

THE GUARDIAN'S THRIFTY

SHOPPERS' GUIDE

WEEKLY CONTEST PAGE

An Interesting Profit-Sharing Contest For All Our Readers

ENTRY SLIPS FOR THIS CONTEST

are available from any of the firms advertising on this page.

A new shipment of Spring Blouses in today, in Paisley and Plain Crepes. A large assortment of styles and fastest colors.

PRICE \$1.95 THE GLORIA

Protect your fox pups from the Vermicide Capsules No. 3 on pups worm menaces. Use Dr. French's 2 to 4 weeks old. 30 for \$1.00. 100 for \$2.50. 500 for \$10.00.

E. A. FOSTER CENTRAL DRUGSTORE

OUR ANNIVERSARY SALE continues. This is your chance to stock up best quality groceries at the lowest prices in the city.

DEVEREAUX'S CASH GROCERY

FRESH EGGS Wholesale and Retail Get your fresh cracked Eggs at the Candling Station.

P. E. ISLAND CO-OPERATIVE

We invite you to visit us, and select your Easter Flowers. We carry a complete line of where FLOWERS FOR ALL OCCASIONS Member F.T.D.A. Phone 429

ESTATE OF MRS. JNO. WILLIAMS

ELECTRICAL WIRING - FIXTURES LAMPS - APPLIANCES ESTIMATES GIVEN

CHAPPELL & CO. 173 Grafton Street. Phone 1440.

OUR BEST ADVERTISEMENT is a satisfied customer. Our prices are low. Our service is good. Our customers are satisfied.

S. N. KAYS 67 Pownall Street Phone 65

6 Size WATCHES Gold filled, 10K and 14K. Hunting Cases. Closing out at 50% DISCOUNT

A neat pocket Watch for GENTLEMEN. W. N. TANTON 180 Kent Street

Easter Footwear EASTER FOOTWEAR Showing new styles, goes for every member of the family.

LOWEST PRICES. Purdie-Ferguson

C-R-A-S-H! There goes that ? ! ? ! GLASS HAVE IT REPLACED AT W. B. PROWSE & SONS

Plate - Duplate - Duolite For all makes of Cars and Trucks 123 Fitzroy Street

SEE US FIRST Before buying Property. We have listed with us several City and Rural Properties.

J. P. BRADLEY & CO. Auctioneers 56 Queen Street.

It's easy to paint with "SELF-SMOOTHING" KYANIZE PAINTS, ENAMELS, VARNISHES No objectionable odor.

Pleasant to use.—Waterproof and long-wearing. Toombs Music Store

DRY CLEANING SUIT, PLAIN DRESS OR SPRING COAT 89

MAIL ORDERS INVITED. MODERN CLEANERS 161 Kent Street. Phone 361.

TRY US FIRST—TRY US LAST and it will be everlasting. Phillips' Valet Service 114 Kent Street

Solution to Last Week's Contest SLOGAN

"Save The Child And Build The Nation"—The Pure Milk Company.

Save—MacPhee Bros. The-Devereaux's Cash Grocery Child—The Pure Milk Company And—T. G. Ives

Build—Toombs Music Store The—The Misses Holmes and Bradley. Nation—E. S. Moore.

The Central Guardian

CRASWELL for Photographs.

CONFEDERATION LIFE INSURANCE. L-6798-7-12-312

CANDY SPECIALS at Jamieson's Saturday. Take some home. L-487-3-13-11.

FOXMEN—Invest now in insurance against pup mortality. Feed Purine Chow and increase your pet sales for next season. L386-3-10-121

POULTRYMEN—All interested in raising poultry should tune in on CHNS, Halifax, every morning at 7.45 and hear the Purina Plan for raising chicks. L386-3-10-121

ENGAGEMENT.—Mrs. Edwin O'Donnell, Avondale, announces the engagement of her daughter Genevieve, to Mr. Felix Cameron of Quincey, Mass. Marriage to take place latter part of March. L-484-3-13-11.

BAPTIST SERVICES for North River Circuit March 14th, 1937. Pastor, Rev. B. C. Munzer, 11.00 A. M. at North River. 3.00 P. M. at Clyde River. 7.00 P. M. at Kingston. You are welcome. L-462-3-13-11.

MAE EDWARDS DIES—Mrs. Charles T. Smith, better known to theatregoers of the Maritimes as Mae Edwards, and who is well known in Charlottetown, died recently after a lingering illness, at her home in Lindsay, Ontario, according to word reaching Saint John where her shows were a popular attraction and she enjoyed the hospitality of many friends on her several visits. The last appearance of her company in New Brunswick featured an orchestra in which both her husband and her son, Valmore, who survive her, were members. Besides her husband and one son she is survived by her mother, two sisters and one brother all residing in Lindsay.—Saint John Telegraph.

PETER BRODIE CELEBRATES HIS 80TH BIRTHDAY—A number of the friends and neighbours of Mr. Peter Brodie, York, met at his home on Tuesday evening, March 9th, to celebrate his 80th birthday. After a pleasant social evening, supper was served, after which Mr. W. E. Warren was called to the chair. A number of congratulatory speeches were tendered Mr. Brodie, who, in thanking them for their expressions of good will briefly referred to the different conditions of life when he was young, to the present time. After singing "For He is a Jolly Good Fellow," and expressing the hope that he would have many more such pleasant birthdays an enjoyable evening was brought to a close by singing the National Anthem.

Eastern Guardian

"BIG MARCH SALE NOW ON. Bargain prices! Come! Buy! and Save! Clark Bros., Montague, P. E. I. L-435-3-12-21.

"SUBSCRIPTIONS to the Charlottetown Guardian may be handed to their Rept. Archie Hume, Phone 47, or left at H. J. Mabon's Drug Store, Montague. t.

"SOURIS PARISH C. W. L.—The regular monthly meeting of the Souris C.W.L. was held in their league room on Tuesday, March 9th at 8 o'clock. Mrs. P. A. Rooney presiding. After the opening prayer, minutes of the last meeting were read and approved, also the minutes of the February meeting of St. Catherine, Grenville and New Harmony unit. Owing to the absence of the treasurer there was no report. Bills were presented for groceries and clothing for needy families. Easter flowers are to be provided for the altar. It was decided to re-open the Study Club and pamphlets for a study club outline on Communism are to be purchased for the members. Mrs. J. P. MacPhee and Miss M. Conway were appointed auditors. A nominating committee was named to take charge of ballots, for election of officers which is to take place at St. Mary's Hall in April. The different units have been doing good work in helping needy families in their respective districts, donation to the parish fund, also a generous donation to the Souris unit to help defray the usual demands, of which the sub-division is disinterested. After the meeting adjourned, a few games of bingo were greatly enjoyed by the members, prizes were won by Mrs. St. Clair Paquet, Mrs. J. P. MacPhee and Mrs. Adrian MacInnis, the freeze-out being won by Miss Marion MacCormack of St. Margaret's C.W.L., who was a visitor at the meeting.

FOX MEAT—We have a quantity of horse meat which we wish to clear at cost. Come and see us. Charlottetown Fur Sales Ltd., 55 Queen Street, Charlottetown. L-407-3-11-31.

REV. T. O. DeWOLFE will preach on Sunday, March 14th at Albany 11.00 A. M. Tryon 3.00 P. M. Westmoreland 7.30 P. M.

THE W. M. S. of the United Church at New London will hold their Easter thank offering service on Sunday evening, March 14th at 7 o'clock. Special music. L-463-3-13-11.

REMEMBERED ON BIRTHDAY—At a meeting of Canadian National Telegraphs district managers Thursday morning, a presentation of a box of cigars was made to D. A. MacNeill, superintendent for the Atlantic region who is a former Charlottetown boy. During the meeting a telegram was brought in, on which was a message of birthday congratulations conveyed by the managers.—Moncton Transcript.

THE BAPTIST CHURCH.—On Sunday morning The Rev. H. L. Denton, B. D., will take as the subject of his sermon "The Truth of the Trial, or The Trial of the Truth." Miss Vera H. Malcolm Campbell, Mus. Bac., will sing Tchaikovsky's "Legend." The Church School meets as usual at 2.30 P. M. with the two senior groups holding their session at 12 o'clock. Mr. Denton's evening sermon will be "Is Respectable Living Enough?" Turner's anthem "Abide With Me," will be sung by the Choir.

WEST ROYALTY SCHOOL

Hono. Roll for February:—Grade X—1. Garce Crosby; 2. Marion MacKinnon; 3. Irene Curley; 4. Gladys Curley; 2. Ivan MacArthur and Georgina Trainor (equal); 3. Paul MacKay. Grade VII—1. Thelma MacArthur; 2. Bertha Hurry; 3. Lloyd Gates. Grade VI—1. Marjorie Long; 2. Dennis Richards; 3. Lorrette Trainor. Grade V—1. Velma Burke; 2. James McPinnis; 3. Lee Burke. Grade IV—1. Joseph Curley; 2. Margaret Gates; 3. Margaret Curley. Grade III—1. Harold Gates; 2. Sterling Prizzell; 3. Car. Crosby. Grade II—1. Thelma Hynes; 2. Patricia Curley; 3. Joseph McInnis.

Grade I (a)—1. Billy Chownen and Francis Gallant (equal); 2. Jackie Middleton; 3. Arthur Chownen. Grade I (b)—1. Aurilda Trainor and Francis Curley (equal); 2. Jean Rhynes. Grade I (c)—1. Jackie Vissey; 2. Fred Vissey; 3. Edward Doucette. Teachers:—Lewis Woolner and Katherine MacKinnon.

COVEHEAD ROAD SCHOOL

Honor Roll for February: Grade VIII—1. Althea Dockendorff. Grade VII—1. Margaret Woodridge; 2. Janet Swan; 3. Garth Birt. Grade VI—(s)—1. Clarence Woodridge; 2. Allan Reardon. Grade VI (jr)—1. Lorne Kielly; 2. Reta Doyle; 3. Harvey Kielly. Grade IV—(sr)—1. Eddy Doyle. Grade IV (jr)—1. Marjorie MacDonald; 2. Erna Birt; 3. Veda MacDonald. Grade III (sr)—1. Mary Webster; 2. Alden Dockendorff; 3. Gordon Webster. Grade III (jr)—1. Patricia McGrath; 2. Muriel MacDonald; 3. Carmen Dockendorff. Grade II (sr)—1. Tom Power; 2. Josie Power and Ernest MacMillan. Grade II Inter—1. Ellen Woodridge; 2. LeRoy MacDonald and Marion Woodridge; 3. Lewis MacMillan. Grade II (jr)—1. Elaine Dockendorff. Grade I—1. Audrey Marshall. Perfect Attendance—Garth Birt; Janet Swan; Margaret Woodridge; Erna Birt; Marjorie MacDonald; Muriel MacDonald; Tom Power; Ellen Woodridge; Marion Woodridge; Lewis MacMillan, Carmen Dockendorff.

The more tireless some persons are, the more tired they make others.

"Save The Child And Build The Nation"

Insure Your Family's Health

Insist on "Garden City" Milk, and be SURE. "Garden City" Milk is Filtered, Clarified, Pasteurized and is prepared and distributed in accordance with the most exacting sanitary and scientific requirements.

THE PURE MILK COMPANY

Now is the time to trade in your old stove on a beautiful new FAWCETT RANGE

Come in and see the 1937 styles. Also HOME IDEAL Oilburners for Ranges and Timken Oilburners for Furnaces. Be sure to see these before buying. T. G. IVES 219 Gt. Geo. St. Phone 1117.

MOORE'S Sausages

Order a generous supply today with your groceries. They are unexcelled for flavor, purity and value. PER LB. 18 CENTS. E. S. MOORE 109 Richmond St. Phone 1085.

We advise our customers to order EASTER FLOWERS now. Visit our Greenhouses and make your selections or order by telephone.

JAMES TAIT 37 Villa Avenue PHONE 269 Florist.

MEMBER FLORISTS' TELEGRAPH DELIVERY ASSOCIATION INC.

PRIZE WINNERS LAST WEEK

1.—Mrs. W. B. Prowse, 122 Fitzroy St., Charlottetown 2.—Walter Morrissey, Union Road. 3.—Mrs. D. F. MacRae, Charlottetown R. R. 6.

EXPLANATION OF CONTEST

The Charlottetown Guardian's "Thrifty SHOPPERS' GUIDE Contest" will be published every Saturday for twenty six consecutive weeks, with the final one appearing in the issue of August 28th, 1937.

The Charlottetown Guardian will issue three prizes each week: 1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00. These prizes will be issued in the form of merchandise or service orders that will be honoured by any advertiser on this page.

CONTEST RULES

It will be noticed that an extra or surplus word has been purposely inserted in some of the advertisements on this page. These words, when arranged in their proper order, make up a slogan or trade phrase used by, or appropriate to one of these advertisers.

CLUE TO THIS WEEK'S SLOGAN

This week's slogan belongs to a corner food store now celebrating its seventh birthday.

HOW TO ENTER

Having read each advertisement carefully, and having located those in which the words were inserted, contestants must write the name of the advertiser in whose announcement 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 this slogan belongs.

Then attach to your solution a receipt from any one of the advertisers ON THIS PAGE, indicating that business had been transacted with at least one of these advertisers on this page.

Each week three replies will be drawn from all received and three awards will be given in the order of their drawing: 1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00. All replies must reach the Guardian Office not later than noon on Friday.

Solution to this week's contest, and names of Prize-winners will appear on this page next Saturday.

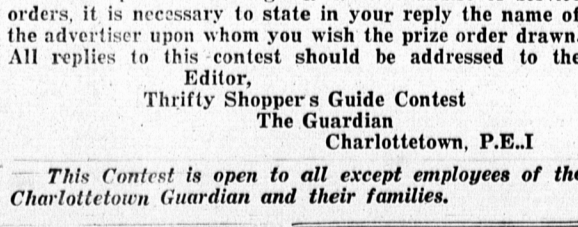
IMPORTANT!

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 any one of the advertisers on this page. Receipts from firms not advertising on this page will not be accepted.

As all prizes will be given in merchandise or service orders, it is necessary to state in your reply the name of the advertiser upon whom you wish the prize order drawn. All replies to this contest should be addressed to the Editor, Thrifty Shopper's Guide Contest The Guardian Charlottetown, P.E.I.

This Contest is open to all except employees of the Charlottetown Guardian and their families.

BRINGING UP FATHER



SEA VIEW SCHOOL

Honor Roll Sea View School for February: Grade (Sr.) 1. Vera Brander, Grade X (Jr.) 1. Arnold Hiltz, Grade IX (Sr.) 1. Buddy Brandon

2. Florena Adams, Grade IX (Jr.) 1. Evelyn Donald, 2. Winnie Blakeney, Grade VIII 1. Stewart Adams, 2. Ralph Duggan, Grade VII 1. Doris Blakeney, 2. Morton Adams, 3. Marion Sudsbury.

Grade VI 1. Ruby Adams, Perfect Attendance: Doris Blakeney, Florena Adams, Arnold Hiltz. —Principal, J. Weeks Murphy, Grade V 1. Orville Adams, 2. Velda Duggan, 3. John Adams, Grade IV (Sr.) 1. Ruth Burt, 2. Leigh Stewart, 3. Louis Adams, Grade IV (Jr.) 1. Elmer Adams, 2. Sterling Murphy, 3. John Murphy, 4. Allison MacLellan, 3. Arley Graham

Grade III 1. Wallace Murphy, 2. Audrey Adams, 3. Dorothy Murphy, Grade II (Jr.) 1. Leroy Adams, 2. Walter Adams, 3. June Burt, Grade I 1. Clarence Adams, 2. Ralph Burt.

Perfect Attendance: Orville Adams, Velda Duggan, Louis Adams, John Murphy, Sterling Murphy, Arley Graham, Allison MacLellan, the Robert Murphy, Walter Adams, Wallace Murphy, Charles Adams, Ralph Burt. —L. M. Johnson, Assistant Teacher.

KELLY'S CROSS SCHOOL

School Report for February:—Grade X—1. Mary McKenna, 2. Mary Bradley; 3. Kevin McKenna, Grade IX—1. Thomas Bradley; Rita Bradley; 3. Burnadette Caragher.

Grade VIII—1. Mary Kelly, Grade VII—1. Lawrence Bradley; 2. Mabel Monaghan, Grade V—1. Carl Hagan; 2. Francis Caragher; 3. Charles Gauthier.

Grade IV—1. Minerva McDonald, 2. Justin Kelly, Grade III—1. Edith Kelly, 2. Noreen Trainor; 3. Freddy Hagan, Grade II (Sr.)—1. Eddy McDonald; 2. Charles Monaghan, Grade II (Jr.)—1. Linus Bradley.

"CUCKOO" HATS

More women wear "cuckoo" hats in North America than in any other country, Miss Lillian Fischer, Hollywood fashion expert, said recently. "In the old days they used to have 'cuckoo hats in Paris, which no woman over here would wear," she said.

"Now the opposite is true. Paris is more conservative." She quoted a milliner as saying, "I have made some terrible hats, but some women like terrible hats. If Paris says hats will be higher, they want them still higher."

Miss Fischer, who was Paris editor of a New York fashion magazine for four years, is now Hollywood's first "fashion adviser." Women on this continent on the whole are marvelously well-dressed. But they often go to the extreme in hats without any regard for what is becoming to them," she said.

She said the first principle in buying a hat is to have it complete a costume. Don't get a hat and then worry about what to wear with it.

"Next, it must suit your face, and really help you. A hat should 'give you a lift.' "Clever Frenchwomen take hours in profile and full face, with a coat and without.

"It is much better to have a good hat and wear it several seasons," she said, "than to have a lot of poor ones."

One of Miss Fischer's favorite new hats is a "cab-ole" model, which ties around the head and sticks up. Another has a cluster of lemons on the front; another, a wreath of red roses.

COME INTO THE KITCHEN TO LEARN YOUR LESSONS

German schoolgirls are not to be allowed to take their higher examinations until they have learned the rudiments of household work. A decree to this effect has been issued by the Minister of Education.

The girls aged about 16, will receive instruction in: Cooking boiled and fried potatoes; Making an omelette; Washing-up; Keeping the floors clean;

Edmonton Buying Additional Planes

EDMONTON, March 12—One of the most active commercial aviation centres in Canada, Edmonton is suffering growing pains as increased operations in northern mining fields necessitates additional airplanes and overburden facilities at the civic airport.

Purchase of three large cabin monoplanes by one firm brought to 41 the number of machines operating from the Edmonton hangar. That total number of non-commercial craft used by mining companies and others owned by individuals operating in the north.

Another indication of the advance in aviation business made at Canada's farthest north city was engagement of eight new pilots and two pilot-mechanics. Now there are 22 pilots operating out of Edmonton besides several pilot mechanics.

Some companies had adopted the practice of keeping one airplane grounded, but demand for increased business has forced full-time use of all commercial aircraft.

This better business reflects increased activity in the north. Edmonton is the jumping off point into Northern British Columbia, the North West Territories and a large portion of northern Saskatchewan. Expansion of established mining fields and properties, and opening up of new territory in the north bring direct benefits to Edmonton.

Capt. James Bell, manager of Edmonton airport, warns that unless additional hangar space is provided, Edmonton's position as one of the foremost aviation centres will be threatened.

Aviation brings at least \$2,000,000 worth of business to Edmonton every year, Capt. Bell said in emphasizing the need of added facilities.

GLASS IS GAY FOR THE BATHROOM

When we were children the bathroom was an extremely dull place, writes Marjorie Grenville in the London Daily Mail, but now it has come to be regarded as one of the most important rooms in the house, and the housewife is ever on the look-out for new and amusing wall treatments and fittings.

Gone are the days of varnished paper and "marbled" painted bath. Gone, too, are the cold and cheerless white tiles of ten years ago. Instead, we have panels of pearly colored sheet glass. This is steam-proof, hygienic, colorful, and in its simplest forms comparatively inexpensive. Opaque sheet glass is used either alone or in combination with mirror glass, and is made in between sixty and seventy different colors. The mirror glass, which is used freely in the more elaborate schemes, comes in as many as twenty different colors and in nearly as many different textures—plain, reeded, rough-cast, and so on.

So we can have endless variety of decoration while still using the same medium.

Nor need we fear breakage unduly. The panels are embedded in a special mastic of which nearly wholly dries, and which thereby gives the glass a certain resilience so that it is no more liable to breakage than ordinary ceramic tiles.

One very lovely bathroom I have seen recently is a study in pink, silver, and black. Walls are of roughcast pewter silvered glass decorated with stripes of plain rose-tinted mirror; doors and the surround to the electric fire are of silvered reeded glass; while for relief, the panelled surround to the bath and the skirting are of opaque black sheet glass.

In this case the floor is of rubber, but if you wish you can even have glass tiles—tiny, two-inch squares, with a pleasingly rough yet dirt-resisting surface.

Regardless of the kind of food which is being eaten, the spoon always should be used with its side parallel to the lips.

When you are a guest in the home for just one meal, the napkin should be placed on the table in a rumpled condition. If you are a house guest, fold the napkin in case the hostess desires it to be used for the next meal.

It is better form when rising from the dining room table, to allow the chair to remain where it is instead of turning around and pushing it back into place.

Use Minard's for Dandruff.

Try This Profit-Sharing Contest

DEAL WITH THE FIRMS ADVERTISING ON THIS PAGE and receive your entry slips with each purchase from them.

"Personality" Dresses

Tailored Workmanship Perfect Fit—Superb Value. R. P. SIMPSON Queen St. Charlottetown

When Sickness is Prevalent You Need Your PRESCRIPTIONS in a hurry Our Service is Unequaled. Phone 722

C. C. HEESCHEN THE EUSTON PHARMACY

WE CAN SAVE YOU MONEY! Flour prices are advancing. Get our prices before buying. Also herring, codfish, digby, fresh and smoked filets at lowest prices.

MacPHEE BROS. Prince Street. Phone 246-J.

COAL IS CHEAPER

You get more heat for your dollar from good coal than from any fuel on the market. Phone 240

A. PICKARD & CO.

WE WANT 2000 Lbs.

NEW FEATHERS Goose or Duck (not mixed) See our latest Wallpaper designs. H. MacFarlane and Co. 167 Kent St. Phone 1042.

WHITLOCK TIRE SERVICE

PHONE 909 Guaranteed Satisfaction. The Best Equipped Tire Shop in the Province.

BIG VALUE FOR LITTLE FOLK IN NEW SPRING SUITS, COATS, AND HATS, AT

THE MISSES HOLMES & BRADLEY 152 Queen St. Phone 92.

Queen Street MEAT MARKET

We Service and Repair all Types of CAR AND RADIO BATTERIES Phone 580

MALLET'S BATTERY SERVICE

FOR AUTOMOBILE INSURANCE

consult A. R. McINNIS 75 Queen St. Phone 1040

We Are Ready To Buy A Moderately Priced Line of FURNITURE

Such as—Fables, Chairs, Beds, Springs, Stoves, etc. Furniture Exchange 89 Queen Street. Phone 885.

LOCKED IN CHURCH

LONDON, March 10 (CP)—A woman visitor, locked in All Hallows Church, Lombard Street, tolled the bell and was let out by the caretaker after 10 minutes of mighty heaving.

—By George McManus

Advertisement for Phillips' Valet Service, 114 Kent Street.

Advertisement for Toombs Music Store, 114 Kent Street.

Advertisement for Fawcett Range stoves, featuring a cartoon illustration.

Advertisement for Moore's Sausages, featuring a cartoon illustration.

Advertisement for Kelly's Cross School, featuring a cartoon illustration.

Advertisement for MacPhee Bros., featuring a cartoon illustration.

Advertisement for MacPhee Bros., featuring a cartoon illustration.