

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.
- TRITTON'S LIMITED
- DEVEREAUX'S CASH GROCERY
- DICKSON'S RESTAURANT
- GAINSBOROUGH STUB
- THE GLORIA
- C. HEESCHEN
- JOLMES & BRADLEY
- IMPERIAL BISCUIT CO. LTD.
- ISLAND FURRIERS
- ISLAND SECURITIES
- JOHNSON & JOHNSON
- E. W. JOHNSTON
- S. N. KAYS
- MILNER BROS. LTD.
- T. J. McDONALD
- HENRY MacFARLANE & CO.
- P. E. L. CO-OPERATIVE
- PURDIE - FERGUSON
- PURE MILK COMPANY
- QUEEN STREET MEAT MARKET
- REDDIN BROS.
- RIN'S GROCERY
- ROG'S LIMITED
- R. P. SIMPSON
- STANLEY, SHAW & PEARDEN
- STEWART'S BAKERY
- JAMES TAIT
- W. N. TANTON
- E. TOOMBS MUSIC STORE
- WHITLOCK TIRE SERVICE
- 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

- 1.—Mrs. W. B. Prowse, Charlottetown R.R. 7.
- 2.—Elsie Hooper, Milton.
- 3.—Dorothy Townsend, Summerside.
- 4.—Emma Holmes, 296 Hillsboro St.
- 5.—Evelyn Chandler, 22 Grafton St.
- 6.—Mrs. Perley Gay, Provincial Sanatorium.

Solution to Last Week's Contest

SLOGAN

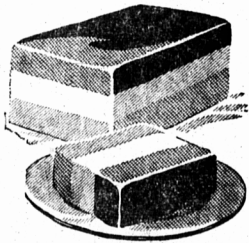
"Service With A Smile"—Queen Street Meat Market
Service—Johnson & Johnson A—P. E. I. Co-Operative
With—Toombs Music Store Smile—Island Furriers

Clue To This Week's Slogan

This week's slogan is used by the only plant in Charlottetown distributing pasteurized milk.

If you have not yet tried this new "Garden City" Product we want you to. We know you'll discover new delights when you try

"DELUXE" FAST FROZEN ICE CREAM
made in all flavours and all forms by **YOU'RE SURE OF ITS PURITY THE PURE MILK COMPANY**



The New 1938 Northern-Electric BATTERY RADIO

Since the earliest days of radio the name Northern Electric has stood for supremacy in the field of sound.

SEE THEM TODAY AT Toombs Music Store

IT'S NOT OUR FAULT

If you fail to get your share of the values being offered in our extension sale. Phone your orders.

DEVEREAUX'S CASH GROCERY
Phone 1219 Free Delivery

SPECIAL VALUES.
We still have some exceptional values in discontinued watches which cannot be replaced. Watches for service and accuracy and are guaranteed by us.

W. N. TANTON
180 Kent Street Jeweler

DICKSON'S RESTAURANT
Enjoy a Home Cooked Meal away from home.
Special Week-End Menus & Prices 211 Queen St. (next to City Hall)

NEW KNIT SUITS
\$5.50 to \$21.50

R. P. SIMPSON
Queen Street. Phone 236

"NYAL"
Homehold Sure Remedies
H. L. WORTHY
178 Queen Street. Phone 271

Get Your EGGS At **THE CANDLING STATION**
15 Cents per Dozen This Week.

P. E. I. CO-OPERATIVE
Egg and Poultry Association
Weymouth Street. Phone 575 157 Kent St. Phone 1095-J.

We carry a complete line of **RAMSAY'S PURE PAINTS & VARNISHES**

CARPENTER'S TOOLS
BUILDING HARDWARE
RANCH SUPPLIES, ETC

Stanley, Shaw & Pearden
Hardware Merchants
Corner Kent and Great George Sts.

TAKE YOUR TIME
And Save Your Health

Save time, worry and health by getting your baked goods from us. Ask about our Daily Service.

Stewart's Bakery
PHONE 211. 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

Ranchers Who Receive

HIGHEST PRICES

INSIST ON FEEDING IMPERIALS
"From Pup to Pet"

Imperial Biscuit Co., Ltd.

BEEF, PORK LAMB, VEAL and FRESH VEGETABLES

SERVICE WITH A SMILE
Queen St. Meat Market
H. PETERS Phone 1391

SCHOOL CHILDREN
SHOULD HAVE THEIR EYES EXAMINED NOW!

J. W. JOHNSTON
OPTOMETRIST
157 Kent St. Phone 1095-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!

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.

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.

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.

"PARKER" PENS

from \$1.50 to \$7.50

"PARKER" PEN and PENCIL SETS

Priced up to \$10.00

REDDIN BROS.

PHONE 86

"The Old Reliable Drugstore"

FURNITURE PROPERLY UPHOLSTERED

CHINA and WEDDING PRESENTS CAREFULLY PACKED

PHONE 1042

HENRY MacFARLANE

We have a complete assortment of all

PICKLING SUPPLIES

SPICES, ONIONS, PEPPERS, VINEGARS, etc

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.

STURDY SCHOOL SHOES

AND FIRM WORK BOOTS

At Lowest Prices At

PURDIE - FERGUSON

Magazines, Papers, Novelties, Souvenirs, Island Views, New Shipment of English Purity Confectionery.

CRICHTON'S LTD

141 Great George St. Phone 120

NEW FALL DRESSES

ARRIVING DAILY IN THE LATEST FALL SHADES AND ITS STYLES.

PHONE 614

THE GLORIA

Cor. Queen and Richmond Streets

SAVE MONEY

Get your supplies here for the PICKLING SEASON.

Phone your Orders.

S. N. KAYS

85 Pownall Street. Phone 65

ALL MAKES OF PNEUMATIC TIRES REPAIRED AND VULCANIZED

Phone 909

Whitlock Tire Service

FLOWERS FOR ALL OCCASIONS

We deliver to all parts of the world. Call and make your selections or

PHONE 269
James Tait FLORIST
37 Villa Avenue

FEATURE ARTICLES

Dickson's Restaurant

At 211 Queen Street (next to the Fire Station) there is a cosy little restaurant operated by Mr. Stuart Dickson.

Homelike in every detail this restaurant is fastly becoming the most popular in the city for those who demand the best in fine foods prepared and served in strictly sanitary surroundings.

An exceptionally competent and obliging staff and a thoroughly full-fledged chef combine to make this one of Charlottetown's most distinctive restaurants.

Commencing next week they will resume their famous "Afternoon Tea" (English Style) with which is served Muffins, Crumpets and dainty cakes. This is a feature exclusive to Dickson's and provides a splendid opportunity for all who enjoy a pleasant social hour or so, at any time between 3:00 and 5:00 P.M.

Special mention must be made of the excellent dinners and suppers served here. The menu changes daily and includes all that one could desire. All cooking at Dickson's is "Home-Style" and there is no detail overlooked in their endeavour to please.

Centrally located as it is, yet situated in comparative quiet, "Dickson's" provides an ideal resting place after the show, or on the way home in the evenings.

A full line of fresh fruit, confectionery and smokers' supplies are stocked here and you may secure entry slips for the Diamond Treasure Contest with each purchase. Contestants are invited to take out their prize orders on Dickson's Restaurant.

Canadian Scouts In The Lead



The Canadian Boy Scouts were accorded the honour and distinction of leading in the grand March past the Chief Scout, Lord Baden-Powell and the Queen of Holland at the Jamboree. Readers will be able to recognize the three Island Scouts in this picture.

Canada Needs Greater Population

VANCOUVER, B. C. Sept. 9.—That Canada must have more population if it was to fulfill the destiny that nature intended for it, was the contention today before the annual convention of the Canadian Chamber of Commerce of Dr. W. J. Black, Director of Colonization and Agriculture for the Canadian National Railways.

With one sixteenth of the cultivable land in the world and more than that fraction of the world's natural resources, Canada nevertheless had only half of the percentage of the population. Canada's development is and always has been tied up with immigration, he said.

To the criticism that immigration would take away the opportunities of the younger generation, Dr. Black replied no part of Canada has had less immigration the past twenty five years than the Maritimes yet the movement during this period to the United States and elsewhere had been perhaps heavier than for any other part of the Dominion. The Maritimes had not benefited by it and there were many today who believed an influx of farming families would have good effect.

Looking at the drought areas of the Prairies, Dr. Black said, the sad difficulties there still did not justify the lack of settlement in areas where families can succeed. He believed some of the perplexities of the past few years were due to rural population attracted to industry by high wages prevailing during the good years unable to find its way back to the farm without funds.

In a survey of the field for immigration the speaker found some old and favored sources closed with the British farmer well off and contented at home and Scandinavian enjoying similar prosperity. To regain British immigration, which will probably come from younger members of families as there is very little inducement for older members to migrate, it will be necessary to organize societies or direct organizations now existent to concern themselves with encouraging the movement and with helping to supervise it when the people arrive in Canada.

When our effort to get British has been exhausted, we should endeavor to secure the maximum number of good farming families from the United States, said Dr. Black. Denmark would be a promising field in the next two or three years.

On the subject of Continental European Immigration he pointed out that British stock was amalgamated a few centuries ago of European peoples. He thought the Swiss, Czechs, Belgians, Hollanders and Ukrainians should become "as good Canadians as we ourselves ever have been."

Dr. Black suggested there should be no large scale Immigration Movement for the present, even if it were possible but one that could be increased from year to year.

"In my opinion," he said, "there never has been a time in our history when this important question of immigration called so urgently for leadership of a constructive kind. There is a distinct tendency of our developing a laissez faire attitude which means we shall go back." In conclusion he asked the chamber to give that leadership.

Baie Verte N. B.

Mr. and Mrs. A. M. Raub, East Orange, New Jersey, recently called on friends here. Mrs. Raub, who formerly taught in the Baie Verte school was guest of honor at a picnic held at Mason's Shore.

Mr. and Mrs. J. R. Maxwell and Mrs. J. G. Scott have returned from a motor trip to Prince Edward Island, where they were the guests of Mr. and Mrs. W. T. Scott, West Point and Mr. and Mrs. Harry Patterson, Cape Traverse.

Miss Catherine Clarke and Miss Eva Muir, Westville, N. S. have been guests at the home of Mr. and Mrs. George Prescott for the past two weeks.

Mrs. E. P. Goodwin and nephew, Murray Sutherland, who have been visiting in Edmundston, have returned home.

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Montreal, is spending her vacation with her parents, Mr. and Mrs. J. R. Maxwell.

Mrs. W. H. Prescott, Miss Mary Prescott, Miss Doris Copp, Rev. R. S. Morrissey and Bill Prescott, recently enjoyed a motor trip through central and western New Brunswick.

Guests at the home of Mr. and Mrs. Jas. G. Scott, during the holiday week-end were: Mrs. F. B. Orr and Joseph Scott, Moncton, Royden Orr and Miss Florence Hodnett, Eschurt and Miss Edwina Goodwin, Amherst, N. S.

Mrs. T. A. McQuaid and children Everett and Robert, who have been spending the summer with Mrs. McQuaid's parents, Mr. and Mrs. Jas. Turner have returned to Somerville, Mass.

Misses Carrie and Evelyn Scott, were recent guests of Mrs. W. V. Goodwin, Pugwash.

On Saturday evening, Sept. 4th, Mr. L. M. Connel entertained at a card party. The invited guests were: Mr. and Mrs. Guy Webb, Miss Elizabeth Maxwell, Miss Dora Scott, Miss Emma Scott, Miss Edwina Goodwin, Lyall Seaman, Courtney Parks, Ray Scott, Bill Maxwell and Harold Cruickshanks. Prizes were won by Miss Emma Scott and Ray Scott.

Mrs. Annie Well, Moncton is visiting at the home of Mr. and Mrs. R. C. Goodwin.

The Executive of the Young People's Union of Eastern Westmorland, met on Friday evening September 3rd, at the home of the president, Miss Dora Scott. Those present were: Rev. A. F. Baker and Miss Beatrice Goodwin, Port Elgin; Rev. E. L. O'Khart, Oulton's Corner, Rev. J. E. Forbes and Mrs. Forbes, Miss Grace Grant, Miss Mary Grant and Aubrey Briggs, Bayfield. Plans were made for a young people's rally to be held at Oulton's Corner, some time in October.—Q.

REMEMBER WHEN

(By The Canadian Press)

The New York Yankee Philadelphia Athletics great American league leadership fight drew the largest crowd in baseball history to Yankee Stadium nine years ago today. When the teams took the field for a double-header, 83,353 persons were on hand. The record still stands.

HALT ADVANCE NEAR PEIPING

By J. D. WHITE
Associated Press Foreign Staff
PEIPING, Sept. 8—(AP)—Japanese invasion of the steep hills west of Peiping was stopped today by Chinese machine-gun fire.

Chinese reported a number of small Japanese detachments were wiped out.

The stubborn resistance of a Chinese division holding the heights 35 miles west of this ancient city aggravated the situation of Japanese troops whose advance elsewhere in this region was halted by rain and mud.

Highly mechanized Japanese units were bogged down and it was necessary to resort to horses for all transport work. The wet weather proved particularly difficult on the Peiping-Hankow Railway front.

In a desperate attempt to smash Chinese resistance west of Peiping, the Japanese resumed air bombardments, trying to put out of action Chinese guns and trench mortars, as well as machine-gun nests.

It was learned that more than 1,000 wounded Japanese soldiers have been brought by train to Peiping hospitals.

Heavy Fighting On Biscayan Sector

HENDAYE, Franco-Spanish frontier, Sept. 8—Insurgent troops battled tonight at heavy cost to reach the western shore of the Sella River about 30 miles east of Gijon.

Asturian militiamen defending the approaches to the last government stronghold on the Bay of Biscay in northwest Spain, were firmly entrenched on the river, which insurgent military dispatches described as 'Gijon's last outer defences'.

McLeod & Bentley

W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorney-at-Law
"ONEY TO LOAN"

Alex. W. Matheson

BARRISTER, SOLICITOR, ETC.
Money to Loan
Office: 90 Great George Street

M. ALBAN FARMER

BARRISTER, SOLICITOR, ETC.
MONEY TO LOAN
Bank of Canada Bldg. Charlottetown

Frederic A. Large

Barrister, Solicitor, Attorney &c.
90 Great George Street
Charlottetown, P. E. I.
L-1224-8-2

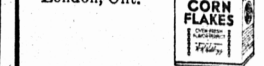
"JUST BETTER... THAT'S ALL!"



"I've tried other cereals—lots of them. But my family always comes back to their old favorite—Kellogg's Corn Flakes!"

Kellogg's will be your favorite, too, once you've discovered their matchless flavor and crispness. Nourishing. Easy to digest. Oven-fresh in the exclusive WAXTITE inner bag.

At all grocers, ready to serve with milk or cream. Made by Kellogg in London, Ont.



Kellogg's CORN FLAKES
Made Better - Packed Better Taste Better

Quick!

While they last! Glass cereal bowl FREE with 3 packages of Kellogg's Corn Flakes!

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

Professional Cards

D. F. ARCHIBALD

Chartered Accountant
140 Richmond Street
Phone 47. P. O. Box 12.

McLeod & Bentley

W. E. BENTLEY, K. C.
J. A. BENTLEY, K. C.
Barristers and Attorney-at-Law
"ONEY TO LOAN"