

# THE CONSUMERS' CASH BONUS COMMUNITY CONTEST

Running From Saturday, September 17 to Sat. Oct. 8, 1938.

COUPONS SUPPLIED FREE BY THESE FIRMS, ONE COUPON FOR EVERY 25c TRANSACTION.

OPEN TO EVERYBODY YOUNG AND OLD



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Established headquarters for Quality Fashions at Economical Prices  
**THE PARTICULAR STORE FOR PARTICULAR LADIES!**  
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STUDEBAKER — HUDSON — WILLYS AUTOMOBILES — BUSES — TRUCKS  
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GROCERIES — FLOUR — FEEDS  
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COUPONS DELIVERED WITH YOUR ORDERS  
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GAS, OIL, WASHING, POLISHING, SIMONIZING  
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Change your oil and grease now for Fall and winter driving.

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THERE'S A REASON  
Small expenses mean Lower Prices.  
CROCKETT'S can save you money too.  
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Prompt Delivery Service  
Household Remedies, Toiletries,  
Smoker's Supplies, Stationery  
High Class Confectionery  
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Shelf and Heavy Hardware  
PAINTS — VARNISHES — ENAMELS — ROOFING GUNS — RIFLES — SHELLS — CARTRIDGES  
SILVERWARE — DINNERWARE — CUTLERY  
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COMPLETE SERVICE FOR ALL THE FAMILY  
DAMP WASH, SEMI-FINISHED & COMPLETELY FINISHED SERVICES FROM 49c UP.  
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Sole Licensees for NEVAWET SERVICE  
*Stern's* MASTER CLEANERS  
Established 1888  
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**The Charlottetown Guardian**  
"Covers Prince Edward Island Like the Dew"  
ALL THE NEWS WORTH PRINTING  
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INCREASE YOUR CHANCES OF WINNING  
City Country  
3 months \$1.25— 5 coupons \$1.00— 4 coupons  
6 months 2.50— 10 coupons 2.00— 8 coupons  
1 year 5.00— 20 coupons 4.00— 16 coupons  
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Everything in Music, Musical Instruments, and Accessories  
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Refrigerators, Vacuum Cleaners, etc.  
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## IT'S THE TALK OF THE TOWN

and WHOLE PROVINCE!  
**THERE ARE 40 PRIZES THERE'LL BE 40 WINNERS**

These firms are co-operating in sponsoring what is now considered the greatest event of the season. Of course, the contest is being promoted for advertising purposes, but it has been arranged so that every man, woman and child in this province may participate.

For each 25c transaction at any or all of these firms you will receive a coupon. You simply write your name and address on the back of the coupon and deposit it with the firm.

This Contest is being sponsored and managed entirely by these local firms and will be conducted exactly as outlined here.

There are forty prizes to be awarded as shown: \$140.00 in cash prizes and \$20.00 in special surprise awards. Wouldn't you like to win that first prize of \$50.00 in cash. Well—maybe you will. Someone is certain to get it!

Buy all your can from these ten firms during these three weeks. The more coupons you deposit, the more likely you are to win a prize.

This contest will positively close on Saturday, October 8, 1938 at 8:30 P. M. and the drawing will take place immediately following.

Chief of Police Birtwhistle has consented to draw for the lucky coupons.

If you are interested in Contests—and who isn't?—here's a real one—made to order.

Remember, each coupon gives you a chance on 40 separate prizes—that's 160 chances to every dollar left with these firms. But get busy today. Deposit your coupons. There's no "red tape"—40 persons will win prizes.

You owe it to yourself to try your level best to win. It costs you nothing!

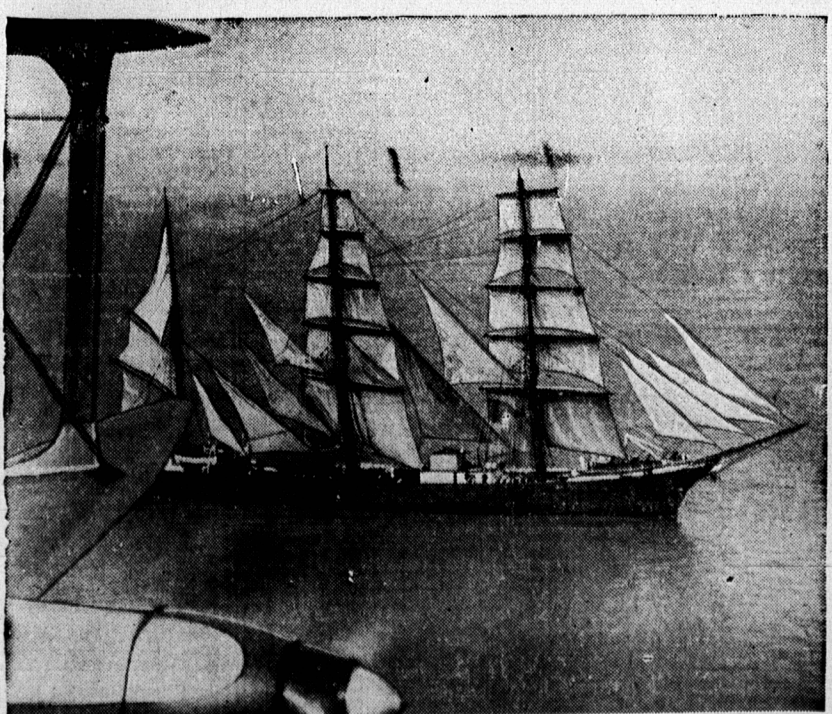
### HERE ARE THE PRIZES:

- 1st Prize ————— Cash \$50.00
- 2nd Prize ————— Cash \$30.00
- 3rd Prize ————— Cash \$15.00

TWO PRIZES OF \$5.00 EACH  
FIVE PRIZES OF \$3.00 EACH  
TEN SPECIAL \$2.00 PRIZES  
TWENTY PRIZES OF \$1.00 EACH

WHICH ONE OF THE PRIZES WILL BE YOURS?

DEAL WITH THESE TEN FIRMS—SECURE ALL THE COUPONS YOU CAN THE MORE COUPONS THE BETTER YOUR CHANCE TO WIN.



A fine study in contrasts is this picture, taken way down the English Channel with all its canvas from a modern twin-motored plane as it is raced spread and drawing well. The cliffs of Dover can be by the now-rare sailing vessel making its stately seen faintly on the horizon.

### Mix Manners And Makeup To Create New Mood

BY ALICIA HART  
NEA Service Staff Writer  
Once her skin is lily white and satiny smooth again, with no trace of suntan or the dryness that summer sunshine left, the smart woman looks around for new makeup which will dramatize her skin and set off her new fall clothes.  
This season, what with the trend toward picturesque lady-like street dresses and evening gowns, she'll like makeup which gives her skin a smooth, alabaster look. Unless upswepit coiffures just aren't becoming to her face, she'll wear her hair atop her head. She'll move unhurriedly, speak softly. In other words, she will mix liberally the charm mannerisms and makeup effects of the mauve decade with the streamlined manners interests and improved cosmetics of 1938 to achieve feminine perfection in the approved manner.  
Her daytime powder will match exactly the shade of her skin, of course. For evening, however, she is likely to choose a powder which has pale orchid undertones. Under artificial light, this will make her skin seem even whiter and give it a certain lovely clarity.  
With new purples, lavenders, purple-reds and wines, she'll like new rouge and lipstick that are deep red with prominent orchid lights in the red. So prominent, in fact that, once you have them on, the rouge and lipstick are more of

a deep fuchsia than red. There's a dark purple-red nail polish to match. Also orchid mascara and orchid eyeshadow.

With a dramatic, black velvet evening gown, you might try dusting pale green face powder on over the coat of your regular supply. And using green mascara and eyeshadow. Be willing to try shades and new methods of application. This is a year to be as beautiful as possible—and not in a casual, schoolgirl-ish way either.

### Potash Starvation On Strawberries


The best time to observe strawberry plants for nutrient deficiency symptoms is just after the crop has been removed, according to T. Wallace, writing in the June 1938 issue of the Journal of Pomology and Horticultural Science. He states that plants are then feeling the drain of the recently gathered crop and markedly show their nutritional status. The weaker plants show much more purple tints of the foliage than the stronger plants. Plants particularly lacking in potash exhibit considerable scorching of the margins of the leaves. This effect is more noticeable in some seasons than in others.  
In experiments at Long Ashton, England, a complete fertilizer with moderate amounts of manure gave as good results as large amounts of manure alone. Complete fertilizer alone gave a somewhat lower yield although much more than the unfertilized plants. When potash was omitted the plants were noticeably lacking in vigor. The effects of potash on yield were not determinable as the potash variation plots contained nitrogen from dried blood, which gave very poor results in this work.  
When mustard was grown following the strawberries, to observe the

### NEW LONDON W. I.

On September 8th the regular monthly meeting of the New London Women's Institute was held at the home of Mrs. Oscar MacKay. The president presided and opened the meeting with the singing of the Ode, followed by the Creed in unison.  
Roll call was responded to by twenty three members, three visitors were present and one new member was welcomed. The minutes of the previous meeting were read and adopted and the reports of the committees were heard.  
Delegates were appointed to attend the annual meeting of the P. E. I. Tuberculosis League which is to be held in Charlottetown, namely Mrs. Harry Whitehead and Miss Hazel Carr.  
The convenors for the different Questionnaires were then appointed. Child Welfare and Canadian Industries are to be discussed at the next meeting. Mrs. George Cole and the Spicy in charge.  
It was decided to send for another box of Library books. The next meeting will be at the home of Mrs. Ivan Brown and the program committee are Mrs. Claud MacEwen and Mrs. Irma Constable.  
The program for the evening was a paper on "Education" read by Mrs. Cole and one on "Teach your Children to be good hosts and hostesses" read by Mrs. Mont Mac-

Ewen. The collection amounted to \$2.75. Meeting closed by singing God Save the King and refreshments were served by the hostess and committee in charge.

Don't let any cabbage stumps remain over winter. They harbor pests. \* \* \* \* \* made the vegetable garden this fall.



**A NEW CANADIAN HERO**

**ROY POWERS KING'S SCOUT**

The story of a real Canadian boy, officially approved by The Boy Scouts Association!

**The Charlottetown Guardian**