arranged at different times to give greater accommodation and keep in step with the times.

All purchases at Rix's Grocery entitle you to an entry in the Diamond Treasure Contest and you are invited to draw your prize order on either stores.

The telephone numbers for the Longworth Avenue store are 1021 and 1022 and for the Queen Street store call 1601 or 1602. Orders are delivered to all parts of the city.

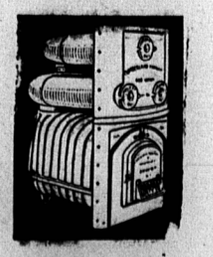
Enjoy Complete Comfort
in your home this Winter
Install a Cumberland.

A furnace like the Cumberland is something to be thankful for when sub-zero weather arrives.

A thoroughly reliable, time tested heating plant, with latest improvements, the Cumberland can be relied upon to keep the home cosy and warm on the coldest days of winter.

It is made in different sizes to suit [illegible] can be adapted to burn any fuel.

Now is the time, before cold weather arrives, to let us quote you on the complete installation of a Cumberland furnace that will solve your heating and comfort problems for this Winter and for many winters to come.


CUMBERLAND FURNACE

Air Conditioning

Air conditioning means that you can enjoy the comfort and health benefits of clean, moist air in your home all Winter.

Fawcett engineers make this possible by moistening, and circulating the air, and removing germ laden dust. Your vitality is heightened, energy increased, and health insured. And you have that feeling of perfect ease and comfort.

Let us get a complete layout for your home from the Engineering Department of Enamel & Heating Products Limited.

Manufactured by
ENAMEL & HEATING PRODUCTS LIMITED
SACKVILLE, N. B.
LOCAL DISTRIBUTORS
T. G. IVES
TELEPHONE 1117 — OPEN EVENINGS — 219 GREAT GEORGE ST.