

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

The Charlottetown Guardian will issue three prizes each week: 1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00.

All prizes will be issued in the form of merchandise orders that will be honored by any advertiser on this Bulletin.

Each week the name of some one or more advertisers on this Bulletin will be taken and words will be listed from the letters making up the name. Each word listed begins with one of the letters of the advertiser's name. These words so listed will be purposely omitted from the copy

material appearing in a corresponding number of advertisements, one word only being left out of any one advertisement. Having read each advertisement carefully and locating those in which the words were omitted, contestants must write the name of the advertisers in whose announcement a word was missing, along with the missing word in each individual one. Also state the merchant or merchants whose names were used as key letters for the missing words. These key letters are jumbled but when put in order spell an advertiser's name.

Then attach to your solution a receipt from any advertiser on this Bulletin, indicating that business had been transacted with at least one of the advertisers on the Bulletin and mail or bring your letter to The Guardian Office.

Each week three replies will be drawn from all received and three awards given in the order of their drawing: 1st, \$3.00; 2nd, \$2.00; and 3rd, \$1.00. As all prizes will be given in merchandise orders, it is necessary to state in your reply the name of the merchant upon whom you wish the prize order drawn.

There is no limit to the number of replies any contestant may send in each week, providing a receipt from any merchant on this Bulletin accompanies each reply.

All replies to this contest should be addressed to Editor, The Better Business Bulletin, The Guardian Charlottetown, P. E. I., and should be in this office not later than Thursday noon each week.

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

\$100.00 CASH PRIZES

WILL BE GIVEN AWAY TO THE PEOPLE OF PRINCE EDWARD ISLAND through the co-operation of the manufacturers of **FAWCETT STOVES and FURNACES** CONTEST OPEN TO EVERYBODY

For full particulars consult

T. G. IVES

219 Great George Street. Phone 1117.

LAMP SPECIALS

YOU are invited to inspect our complete stock of Bridge, Floor and Radio Lamps.

We are sure the Quality and the Low Price will please you.

EDISON MAZDA LAMPS 20c

TOOMBS MUSIC STORE

173 Great George Street



A. PICKARD & CO.

Queens Wharf Uptown Office—153 Great George Street

FUNERAL DESIGNS

and deliver to all points within province.

Come in and see our display of flowers for all occasions.

PHONE 1482

UPTOWN FLOWERS

173 Great George Street

CALL US UP

when you wish to

COAL YOU UP

We carry the Best Grades of all varieties.

You'll get for your money when you buy

GOOD COAL

PHONE 240

MISSING WORDS

Advertiser's Name

All Judge More

Street It And

To This Every

S. N. KAYS

87 Pownall Street

Evening Snacks

At SANTRY'S

Below Simpson's on Grafton Street

You can have a quiet smoke, drink and snack. Distributor for "Nomonun" the scientific treatment for re-inforcing silk and rayon fabrics, and hosiery.

C. A. SANTRY

54 Grafton Street

PRIZE WINNERS

1. Mrs. Donald MacEachern, Long Creek.

2. Miss Lois Bryenton, Mount Stewart.

3. Mrs. W. B. Prowse, 122 Fitzroy Street.

IMPORTANT CLOTHING

We are now ready to buy Men's winter

of kinds, Leather, Cloth or Fur. Also all kinds of carpenter's and mechanic's

TOOLS EXCHANGE STORE

108 Richmond Street. Phone 869

TRY THIS CONTEST

Your chance is as good as any to

WIN A PRIZE

EGGS

We pay highest prices the year round.

Send us a trial shipment and be convinced.

F. B. CONRAD

PHONE 500

Corner Queen Water Streets

WATERMAN PENS

They are dependable and guaranteed. \$2.50 up.

Eversharp Pencils 50 cents up.

W. N. TANTON

Jeweler 180 Kent Street.

(We still have some Strong 18 size Watches at special low prices.)



THE GLORIA

Price \$1.00

White Broadcloth fitted

SMOCKS

short sleeves, suitable for

WAITRESSES and HAIRDRESSERS

etc. Sizes 14 to 44.

BUY YOUR GROCERIES FOR LESS

AT THE

PRINCE GROCERY

Contest Entry Slips provided with each order.

Draw your prize order on our store and get more. See ad on Page 3.

ALWAYS APPROPRIATE FLOWERS

Have a place in social function, and at every special occasion. Nothing can take their place. We deliver to any part of the civilized world within a few hours.

PHONE 269

JAMES TAIT

37 VILLA AVENUE

Member Florists' Telegraph Delivery Association, Inc.

A Passport to the Land of Nod

Hot

"GARDEN CITY" CHOCOLATE DRINK

Try Hot or for a refreshing beverage drink it Ice Cold.

Order some today. PHONE 584

The PURE MILK COMPANY

The New TRICOLIDO DRESSES Are Here!

Very Smart. Sizes 14-20. All the latest shades.

The MODERN SHOP Over Canadian Stores Sunway Side

BRING YOUR NEXT PRESCRIPTION TO US TO BE DISPENSED.

Prices are right. All Drugs used are of the best

QUALITY

C. C. HEESCHEN THE EUSTON PHARMACY PHONE 772

WE DELIVER C. O. D. Phone 1085

E. S. MOORE 109 RICHMOND

Filling cupboards is natural sycamore wood.

The feature room of the penthouse will be its dining room. It can be converted into a talkie cinema to hold 150 guests.

The nursery for twelve-year-old Patricia and seven-year-old Pamela has its own kitchen, modern playroom and nurse's quarters. The front door has no handle. The bell is rung, the visitor scrutinized and unless the porter switches on the current from the hall the door remains locked.

Birthday Greetings (By The Canadian Press)

To Jules Audy, the platinum blond of the six-day bike races, born in Montreal 24 years ago tomorrow. Jules is always a favorite with bike race fans of the fair sex. He has teamed with Tugby Pedan of Victoria, another prominent Canadian rider, to win many of the wooden track battles.

—By George McManur

Read the Rules at Top of Bulletin Carefully Before Sending in Your Reply

A NUMBER OF CONTESTANTS WHO SENT IN THEIR ENTRIES FOR LAST WEEK FAILED TO COMPLY WITH THESE RULES.

W. C. T. U. Notes

JACK, JIM AND JOE

now here's a bad fellow who always regrets

That he has no money to buy

Jack smoked and smoked till he lost his job.

Bad nerves was the cause of his being robbed.

He grumbles and growls from morning till night.

And tries to forget that smoking's

not right.

And there goes Jim who is very small.

He smoked when a child and can't work at all.

At fifteen or twenty cents a pack. He could buy a loaf of bread and get a nickle back.

That nickle he saved on a cigaret. Would start his bank account and he'd be all set.

Joe's head is clear, his eyes are bright.

His teeth are strong and very white.

His nerves are steady, come what may.

You can trust his judgment any day.

On those who use tobacco he has his joke.

He made and saved money 'cause he didn't smoke.

A CHEERING START FOR THE AUTUMN ACTIVITIES

Our Autumn activities should stand out pre-eminently because of an invigorating faith in God the Father and the constant promise of His presence, which has been proven time and time again in per-

sonal experience and in the history of our world-wide organization.

The work of this year has a most cheering background in that there has been many signs of an intensified and growing interest in the aims of the W. C. T. U.

Last April in a Toronto session of the Board of Evangelism and Social Service of the United Church, Dr. John Coburn impressed on its members that the liquor situation in Ontario was worse than it had been for many years. In his survey of present conditions he referred to the flouting of the decision of the Supreme Court of Ontario in regard to the Canada Temperance Act in Huron, Perth and Peel, and the declaration of Ontario's Premier that even if the Privy Council upholds the Canada Temperance Act, he would not put it in force in the three counties affected.

There seemed to be an immediate response to this challenge from many quarters.

The Baptist Church has always stood for the best obtainable in

social conditions. Last may when the Baptist Young People's Union of Ontario met in Ottawa an unanimous resolution was adopted to the effect that "we do all in our power to rid our province of the so-called beverage room or tavern, an unwanted and undesirable institution which has become a menace to our youth."

The Baptist youth are enlisted and that means a fighting force for the years to come.

In the conferences of the United Church there was displayed a renewed antagonism to this old foe of everything good—King Alcohol. An insistent demand was made for a referendum on the question of the continuance or abolition of the beverage room. In spite of the pull of partyism by a small minority the voice of this church is definitely for a settlement of this vexing problem by a vote of the people.

The stand taken by the W.C.T.U. on other serious contentions, has also received satisfying attention. This society has always been opposed to gambling in any form.

General satisfaction has been expressed over the action of J. A. Carroll, superintendent of agricultural societies in Ontario, in announcing that indecent shows and slot machines are barred at Paris.

The church leaders, realizing that raffles and lotteries are conducted in open violation of Canadian criminal law, protested in vigorous resolutions against this lawlessness.

The W. C. T. U. Department of Anti-Narcotics is justifying its adoption. In the face of the popu-

larity of the use of "the Weed" in its different forms it is encouraging to realize that its very general use is bringing its own condemnation.

The Dominion Board of the W. M. S. of the United Church, in its June session, scored the "indifference of Canadian mothers to the evil effects of tobacco and alcohol as shown by their own indulgence, and the serving of cigarettes and alcohol in their homes."

It was a delightful experience to be present at a session of the United Church, London Conference, and listen to the Rev. W. G. Colgrove presenting a resolution condemning not only the use of tobacco, but also of its cultivation, and to hear the charge that the Church has hitherto failed to pronounce definitely on the subject. It was still more delightful that the conference endorsed these statements by the adoption of the resolution. It has seemed at times, through the long years, as if the W. C. T. U. were plowing a lone furrow in this unpopular struggle, but it is now receiving influential support.

WHY RUDYARD KIPLING BECAME A PROHIBITIONIST

"The other sight of the evening was a horror. The little tragedy played itself out at a neighboring table where two very young men and two very young women were sitting. It did not strike me till far into the evening that the pimply young reprobates were making the girls drunk. They gave them red wine and then white, and the voices

Britain's First Penthouse

Lord Louis Mountbatten has just moved into the first completed corner of the Park-lane penthouse, which he and Lady Louis Mountbatten will use as their town residence after September.

Rising eight storeys above the tree-lined roadways this new-styled home occupies the top floor of Brook House, a square block of modern flats replacing the famous Victorian mansion of the same name, left to Lady Louis Mountbatten by Sir Ernest Cassell, her grandfather, and sold by her.

Britain's first penthouse, self-contained, terraced and gabled, is modern American style of dwelling which sits, like a top hat, on all skyscrapers.

Lord and Lady Louis' Mountbatten, close friends of the King, are equipping their home for extensive entertaining. It has thirty rooms.

It is still covered with plasterer's sheets and awaits Lady Louis Mountbatten's return before the decoration scheme can be completed.

Typical of the rest of the house is Lord Louis's suite.

His study is egg-shell blue, with fitted carpets, in nigger brown, and deep rest couch covered with magenta linen.

The furniture is built round the wall, desk dissolving into bookshelves, wine cabinet radio set, and

The Maritime Parade of AGRICULTURE

The best of everything in agriculture gathers together at this year's Exhibition, and Champion livestock and poultry, and prize products of Maritime fields and orchards in greater array than ever.

Four days of horse racing: Harness Races Sept. 29, 30; Jockey Races Oct. 1, 2; Bigger Horse Show Sept. 28, Oct. 1, 2, 3. Auto Races Oct. 3.

Entertainment thrills galore for young and old. Manhattan Revue from New vaudeville old. A magnificent program of high-class House a magnificent program of high-class House acts on a splendid stage, twice daily. Robot, the amazing mechanical man. Spectacular of Magic, from Toronto. Auto Contest, the amazing mechanical man. Prize Dress, the Amazing Mechanical Man. Big Mardi Gras Carnival and Fun Zone. Big Sept. 29. Ben's Antic and his Zone. Old Boys' Enlarged Midway and Fun Zone. Old Cash Prize Contests—Old Fiddlers (over 60 years). Wood chopping (winners to meet the famous Australian Woodchoppers). Oldest year's Auto driven under own power. Tap Dancing Contest. Cash prize and free admission for largest family attending each day.

A Big Lively Fair. Come and have the time of your life!

Reduced railway fares from all points

NOVA SCOTIA PROVINCIAL EXHIBITION SEPT. 28th to OCT. 3rd HALIFAX

BRINGING UP FATHER

HURRY AND GET DRESSED—I SAW MRS SARAH KUZE AND SHE SAID SHE'D HAVE SIR HAL IBUTT CALL AND INTRODUCE HIMSELF. HE JUST ARRIVED AND IS IN THE GARDEN—SERVE HIM TEA WHILE YOU'RE FIXING UP—HE'S SO ENGLISH, YOU KNOW—I KNOW YOU WILL LIKE HIM—

HE CAN'T BE ANY WORSE THAN YOUR OTHER TITLED GENTLEMEN—

BUT, MRS. KUZE, JIGGS—

TUT-TUT—YOU MUST SIT RIGHT DOWN AND HAVE SOME TEA AND TASTE THESE BISCUITS MY DAUGHTER JUST BAKED—

BUT YOU SEE—I AM—

ISN'T THAT TEA DELICIOUS? I SUPPOSE YOU WOULD FEEL FAINT IF YOU DIDN'T HAVE YOUR AFTER-NOON TEA—

I WILL FAINT IF I DON'T GET BACK TO WORK—MRS SARAH KUZE'S BUTLER I CAN'T TELL YOU SHE COULDN'T GET IN TOUCH WITH SIR HAL IBUTT—