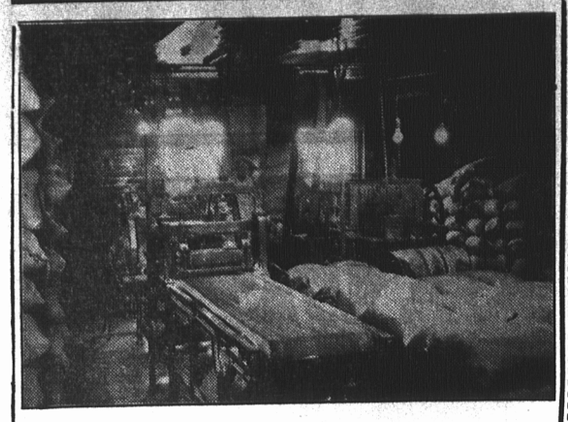

Interior scene in the Imperial Biscuit Plant. Longworth Ave.

IMPERIAL COD OIL FOX AND DOG BISCUIT — IMPERIAL — Their Choice — A BALANCED RATION

Imperial Biscuits are made from pure Cod Liver Oil and fine meal. They contain all the vitamins necessary for the promoting of healthier foxes and richer furs.

"For Success—Feed Imperials

FROM PUP TO PELT

IMPERIAL BISCUIT COMPANY LIMITED

101 Longworth Avenue—Phone 721

THE NEW SHOP WORD CONTEST

AN AMUSING AND PROFITABLE STUDY OF THE VALUE HIGH LIGHTS OF THE WEEK.

OPEN TO ALL OUR READERS YOUNG AND OLD

1 PHONE 980

2 SECURE YOUR BABY

$216.00 IN PRIZES $216.00

1st. PRIZE	— — —	$3.00
2nd. PRIZE	— — —	$1.50
3rd. PRIZE	— — —	$1.00
4th. PRIZE	— — —	50c

DEAL WITH THESE FIRMS AND WIN YOUR SHARE OF THE PRIZES

3 SALE OF THE YEAR

4 GENUINE SHEFFIELD

Committees in Charge of PICNICS, OUTINGS, FESTIVALS, PARTIES, Etc. are invited to get our quotations on any quantity of "Garden City" DE LUXE ICE CREAM. There is no substitute for QUALITY. De Luxe Ice Cream is available in Bricks or in Bulk. TRUE FRUIT FLAVORS RICH, SMOOTH TEXTURE PURE IN EVERY DETAIL. A genuine ice CREAM. Phone 584. THE PURE MILK CO., LTD. Cor. Great George and Fitzroy Sts.

CHOICE DOUBLE PETUNIAS IN 4-INCH POTS. Call and see them or Phone your orders today. JAMES TAIT FLORIST. Phone 269. Member Florists Telegraph Delivery Assoc.

Headquarters for ISLAND SOUVENIRS AND NOVELTIES. Fishing Tackle and Supplies, Smokes, Confectionery, Beverages, Quick Lunch, Ice Cream, Hot Tea, Coffee, Chocolate. REDDIN BROS. "The Old Reliable Drugstore" Phone 86. Victoria Row Richmond St.

WHITE SHOES FOR LADIES AND GENTS. New shipment just in. All sizes and styles. From $1.98 to $3.50. Purdie - Ferguson Shoes Ltd. Sunnyside Phone 522 Charlottetown

Secure Your BABY CHICKS from us and be sure of quality. We carry a full stock of all Brooder Equipment, Feeds, Etc. Ask us about the famous "JAMESWAY" Oil Burning Brooder. It will pay you to see us. P. E. I. Co-Operative EGG & POULTRY ASSOCIATION. Candling Station and Stores at 201 Weymouth St. Phone 575.

We are now carrying a COMPLETE STOCK OF CAMERA FILMS FOR EVERY STYLE SIZE AND MAKE OF CAMERA. CRASWELL Studio Great Geo. St. Phone 272-L.

Get our Quotations on INTERIOR REMODELLING. Hardwood Flooring laid or re-surfaced. Experienced workmanship — Modern equipment. MacAulay & Boisner Telephone Connections A. E. MacAulay, C. D. Boisner

See our table of STRAW and FELT HATS reduced to $1.29. Also a complete line of White and Navy FELTS priced from $1.95 to $2.50. THE GLORIA Phone 614 Corner Queen & Richmond Streets

COOL OFF! You will be delighted with the temperature of our Pool Room and Restaurant. Drop in for a pleasant game or a refreshing lunch or cold beverage. Our restaurant is one of the finest in the Maritimes—Our food is best quality—Our service is GOOD—Our rates are moderate. GEORGE TULL Charlottetown Bowling Alleys Phone 1690 Market Building Basement

MOTORISTS Here is your HEADQUARTERS for Accessories, Batteries Tires, Etc. We change tires for you anywhere in the city AT NO EXTRA CHARGE. PHONE 909 WHITLOCK TIRE SERVICE

RIX'S TIPS — Nationally Known Grocery Products — Quality Service Economy. Swans Down Cake Flour pkge. 29c. Welcome Tea, special per lb. — 43c. McCormick's Sodas, 2 pkgs. — 23c. "Dainty Lunch" Oilless Mayonnaise 4½ oz. bottle—11c. 16 oz. jar 25c. "Dainty Lunch" Sandwich Spread 4½ oz. bottle—11c. 16 oz. jar 25c. "Chateau" 1 lb. Baby Cheese, each — — — — — — — — 25c. Clarks Tomato Juice 21 oz. 2 tins 19c. Cook's Steamed Brown Bread 14 oz. cans. 2 for — — — — 25c. RIX'S GROCERY BOTH STORES TELEPHONES 38 Longworth Ave—1021 and 1022. Queen Street — 1601 and 1602.

The most unusual SALE OF THE YEAR. Our entire stock of Men's Clothing is being CLEARED! Come in and get your share of bargains. FRED G. KELLY McLure Bldg. 112 Kent St.

Can You Beat This? Rhubarb, 6 lbs. — — — — — — 25c. 3 Cans Soup — — — — — — 25c. 3 packages Corn Flakes — — — 25c. 3 tins of Peas, Corn or Tomatoes for — — — — — — — — — 29c. P. J. MacDONALD Free Delivery. Phones 888-889.

KEEP COOL! When hot weather gets you down you'll appreciate the comfort of a cool breeze in your home or cottage. See our complete line of Electric Fans all sizes and prices. CHAPPELL & CO. 164 Queen Street. Phone 1440.

New Shipment of SHEER DRESSES 7 to 14 Years—$1.98 to $2.98. SUN SUITS 1 to 6 Years—Special 39c—59c. HOLMES & BRADLEY 152 Queen Street. Phone 92.

See Our Queen St. Window ENGLISH CUTLERY. I X L Pocket Knives, Scissors, Carving Sets, Etc. Large shipment just arrived. GENUINE SHEFFIELD STEEL. The Rogers Hardware Company, Limited Phone 105 We Deliver Orders Promptly.

ELECTRIC WELDING. ACETYLENE WELDING AND CUTTING. Truck frames reinforced. Best Workmanship— Better Rates. Proud & Moreside Phone 813-J. 223 Grt. Geo. St.

DRIVE UP TO OUR TANKS FOR QUICK SERVICE. Gas, Oil, Washing, Greasing, Etc. Tires, Batteries, Accessories. Mallett's Battery Service 207 Great Geo. St. Phone 980

We have a full stock of fre h VEAL, BEEF, PORK and LAMB. Also all varieties of smoked and Cured Meats. Home made Sausages. FREE DELIVERY. QUEEN STREET MEAT MARKET HENRY PETERS, Proprietor. Phone 1301.

Week-End SPECIAL Salmon Croquettes with Dessert 25c. Tea Cup and Card Reading Daily. CRYSTAL TEA ROOM Laura M. Clarkin, Proprietress 211 Queen St. Phone 577 NEXT TO FIRE HALL

LATEST MODEL HOOVER VACUUM CLEANER TO HIRE with all modern attachments. Have your upholstering done now by our thoroughly experienced craftsman. When moving, call us. Your furniture etc., will be carefully handled and our charges are most reasonable. Henry MacFarlane 167 Kent St. Phone 1042.

BE SURE TO READ THE RULES VERY CAREFULLY

LACEY'S PERSONAL SERVICE BUREAU. We carry a full line of all leading MAGAZINES and NEWSPAPERS, Smokes, Fruit Confectionary, Beverages and general employment information. 213 Great George Street

HERE! This is the place to get your Picnic and Outing Food Supplies at lower prices. Call and see Economy Grocery Kent at Hillsboro. Phone 1210 FREE DELIVERY

PRIZE WINNERS LAST WEEK

1. Mr. Thomas N. Rogers, 230 Prince St.
2. Mrs. Clive MacMillan, 38 Longworth Ave.
3. Mrs. B. P. MacLaine, North River.
4. Miss Muriel B. Webster, Pleasant Grove.

READ THESE RULES CAREFULLY

Through the co-operation of the sponsors, whose advertisements appear in connection with the contest the Charlottetown Guardian is publishing the Shopword Contest for thirty-six consecutive weeks, and prizes are being awarded each week as listed above, in the form of service or merchandise orders.

CONTEST RULES

Any readers of the Charlottetown Guardian may participate. (Excepting employees of the Guardian Publishing Co., and members of their families.)

It is important that each reply shall be accompanied by a receipt from any one of the firms whose announcement appears in the contest.

It is also important that you state on your entry which of these firms you wish to draw your prize from.

EXPLANATION OF CONTEST

In the numbered spaces in the heading of this contest there appear slogans and phrases which may be found in some of the advertisements in this section.

To qualify the reader is required to find the advertisement in which these "SHOPWORDS" appear.

HOW TO ENTER

Read the ads thoroughly. Write down the number of the "Shopword" as it appears in the heading. Then opposite the number write the name of the advertiser in whose space you have found the phrase. In the case of the fourth "Shopword" it is required that you state in addition to the name of the firm, the name of the manager, the location of the business premises and the lines carried.

Write your entry ON ONE SIDE of a sheet of paper, giving the particulars in this manner:

SOLUTION to LAST WEEK'S CONTEST

1 Chappell & Co.
2 Crystal Tea Room
3. Reddin Bros.
4. Imperial Biscuit Co. Ltd.

101 Longworth Ave. Mr. John A. MacDonald, Owner and Manager, Mr. Clifford MacDonald District Salesman. Manufacturers of Fox and Dog Biscuits.

• • • •

Then attach to your reply a receipt from any one of the sponsors of this contest showing that business has been transacted with at least one of them.

Also be sure to state the name of the firm from which you wish to receive your prize.

All correct replies have equal chances of winning. The winning entries are drawn for and the prizes will be awarded in the order in which they are drawn.

All prizes are awarded in the form of orders on the advertisers indicated in the replies and are NOT TRANSFERABLE.

All replies must reach this office not later than noon on Thursday.

Send in as many replies as you wish but be sure to attach an entry slip to each reply.

Address all entries to the

EDITOR

SHOPWORD CONTEST
The Charlottetown Guardian

Annual Reports

(Continued from page 6)

ning, etc. Farmers' sons might be set upon vacant farms and given a chance to make good. No doubt some would prosper and reimburse the government for the help given.

"The last question on Vegetable Dyeing holds great interest for a large number of women all over the Island. It requires a lot of time and patience for this work, gathering roots, berries, ferns, flowers, vegetables, fruits, etc.

"This Vegetable Dyeing was rather a lost art for some years, for our grandmothers, and even our mothers, used this same process for dyeing material for making rugs and knitting.

"In closing I wish to thank the women who sent answers to my Questionnaire and helped make my report possible."

HOME ECONOMICS

"This is the second time I have had the opportunity and pleasure of placing before you my report on Home Economics," Mrs. W. R. Keenan, Murray River, committee convenor said.

"I have always taken a great interest in this subject, and I know by the number of Questionnaires received and by the splendid answers which were given that a great many women in Prince Edward Island are also interested. It is most encouraging for a convenor to receive so many well answered Questionnaires. Judging from my own line of work Home Economics Questionnaires are a success, although there is some talk to the contrary. I think this is a most important subject, for we homemakers all can acquire a great education on the many phases of Home Economics at little cost. With such a variety of papers in our Home Office and, of late, the Short Courses so generously given by our Government, old and young can benefit, not only as individuals but our families also derive a greater benefit by our knowledge. And is it not up to the mothers to accept every advantage that will help them to perform wisely the task of creating better homes?

"My first question was on the curing and dyeing of sheepskins. I have received some splendid information on this work and many of our members have made some beautiful rugs in different shades. This work has not been carried on extensively although the rugs are very, very nice when finished and dyed properly, but I think we shall see more being done along this line in the future. The directions I have received will be on file in our Home Office for those interested in the work.

"Question 2 re the Girls' Sewing Clubs sponsored by the Government. All our Institutes think this a great work and a wonderful opportunity for the girls, but that it is not being taken advantage of fully. Many Institute endeavor to supply a leader and a suitable place in which to hold the meeting, others say that the work should be done individually as the girls often live quite far apart.

"In many districts there are not enough young girls to form a Club. One leader has been carrying on the work for four (4) years without any help from her Institute. I think this lady from the West should be congratulated on giving so much of her time to help those girls in her Club. I tried this work for a year and in many cases one receives very little help. One Institute thinks every mother should teach her daughters to sew, but as so many mothers today do not sew themselves their girls must get their training elsewhere.

"In Question 3 we asked the opinion as to the benefit of the Short Courses. Now this question brought various answers. Of course all agreed that it is a wonderful training for the boys and girls, but there seems to be a great deal of criticism in regard to the choice of students. Many Institutes claim that the young people who really need this training (I mean financially, of course) are not accepted in a great many cases while others are. Other Institutes think a good many go in for the good times. Well, those cases are hard to avoid as there are always a few who get clear of work and responsibility. I understand there is a committee to look into the recommendation of each applicant. In this case the trouble lies with the people recommending the boys and girls.

"Some Institutes suggest that the money spent on Short Courses and training the boys and girls for positions that are not available might be put into something that would give employment for those young people. However, I have given you some of the many answers. I think this work could be more fully explained by Mr. Shaw and I shall call on him later.

"My last question was on Nutrition and I know by the Questionnaires received that this subject is being given time and study by the mothers. A great many Institutes say they have no undernourished children in their communities. You will find the number of undernourished children greatly reduced on Prince Edward Island in late years. Some Institutes study vitamins in their Clubs, others individually. Altogether I feel that the mothers are doing their best to learn the value of this subject and put it into effect.

"In closing I would like to read the 'Shopper's Creed' adopted by the General Federation of Women's Clubs representing three million women, which should be well worth studying.

"'I believe that the women, through control of a large share of the family budget, exerts a vital influence upon today's economic order.

'Therefore I hold it my duty to help make this influence constructive; to govern my buying so that waste will be reduced and the greatest good to all realized from my expenditures.

'I believe that, as measures of true economy, I should: Make known my merchandise needs and preferences in advance whenever the opportunity is presented;

'Remember that cheapness in itself is not a bargain, and consider suitability and durability as well as price;

'Avoid merchandise known to be produced under unfair competitive conditions, such as sweat shop or prison made goods;

'Be reasonable in my demands for service, such as credit, alterations and deliveries;

'Refrain from returning merchandise unless the goods or the store is at fault;

'This is my Creed. I believe in it; I shall support it'."

COMMERCIAL PRIZE LIST AT NOTRE DAME ACADEMY

Prize for highest yearly aggregate donated by Mr. and Mrs. W. D. Gillis, awarded to Mary Mallett.

Prize for Christian Doctrine, donated by Reverend Louis Dougan awarded to Ella Whalen.

ronze Medal for touch typewriting donated by the Joseph P. Degan Company, Chicago, awarded to Mary Mallett.

Prize for English, donated by Reverend Wilfred Keefe, awarded to Mary Mallett.

Prize for Stenography, donated by Honorable Justice A.E. Arsenault, awarded to Mary Murnaghan.

Prize for Filing and Business Correspondence, donated by Reverend George McCormac, awarded to Rita O'Donnell.

Prize for Bookkeeping, donated by Dr. Charles Dougan, awarded to Kathleen Hughes.

Prize for Speed Dictation in Stenography, donated by Reverend P. McMahon, D.D., awarded to Susan Martin.

Prize for Speed Dictation in Stenography, donated by Dr. Charles Dougan, awarded to Mary Lappin.

Prize for Application, donated by Mr. Arthur McInnis, awarded to Viola Massey.

Prize for Sewing donated by Reverend William MacDonald, awarded to Rita O'Donnell.

Prize for Project Book, donated by Reverend Mother St. Gerald, awarded to Kathleen Hughes.

Prize for Music, donated by Mrs. Alfred Ethier, awarded to Yolande St. Laurent.

Special prize for drafting, cutting and fitting, awarded to Margaret Murphy.

THE CENTRAL GUARDIAN

This column is reserved for news of local interest but advertising of a newsy nature may be inserted at 5 cents a word strictly payable in advance.

CRASWELL for Photographs.

CONFEDERATION LIFE INSURANCE. L-9789-7-21-31.

SPRAYING MATERIALS. — Arsenate of lead, Arsenate of lime, Hydrated lime and Bluestone in stock at the Rogers Hardware Co., Limited. L-645-6-20-23.

SERVICES — Dundas Charge.—Baptist Church, Sunday 11.00 A. M. Annandale, 3.00 P. M. St. Peters, 7.30 P. M. Dundas. Pastor, Lic. F. G. Hinett. L-71-6-23-11.

PRESBYTERIAN CHURCH Services. Sunday, June 25th. Mount Stewart 11 A. M. Highfield 3 P. M. Marshfield 7.30 P. M. L-101-6-23-11.

ATTENTION ADVERTISERS— Advertisements for insertion the following day must be in this office not later than 11 a. m. 5-3-tf.

POLICE COURT—At police court yesterday Peter Hughes was sentenced to twenty days in jail for attempted theft. Two men were charged with housebreaking and theft; one pleaded guilty and the other not guilty. They were remanded one week.

HAMPTON UNITED CHARGE.—Services on Sunday, June 25th as follows: Bonshaw 11 A. M. Appin Road 3 P. M. Victoria 7.30. There will also be Communion of the Lord's Supper at De Sable at 3 P.M. and a service at Hampton at 7.30. L-54-6-23-11.

AUBURN PERSONALS — Miss Lima C. MacNeill is in the City Hospital suffering from blood poisoning in the hand.—Mr. George Kelly was in the city on Wednesday on business.—Miss Rheta MacCarron has accepted a position in Charlottetown. —Mrs. MacCarron and daughter Miss Frances are among the visitors in the city.—Mr. Angus A. MacNeill has his house newly decorated.—Mr. Jack Reddin paid a flying visit to Auburn this past week.—The annual closing of the Auburn School takes place on the 30th, and many of the pupils are writing Grade 8 exams.—The country looks lovely; apple blossoms all in bloom, and the leaves all a pretty green. Many farmers have about completed farming.

GYRO DANCE at Beach Grove Inn every Tuesday night. L-641-6-20-22-26.

WHEN IN NEED of Battery Service call Mallett's Battery Service. Phone 980. L-61-6-23-30.

CHUCH OF SCOTLAND.— Services on Sunday, June 25th as follows: Brooklyn, 10.30 A. M. Peter's Road 2.30 P.M. Murray River 7 P.M. Rev. R. J. Westaway, Minister. L-100-6-23-11.

SERVICES at the Presbyterian Church, Montague, Sunday, June 25th. 11.00 A.M. Communion Service. Dundas 3.00 P. M. Preaching Service. Cardigan 7.00 P. M. Preaching Service. Please note change of times of services. The minister will preach at all services. L-91-6-23-11.

HUNTER RIVER UNITED CHARGE, Rev. W. A. MacQuarrie, Minister. Services for Sunday, June 26th will be at North Wiltshire at 11, Wheatley River at 3 and Hunter River at 7.30. Sunday School at North Wiltshire at 10, at Hunter River at 10.30 and at Wheatley River at 2. L-99-6-23-11.

TO ATTEND CONVENTION — Mrs. Leslie G. Ramsay, Diocesan President of the Charlottetown Council of the C. W. L. left yesterday morning to attend the National Convention which is being held in Fort Garry Hotel, Winnipeg. Mrs. Ramsay also intends visiting her brother, Mr. C.E. Cameron, who is manager of the Provincial Bank in Windsor, Ontario.

LIFE UNDERWRITERS — Mr. George W. McPhee, M.P. for Yorkton, Sask., a former P.E. Islander, who addressed the Life Underwriters' Association of Ottawa Tuesday night, at the Ottawa Hunt and Golf Club, declared that Canadians should thank God they were living under a flag where they enjoyed the greatest personal freedom, and yet the greatest personal security.—(Ottawa Journal).

RENEWING FRIENDSHIPS — After an absence from his native province for twenty-six years, Mr. Martin Bell of Winnipeg is visiting here. He was born at Albany, P. E.I., the son of the late Mr. and Mrs. Gilbert Bell and is a brother of the late Archibald Bell, Searletown. Mr. Bell, in company with Mr. Arthur Dawson, Tryon, visited the city on Wednesday and was greatly impressed with the many changes which have taken place here during the past quarter of a century.

VISITED P. E. I.—Mr. and Mrs. Daniel MacLeod, Connaught Street, accompanied by Mr. MacLeod's sister, Mrs. C. Yrydie, enjoyed a visit to Prince Edward Island during the Royal visitation tour.—Sydney Post Record.

CANON - STEWART—A wedding of interest was solemnized Monday afternoon at 3 o'clock at the home of the officiating clergyman, Rev. Arthur Organ, 163 King Street East, Saint John, when Miss Jean Mary Stewart, daughter of Mr. and Mrs. James Stewart, Charlottetown, P.E.I., was united in marriage to Vernon R. Canon, son of Mr. and Mrs. H.D. Canon, New York. Mrs. A. Pope was bridesmaid, and Norman Armour was groomsman. The bride was dressed in white, with navy blue accessories, and carried a bouquet of sweetpeas and forget-me-nots with maidenhair fern. The bridesmaid was dressed in brown, with rust accessories. The bride and groom have received a number of gifts from their many friends. They will reside in New York.—(Saint John Telegraph-Journal.)

MULLINS - LEIGHTIZER — A pretty wedding was solemnized in St. Dunstan's Basilica at an early hour on Monday morning when Frances Margaret, daughter of Mr. and Mrs. Patrick Mullins, was united in marriage to James Joseph Leightizer, son of Mr. and Mrs. John F. Leightizer, the ceremony being performed by Rev. P. McMahon, D. D., who also celebrated nuptial Mass. The bride was attractively gowned in a navy blue suit with rose accessories, wearing a corsage of pink roses and carried a pearl prayer book, the gift of the groom. She was attended by her sister, Miss Anne Mullins who was becomingly attired in a beige dress with brown accessories. The groom was supported by his brother George. After the ceremony the bridal party motored to the home of the bride where a wedding breakfast was served, a number of friends and relatives of the contracting parties and officiating clergyman being present. Mr. and Mrs. Leightizer left on a honeymoon trip to Montreal. The groom's gift to the bridesmaid was a gold bracelet and to the groomsman a pen and pencil set. The Guardian joins in extending hearty felicitations.

SWEETWOOD - MUTCH WEDDING—A quiet but pretty wedding took place at the home of Mr. and Mrs. Robert E. Mutch, Charlottetown, at one thirty yesterday afternoon when their daughter Inez Amelia became the bride of Mr. William David Sweetwood of New York City, son of Mr. and Mrs. I. A. Sweetwood, Norristown, Pennsylvania. The house was decorated for the occasion with a profusion of early summer flowers. The ceremony was performed by the Rev. Hugh Miller of Trinity United Church. The bride wore a street length dress of paisley printed crepe with matching accessories and a corsage of "Better Times" roses and lilies of the valley. The couple were unattended. Miss Pearle Burns, accompanied by Professor A. Roy Kendal sang Henry E. Geehl's "For You Alone." Immediately following the ceremony, a dainty buffet luncheon was served to the guests present, following which Mr. and Mrs. Sweetwood left on a motor trip to the Thousand Islands. The bride, previous to her marriage, was employed as Medical Secretary by the Zurich Insurance Company of New York City, and Mr. Sweetwood is President of the Combustion Maintenance Company, 509 Fifth Avenue, New York City. Their many friends wish them every happiness. Congratulations are extended to Mr. and Mrs. Mutch also, on the occasion of their thirty-fifth wedding anniversary which occurred yesterday.

Personals

Mrs. James Munn and Mrs. Lester Rankin of Mt. Herbert were delegates to the Women's Institute Convention.

Misses Eileen and Irma McKenzie of Long Creek have left on a visit to their aunt in Watertown, Mass.

Mrs. Earl McKenzie, Misses Joyce Stewart and Annie McKenzie of Long Creek are in the city attending the Women's Institute convention.

Use Minard's for bites.

YEO'S THEATRE

"Life Returns"

ONSLO STEVENS — LOIS WILSON—

The mystery of the man who conquered Death—Also News.

Montague — Saturday 24th. Souris — Monday, 26th.