

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. HESCHEN
- 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.

PRIZE WINNERS LAST WEEK

- 1.—Mrs. W. I. Henry, 205 Fitzroy Street.
- 2.—Mrs. Borden T. Myers, St. Avars.
- 3.—Mrs. A. J. Warren, 218 Fitzroy Street.
- 4.—Mrs. W. P. Jordan, 14 Upper Hillshoro Street.
- 5.—Miss Sybil MacMillan, Charlottetown, R.R. 6
- 6.—Miss Irene Curley, Vernon River.

Solution to Last Week's Contest

- "Best Quality Music Supplies" Toombs Music Store.
- Best—Imperial Biscuit Co., Ltd. Music—Feature Article.
- Quality—Deveraux's Cash Grocery. Supplies—Purdie-Ferguson.

Clue To This Week's Slogan

This week's slogan belongs to the newest business concern in the city.

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

A MODERN GENERAL ELECTRIC RADIO

brings the world to your door. GENERAL ELECTRIC RADIOS have all the finest and most modern features. CALL TODAY and let us show you this clear realistic Magic tone Radio.

Toombs Music Store
Queen Street Charlottetown

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and read our ad. Phone your orders early.

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
111 Queen St. (Next to Fire Hall)

Delightful Home-Cooked Meals
Special Light Lunches
Moderate Prices

Celanese Blouses \$1.00

Courteous Purses \$1.00 to \$3.95

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 878

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 order prices.

A pleasure to show them.

W. N. TANTON
180 Kent Street Jeweler

ARE YOU ALL SET FOR THE BIG 1937 FOX SHOWS?

FOR BEST RESULTS—FOR FINER FURS—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 good comfort. Have your eyes examined now.

J. W. JOHNSTON OPTOMETRIST
137 Kent St. Phone 1005-J

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.

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.

EXTRA SPECIAL!

We are offering you a special in genuine Eastman-Kodak

CAMERAS

Picture Size 2 1/4 x 3 1/8 inches for only \$1.98

REDDIN BROS.
PHONE 86

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 Garden City'

The latest product to be added to the well-known "Garden City" line is "DeLuxe" fast frozen ice cream.

Those who have already tried this new high quality refreshment know how much more delicious and satisfying it really is. For those who have not yet tried DeLuxe Ice Cream a revelation in flavour and texture is in store.

"DeLuxe" Ice Cream is made from the famous "Garden City" Brand Cream and genuine true fruit flavours. It is a real high quality product and truly a worthy addition to the "Garden City" family of dairy products.

Prepare for the very latest equipment of the trade, this new better ice cream is available in bricks as well as in cones and by the pint or quart.

The Pure Milk Company are to be congratulated on their success in this new enterprise and complimented on the splendid progress they have made in providing our citizens with safe dairy products. All "Garden City" products are backed by the utmost in scientific skill, modern equipment, and sanitary handling.

For your next party, or for any special occasion, serve this new "DeLuxe" Fast Frozen Ice Cream. Its exquisite texture and rich flavour delights all who taste it. Remember—you'll always find "DeLuxe" delicious. It's a "Garden City" product so you're sure of its purity!

Phone your orders—call 864. Every purchase at the Pure Milk Company entitles you to an entry in the Diamond Treasure Contest and you are also invited to take your prize order from the firm.

TOO MANY APPLES

MILK RIVER, Alta. — Crab apples caused an infantile paralysis scare here. Reports spread that a child had been stricken with the



WILLIAM W. SWINDEN
General Superintendent of Sleeping, Dining and Parlor Car Services, Canadian National Railways, was elected president of the American Association of Superintendents of Dining Cars, at the 37th annual convention, held this year in Washington, D.C. Mr. Swinden, whose headquarters are at Montreal, began his career in Winnipeg and his service has included several years in Toronto. He became General Superintendent of his department in 1934.

Dining Car Prices Increase

MONTREAL, October 20—Due to rising costs of labor and supplies, an upward revision of dining car prices on United States railways is expected, according to W. W. Swinden, General Superintendent of Sleeping, Dining and Parlor Car Services, Canadian National Railways, who has just returned to Montreal from Washington, D. C., where he attended the 37th annual convention of the American Association of Superintendents of Dining Cars. Mr. Swinden, vice president last year, was elected president of the association.

Increasing expense, he said, was one of the main subjects for discussion at the convention, which was attended by representatives of 50 different railways. Heavy increases in the volume of business made the problem none the less pressing. To provide quicker and more economical service, many of the lines had introduced coffee shop cars, restaurant cars and other new types of equipment which cost less to operate.

Next year's convention will be held at St. Paul, Minn. H. Butler, of the Southern Pacific, San Francisco, was elected vice president; F. Borgor, Monon Route, Chicago, secretary-treasurer, and L. C. Armfield, Pullman Company, Chicago, chairman of the executive committee.

The Master Light

BEING THE POPULAR REPORT (1936-37) OF THE BRITISH AND FOREIGN BIBLE SOCIETY, BY THE REV. JOHN A. PATTEN, M.A., ITS LITERARY SUPERINTENDENT.

It is astonishing how year after year this Society brings out a Popular Report, of ever-increasing interest, and of surprising variety in the ideas round which it is grouped. The title this year—"The Master-Light"—is taken from Wordsworth's famous line, "a master-light of all our seeing," and the headings of the various chapters indicate the trend of the whole Report: "Light from the Ancient Manuscripts;" "The Light of the Translated Word;" "The Lamp-lighter;" "Spreading the Light;" and "Oil for the Lamps." The Scriptures themselves, the great hymns of the church, poets and prose writers, are all taken by this gifted author to illumine his subject, and recent biographies like those of Lord Balfour and Lord Grey, furnish apt illustrations.

The Bible is pre-eminently "The Book of Light," from Genesis to Revelation, and the coming of that Light in written form in 713 translations, in a yearly issue of over 11,000,000 volumes is shown to bring Light to many souls, and to "blaze a trail of glory in the great continents of the world."

There are apt illustrations from every country, including the Dominion of Canada, where the coming of the Scriptures to the Indians, and to lonely settlers, has indeed brought Light.

"Without being pessimists" the Preface states, "we are all bound to admit that there are many clouds hanging over the world today—clouds of war and hostility, jealousy and misunderstanding, clouds of poverty and unemployment, ignorance and irreligion; and in no part of the globe is the sun shining from a clear sky," but the Bible Society has "a chain of beacons carrying glad tidings far and wide."

The "Oil for the Lamps" needs to be replenished, and the deficit of over \$77,000.00 must disappear, so that "The Master-Light" may shine more and more till the perfect day.

Thus in brief outline another year's work of the Bible Society is depicted, and all who read the Report will be forced to ask, with its talented Editor, "is the Bible Society receiving adequate support to carry on this work?"

AMERK CASUALTY
CALGARY, Oct. 21—(CP)—Tommy Anderson, flashy centre of the New York Americans third line, was a casualty today.

Circling the net at a fast pace in a workout yesterday, Anderson charged into the goal post, opening a deep gash on his forehead. It required 10 stitches to close the wound.

disease. Children were rushed to the doctor for nose and throat spraying. Then it was discovered it was only a case of too many green crab-apples.

MacPhail - Walker Nuptials

At the home of the bride, Cornwall, P.E.I., on Wednesday, Oct. 6, and at the hour of five o'clock p.m. by Rev. D. K. Ross, of Pownal, Mary Elizabeth, daughter of Mr. and Mrs. Hugh Walker of Colin Daniel MacPhail, son of Mr. and Mrs. Jas. MacPhail, of Meadowbank. The parlor of the Walker home was beautifully decorated in pink and white and a large white wedding bell looked down upon the charming bride and groom. The wedding march was played by Miss Leah MacKinley, and the bride, dressed in blue transparent velvet attire with coronet and accessories to match, was given away by her father.

The bridesmaid was Dorothy, sister of the bride, and was dressed in blue crepe. The groomsmen was Douglas MacDonald, of Cornwall. After the solemn marriage ceremony the register was signed and the people extended congratulations to the groom's newly-married couple. The groom's gift to the bride was a beautiful gold wrist watch and the bridesmaid a gold signet ring and to the groomsmen a useful box containing belt, tie pin and clasp. The popular couple were given three showers and many handsome gifts. The Cornwall Institute also gave the groom a set of combs and brushes for the help he had given in the dramatic work.

A sumptuous supper was served to all and a very generous supply given to the interested friends who played Sousa's Band around the house.

The invited guests and their friends enjoyed the sing-song of the evening and particularly the Gaelic songs by John G. McPadden of Charlottetown, and the cowboy songs by Roland Walker, all of them being thoroughly enjoyed.

One fact worth noting about the wedding was the presence of all the brothers and sisters of bride and groom, the parents also of both of them, also the bride's grandparents, Mr. and Mrs. Walker and Mr. John Murray of Clyde River, grandfather of the bride.

After a trip to Sydney, N.S., the happy couple will reside at Meadowbank. We wish them much happiness in their married life.

6 YEARS OLD
(A true story)

One of our customers said recently, "Why don't you tell parents that the way to please their children is to let them open a savings account themselves? My little daughter aged six, came to her mother the other day, and said she wanted to go to the bank herself and open an account. Her mother, being wise, called up the Bank Manager, told him the story, and said that her small girl would be in to see him soon. Sure enough, in came the child, clutching a little purse. Signed her name four times [which she told her mother afterwards was foolish] and got her bank book. Did it all herself!"

That young lady has the right idea. She regards the bank as HER bank. You can make it yours.

PRIVATE AND CONFIDENTIAL
You would like to meet this little girl... just as we did. But we cannot divulge her name. For you see, her banking affairs are private; the details of her account are carefully guarded as are those of all our customers. Sorry!

THE ROYAL BANK OF CANADA
"My Bank"

OVER 600 BRANCHES IN ALL PARTS OF CANADA

Famed Wheat Producer In Manitoba Passes

BIRTLER, Man., Oct. 20—Samuel Larcombe, "grand old man" of Western Canada agriculture and world wheat king in 1917, died in hospital here tonight.

The 86-year-old retired farmer, famed as the producer of Axminster Wheat, a rust-resistant variety, was brought to hospital several days ago suffering injuries received after a fall. Pneumonia developed and he sank rapidly.

Besides giving the world rust-resistant wheat in 1912, Mr. Larcombe won 3,000 prizes for soil products in his 43 years of farming in Manitoba. His farming career was capped with victory at the International Grain Exposition at Peoria, Ill., in 1917, when he was crowned wheat king. He is survived by his widow, three sons and three daughters.



WHAT LIFE INSURANCE MEANS TO OLD AGE

TO men and women in their later years, Life Insurance means freedom from money worries.

It means that, when the protection for the family is no longer needed, the cash proceeds of their Life Insurance policies will provide a guaranteed income for their own old age.

It means that they can retire from active business at 55, 60 or 65—and take a well-earned rest.

It means that they can continue to enjoy the comforts of a home—and the little luxuries that make life so pleasant.

It means that they can be financially independent and face the future unafraid—with the peace of mind and security that lengthens the span of life.

Today, Life Insurance protects and supports thousands upon thousands of Canadians in their old age—and thus renders a great service to the nation.

LIFE INSURANCE
GUARDIAN OF CANADIAN HOMES