

LITTLE ADS THAT HELP YOU TO SAVE

AN AMUSING AND PROFITABLE STUDY OF THE VALUE HIGHLIGHTS OF THE WEEK

1 FURS 14 TO 44

SERVE "Garden City" DE LUXE ICE CREAM... Not until you have tried it yourself will you realize the superior qualities of DeLUXE ICE CREAM...

There are good reasons why leading ranchers say For Success, Feed IMPERIALS... Imperial Biscuits are made with pure Cod Liver Oil...

BABY NEEDS NEW SHOES And we have them, made specially for the toddler just learning to walk... Shoes that help make them get up and keep them on their feet.

New shipment of CHILDREN'S SWEATERS Special \$1.00 and \$1.49 HOLMES & BRADLEY 162 Queen St. Phone 92.

W.C.T.U. NOTES

HANGING ON It's hanging on that does it. When others faint and tire; To keep a-going onward To climb a little higher. Some folks are always weary; They say it can't be done. While others keep on trying. And find in work their fun.

CHRISTIAN STATESMANSHIP NEEDED Never perhaps in all the history of the temperance movement has there been so great need of the socially minded politician and the Christian statesman as there is today.

ATTENTION CATHLEEN CARNEY or KATHLEEN KEARNEY Born on Prince Edward Island before 1901 and 1903. Lived in Boston, Massachusetts, U. S. A., 1926. Worked at Massachusetts General Hospital, Boston, 1926, at which time she was about eighteen years of age, dark hair, height about four feet six inches. I have important information for her. Anyone knowing her present address, please send name to: George A. Sheehan, Counselor at Law, 708 Broadway, Gary, Indiana, U. S. A.

RIX'S SPECIALS White Corn, 2 tins -- 19c National Pea or Vegetable Soup, 28 oz. can -- 10c National Catsup, 12 oz. tin 10c National Catsup 26 oz. can 19c Serviettes 100 asstd. colors 15c Bulk Spaghetti or Macaroni, 2 lbs. -- 11c All Wheat, 2 pkgs. -- 27c with ship model free. Pearl Soap, 3 cakes -- 10c 4 cakes Pearl Soap -- 23c with free Comb.

NOW! is the time to have your furniture repaired and upholstered. Prices gladly furnished. Better workmanship. We call for and deliver.

HENRY MacFARLANE Phone 1042. 167 Kent St.

Poultry Raisers! Special prices on all feeds in stock including LAYING MASH, CHICK FEEDS, WHEAT CORN, ETC. We are handling

LIVE FOWL DAILY EXCEPT SATURDAY At highest market prices. P. E. I. CO-OPERATIVE Egg and Poultry Association Candling Station & Stores at 201 Weymouth St. Phone 575.

JOBGING Promptly Attended To Most Reasonable Charges.

MacAULAY & BOISNER Telephone Connections A. E. MacAulay-C. D. Boisner

\$396.00 In WEEKLY PRIZES GIVEN AWAY FREE

1st Prize ----- \$3.00 2nd Prize ----- 1.50 3rd Prize ----- 1.00 4th Prize ----- 50c

PRIZE WINNERS LAST WEEK

- 1. Mrs. Evelyn Saunders, 12 Alley Street
2. Miss Louise Warren, 218 Fitzroy Street
3. Miss Grace Crosby, West Royalty
4. Mrs. D. Dixon, Bradalbane

TOURISTS! and all Motorists--Remember we change your tires, anywhere in the city FREE of extra charge.

WHITLOCK TIRE SERVICE 162 Kent Street. Phone 909

Motorists Drive in and radiator properly flushed and repaired. Quick Service -- Low Charges

MALLET'S BATTERY SERVICE 207 Great George Street Phone 980

ELECTRIC WELDING ACETYLENE WELDING AND CUTTING Truck frames reinforced. Automobile Springs PROUD & MORESIDE Phone 813 223 Gt. Geo. St.

Nothing can better express your sentiments, on any occasion than beautiful fresh, living FLOWERS JAMES TAIT FLORIST Member F. T. D. A. Inc. We send flowers by wire to any part of the world. 37 Villa Ave. Phone 269

Final reductions on balance of our Summer Stock. All Cotton Dresses, sizes 14 to 44, regular 1.95 value, reduced to \$1.59.

THE GLORIA Phone 614

P. J.'S SPECIALS Fresh Island Salmon, lb. 25c Surprise Soap, 6 bars -- 25c Milk, any brand, 3 cans -- 25c Fryox or Filit, per can -- 25c Fry Spray, gallon can -- \$1.00 Pearl Soap, 4 cakes and beautiful Comb for -- 23c P. J. MacDONALD Free Delivery. Phones 888-889

ICE CREAM FREEZERS All sizes from 2 to 10 Qts. Also Ice Cream Dishers See our complete stock of AUTOMOTIVE ACCESSORIES

THE ROGERS HARDWARE COMPANY LIMITED FREE DELIVERY. Phones 103 and 1308

L. S. COFFIN 316 Euston St. Phone 873

This is a good time of year to get that new wiring done in your home. We have a full line of the newest fixtures. Call today and see them. CHAPPELL & CO. Licensed Electrical Contractors 164 Queen St. Phone 1440

Camera FANS! AMATEURS! We carry a complete stock of the best

FILMS on the market, for every size, style and make of Camera. Amateur Finishing A Specialty.

CRASWELL Studio Great George St. Phone 272-L

MEET HERE Enjoy our comfortably cool Lunch room and treat yourself to a refreshing beverage, Ice Cream or

QUICK LUNCH REDDIN BROS. The Old Reliable Drug Store Richmond St. Phone 86

FOOD PRICES? We stock only the best brands yet you will find our prices lower. Our motto is QUALITY, SERVICE, ECONOMY. ECONOMIC GROCERY Phone 1210 Free Delivery

SPECIAL SUNDAY DINNER Roast Lamb with Mint sauce and all the trimmings. Week End Special Hot Pork P.e. with Dessert, Tea or Coffee 25c. Tea Cup and Card Reading Daily.

CRYSTAL TEA ROOM 211 Queen St. Phone 877. Laura M. Clarkin, Proprietress

Try Our Home Made SAUSAGES Made fresh daily. Per lb. 10c. Beef, Pork, Lamb, Veal, Canned Goods, Vegetables. Free Delivery. Phone 1301.

QUEEN STREET MEAT MARKET Henry Peters--Proprietor.

EXPLANATION OF CONTEST

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

In the numbered spaces in the heading of this contest there appears slogans and phrases which may be found in some of the advertisements in this section. To qualify the reader is required to find the advertisements 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.

SOLUTION TO LAST WEEK'S CONTEST

- 1. Mallet's Battery Service
2. Holmes & Bradley
3. The Pure Milk Co.
4. P. J. MacDonald

Corner Prince and Kent Streets, P. J. MacDonald Manager, General Groceries, Canned Goods, Shelf Groceries, Flour, Feeds, Seeds, Meat, Fish, Fruit, Vegetables, Soft Drinks, Confectionery, Smokes, Etc.

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.

CONTEST RULES

Any readers of the Charlottetown Guardian may participate in the contest by drawing up and sending to the employees of the Guardian Publishing Co., and members of their families.

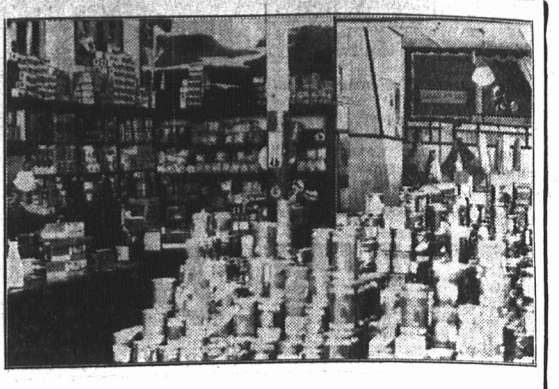
It is important that each reply shall be accompanied by a receipt from any one of the firms whose announcement appears in the contest.

It is also important that you state on your entry which of these firms you wish to draw your prize from. 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 advertiser 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 a sales slip to each reply.

Address all replies to CONTEST EDITOR Guardian Office Charlottetown



AFTER THE FAIR WAS OVER....

P. J. Put On a real SALE!

HARD WHEAT FLOUR 95 lbs. ----- \$1 98

- 3 cans Peas -- 25c 2 cans Corn -- 25c
3 cans Plums -- 25c 3 cans Peas -- 25c
3 cans Pilchards -- 25c 3 cans Tomatoes -- 25c
3 cans Salmon -- 25c 3 cans Island Beans -- 25c

10 lbs. ONIONS for ----- 25c
6 bars SURPRISE SOAP ----- 25c
5 lbs. STRING BEANS ----- 25c
5 Bunches BEETS for ----- 25c

Brooms ----- 25c 5 Cans Tomato Juice ----- 25c

PICKLES, 3 small bottles ----- 25c
Fresh Ground COFFEE, per lb. ----- 25c
2 lbs. SODA BISCUITS for ----- 25c
Large bottle MARMALADE ----- 25c

PHONE YOUR ORDERS EARLY P. J. MacDONALD FREE DELIVERY TO ALL PARTS OF THE CITY Prince and Kent Sts. Phones 888-889

Today's Short Wave Radio Program

- (All Time is Eastern Standard)
SATURDAY, AUGUST 19
NEW YORK
10:00 a.m. -- Melody Matinee.
W2XL, 17.78 meg., 16.8 m.
5:00 p.m. -- American Liberty -- German Freedom (English). DJD, 11.77 meg., 25.4 m.
6:00 p.m. -- "Hungarian Songs". HAT4, 9.12 meg., 32.8 m.
6:55 p.m. -- Musical Program. OLR4A, 15.23 meg., 19.7 m.
SCHENECTADY
7:30 p.m. -- Concert Hall. W2-KAD, 9.55 meg., 31.4 m.
ROME
7:30 p.m. -- Concert for Trio and Harp; Elizabeth Lun: "Carlo Pallavicino," a talk. 3RO, 11.81 meg., 25.4 m.; 1RF, 9.83 meg., 30.5 m.
8:15 p.m. -- National Barn Dance. W2KX, 11.87 meg., 25.2 m.
LONDON
8:26 p.m. -- "The Apple Tree."

Colin Higgins of Oyster Bed Bridge, P.E.I. three daughters, Mrs. Wm. Palmer, North Salem, N.H., Mrs. Frederick King and Miss Miriam Higgins, Hyde Park, Mass.

WHAT IS THIS W.C.T.U.?

The Women's Christian Temperance Union, though comparatively few in number, is a band of women intensely earnest in a great cause, an organization of common, ordinary people working and praying in many countries.

William E. Gladstone, one of Great Britain's greatest premiers, after long experience as a statesman, declared that it was his profound conviction that the evils produced by intoxicating drinks are "more deadly, because more continuous, than all those caused by war, famine, and pestilence combined."

Surely Thomas Jefferson stands as one of the foremost of American statesmen and one of the most profound political philosophers. Late in his administration as President of the United States, Mr. Jefferson spoke with deep conviction of the effect of the use of intoxicating liquors among men whose responsibilities have to do with government affairs. He made this statement: "If I were to commence my administration again, the first question I would ask respecting a candidate for office would be, does he use ardent spirits?"

Political makeshifts and those concerned primarily with the spoils of office will not hasten the solution of the alcohol problem. The hope for that problem's solution in the realm of government lies in the socially minded politician and the Christian statesman. --Ernest H. Cherrington.

WE ASK THIS

The Christian people of the United States have a right to make two very definite requests of state and federal administration: 1. Let any liquor policy as a whole and in detail be judged strictly upon its merits. No party policy nor group motive can justify persistence in support of an obvious error. It has been held by statute that beer is not intoxicating; now let experience review the claim. Repeat was advocated as a means of reducing drunkenness and other evils of drink; is this expectation found justified or unjustified? As our citizens read just their thinking let the states and the nation readjust policies.

2. The temperance educational effort of the churches should not be handicapped by unfair competition. The advertising of liquors is unfair competition. Such advertising is essentially education for consumption while temperance education must be education against consumption. The educational promotion of drink sales is backed by millions of monetary and propaganda efforts. Temperance education is an all-around effort supported by the

NOONTIDE PRAYER

At the first National W.C.T.U. gathering in Cleveland, 1874, Frances Willard wrote the great Resolutions which expressed the ruling principle of her life.

Resolved, That, recognizing that our cause will be combated by mighty, determined and relentless foes we will trusting in Him who is Prince of Peace--meet argument with argument, misjudgment with patience, denunciation with kindness, and all our difficulties

In Memoriam

MRS. C. JAMES HIGGINS Her many relatives and friends here in Prince Edward Island were deeply grieved to hear of the death of Mrs. C. James Higgins of Eyde Park, Mass., which occurred on the evening of July 28th at her home 95 Williams Ave., Hyde Park Mass.

The late Mrs. Higgins was born at Stanhope, P.E.I. daughter of

and dangers with prayer. It is always noontide somewhere. And across the awakening continents, From shore to shore, somewhere Our prayers are rising evermore.

OUT OUR WAY



By J. R. Williams OUR BOARDING HOUSE

