

# BETTER BUSINESS BULLETIN

## BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

**GOOD HEALTH**  
Expect it in every creamy glassful of GARDEN CITY MILK—because it's there.

**GARDEN CITY MILK**  
is Clarified and Pasteurized and contains all the vitamins and energy elements to keep your health at a peak, or build it up if it's run down.

Save GARDEN CITY MILK to your children.

"Save the Child and Build the Nation"

**THE PURE MILK COMPANY**



**GIRLS' AND BOYS' HOBBIES EXHIBITION**

**GRAND CLOSING**  
Entertainment  
And Presentation of  
**SPECIAL PRIZES**  
Prince of Wales  
**COLLEGE HALL**  
TUESDAY, MARCH 31  
7:00 P. M.

**EXPLANATION OF CONTEST**

The Charlottetown Guardian's "BETTER BUSINESS BULLETIN" will be published every Saturday for twenty-six consecutive weeks, with the last appearing in the issue of August 8th, 1936. Three prizes will be given away each week—1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00. The Charlottetown Guardian will issue all prizes in the form of merchandise orders that will be honored by any advertiser on this bulletin.

TRY US FOR  
**Quick Service**  
AND  
**First Class Work**

**Riggs & Berrigan**  
BARBER SHOP  
Opposite New Currie Block

**P. J.'s 29 CENT SPECIALS**  
**10 DAY HOUSECLEANING SALE**

Brooms ..... 29c  
Tomato Juice, 25 oz. tins ..... 29c  
..... 3 for 29c  
2 large tins Peaches ..... 29c  
3 cans Peas ..... 29c

Island String Beans ..... 3 cans 29c  
3 cans Clams ..... 29c  
10 bars Laundry Soap ..... 29c

QUALITY ECONOMY SERVICE  
**P. J. MacDONALD**  
Corner and Prince Streets Phone 888

PHONE 65  
for the very best in  
**GROCERIES**

Get your slips from us and try this contest. Take your prize on our store. Satisfactory service. Lowest prices.

**S. N. KAYS**  
87 Pownall Street

HAVE YOUR  
**Car Radio**  
OVERHAULED IN TIME

I am fully equipped to give you prompt and satisfactory service at moderate cost. Phone me.

**Erwin Kucher**  
232 Richmond Street

WE ARE  
**ALL READY**

to you with best quality groceries for your Easter Table. Low prices. Courteous Service. Secure your contest entries from us.

PHONE 246-J.  
**MacPHEE BROS.**  
55 Prince Street

**CONTEST RULES**

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 a receipt to your solution 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.

If your throat is hoarse

**Penlar**  
**Throat Dragees**

will give you quick relief. Pleasant to take and put up generous and convenient tin boxes—25c.

**E. A. FOSTER**  
CENTRAL DRUGSTORE

**SPECIAL**

A new shipment of Suedene taffeta blouses in pastel shades. A large assortment of styles. Sizes 14 to 20.

ONLY 89 CENTS AT

**THE GLORIA**

**Spring Is Coming**

But you don't have to wait till May to welcome a few flowers in your home.

Come in and see what you can take home for a small cost. Phone 1482.

**Uptown Flowers**  
173 Great George Street

Have You Seen  
The choice beef we now have on display. Come in, you'll want some, or Phone 334.

**THOS. MILLS**  
MEAT MARKET

Mince Meat and Potted Meat Our Specialties  
135 Hillsboro Street

**SHOOT A GAME**  
For Recreation

At The  
**CHARLOTTETOWN**  
**Bowling Alleys**  
First Class Service  
G. TULLE, Proprietor  
Market Building Basement

We are as near to you as your nearest telephone. Call us up when you want a job done and done promptly.

Phone 661-L.  
**BEVAN BROS.**  
PLUMBING ENGINEERS  
92 Weymouth Street

**MISSING WORDS**

Advertiser's Name \_\_\_\_\_

Provide Right In	Man Use Kent	Equipment Longer
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We are offering our Men's 18 Size

**Waltham & Elgin**  
**WATCHES**

at big discounts. The best watch for the at heavy work—call and see us

**W. N. TANTON**  
180 Kent St.  
(formerly Grafton St.)

**Bottled Sunshine**

Pure rich Cod Liver Oil is used in making

**IMPERIAL**  
**FOX BISCUITS**

"For success feed Imperials from Pup to Pell."

THIS IS A  
**GOOD TIME**

to have us attend to your plumbing. We guarantee our work. Very reasonable charges.

PHONE  
**H. T. JAMES**  
16 Elm Avenue

Phone 1085  
For

Groceries, Meat, Fruit and MOORE'S SAUSAGES at 17c per lb.

You are invited to get your Contest Entry Slips here, and take your prize out on our store.

We co-operate with our customers.

**E. S. MOORE**  
109 Richmond Street

**BRIGHTEN YOUR HOME**  
WITH A NEW FAWCETT RANGE


Come in and inspect the beautiful new models in our show room. You will be delighted with the many up-to-date features found only in Fawcett Ranges. Ask us for prices, trade-in allowances and terms.

**T. G. IVES**  
219 Great George Street. Phone 1117.

**Dresses**

ALL Crepe Dresses, worth \$3.95 to \$4.95 going at \$2.95

THE  
**BETTY LOU**  
117 Kent St.  
Revere Hotel Bldg.



**Solution to Last Week's Contest**

ADVERTISER'S NAME — JAMES TAIT

Sell—Thos. Mills  
That—T. G. Ives  
Job—Bevan Bros.  
And—E. A. Foster  
If—Euston Pharmacy  
Much—Pure Milk  
Every—The Betty Lou  
All—The Gloria  
To—Riggs & Berrigan

THE  
**Euston Pharmacy**

Now is the time to give the children Malt and Cod Liver Oil, 2 pound jar only \$1.00

**C. C. HEESCHEN**  
The Euston Pharmacy  
Orlebar and Euston Sts.  
Phone 772

**YOU'D BE SURPRISED**

At the amount of time and money that is being wasted each year, through the use of cheap grades of Coal.

Good Coal lights quicker, gives more heat and stays hot

Order today. Phone 240.

**A. PICKARD & CO.**

**W. C. T. U. Notes**

A THANKSGIVING ROSARY

I count up in this song of cheer  
The blessings of a busy year;  
A roof so low I lose no strain,  
No ripple of the friendly rain;  
A chimney where, all winter long,  
The logs give back the wild birds' song;  
A field—a neighborly old ground—  
Which year by year without a sound  
Lifts bread to me and roses sweet  
From out the dark below my feet.

The tree that stands that first to cheer  
With crinkling flute the green of the year;  
The cricket on the garden mound,  
Stitching the dark with threads of sound;  
The shy paths darting through the wheat,  
Marked by the prints of little feet—  
Gray squirrels on their thrifty round,  
Crows condescending to the ground.

And for that first young wind of morn  
That dances on the startled corn;  
And for that other wind that blows  
Green ripples down the apple rows;  
That leafy hallow that was stirred  
A hundred mornings by a bird  
That sang at daybreak on a brier,  
Setting the gray of dawn afire!  
The lone star and the shadowed hush  
That comes at evening when the thrush  
Turns with his wild heart, all the long,  
Soft twilight to a secret song.

The tender sorrow, too, that came  
To leave me nevermore the same—  
The love and memories and the wild,  
Like laughter of a little child;  
Thoughts of the wonder that awaits  
The soul beyond the Darkened Gates.

That old, old mystery that springs  
Deathless behind the veil of things;  
And deep thanksgiving for the friend

Who came when all things seemed to end,  
Who made me know, though tempt-tossed,  
That all things precious were not lost.

This is my rosary of hours  
Interwoven of the snows and flowers—  
The year that runs from young to old,  
A glint of green, a glow of gold.  
—Edwin Markham

**LIQUOR SALES NOT PROMOTING THE BEST INTERESTS OF THE UNITED STATES**

A look through a long-distance telescope southward does not seem to indicate that the annihilation of the Prohibition Amendment to the American Constitution is promoting better social conditions, and liquor propaganda had much to say concerning the evils attendant on national prohibition.

An exhibition of the lowering of the moral scale was indicated by the Quaker city, Philadelphia, and the city of Pittsburgh, in the recent elections, voting to legalize Sunday movies. The sacredness of the Sabbath is challenged by a sentiment demanding entertainment.

By a vote of nearly two to one on the same date the city of Detroit elected that the hour for closing liquor sale be extended to 2 a.m. Detroit is taking its imbibing seriously.

Lynching has not become a thing

of the past. Some weeks ago a Tennessee negro slapped a white woman. He was in the hands of the officers of the law but he wrested from them and lynched by a band of whites.

The negro said when arrested: "I don't know what I done. I was just drunk."

The illicit still thrives in the United States, just as it is thriving in Canada, under what is claimed to be Liquor Control.

At a meeting of the American Public Health Association held last October in Milwaukee, it was claimed that deaths from alcoholism and social disease are double the number officially reported. When physicians related the real cause of death, not divulged on death certificates, the camouflage used, namely heart trouble and cerebral hemorrhage went down the scale but alcoholism and social diseases went way up.

**LIQUOR SALES TALK CURTAILED IN 'ADS'**

Richmond, Va.—Advertisements of distilled spirits in newspapers and magazines published in Virginia will be restricted, beginning Feb. 1, to statements of fact without any sales talk, the Virginia alcoholic beverage control board has ruled in a new set of regulations just made public.

No more than three brands may be advertised by any one advertisement of a distiller or wholesaler on a single page and advertisements must be restricted to brands actually on sale in ABC stores. No reference shall hereafter be made to the fact that brands advertised may be bought at ABC stores.

"Heretofore we undertook to say what distillers could not put into advertisements. Many of them took the view that anything we had not specifically forbidden was proper. There was a tendency to inch upon us. Now our new specifications undertake to say just what the distillers and wholesalers can insert in advertisements."

Billboard advertising will be brought in line with the regulations or publications, it was explained. A conference to work out details will be held by the board with representatives of outdoor advertising interests. Similarly, regulations will be promulgated for radio advertising of liquor, should there be any from Virginia stations.

**LITTLE ICELAND'S SAD FIGHT FOR SOBRIETY**

It is ever becoming more and more evident that the world is just a neighborhood, and not a very big one at that. Internationalism is sticking its elbows into the eyes of every nation. In 1908 Iceland voted on prohibition and its citizens gave consent. Time was allowed for readjustment of trade over some six years. In January, 1912, prohibition of importation was enforced. Three years later came the prohibition of sale, the remaining stocks being exported. As far as our information goes it was the first national unit to adopt national prohibition. The end of the prohibition story was a threat from Spain, Iceland's codfish market, that if its wine importation was denied there would be no Spanish market for Iceland's codfish. Another plebiscite in 1933 reflected the international influence, and the result was the enactment of a liquor licensing law, covering the legalization of the sale of spirits as well as wines, the parliamentary vote standing 26 to 16 in favor.

This little island, only 300 miles long by 300 wide, has displayed a progressive spirit. In 1914 it granted woman suffrage. In 1909 the "East and West" commented.

"For intelligence, thrift, enterprise, the Icelander probably takes the lead amongst the scores of nationalities represented in the steady, persistent inflow of new comers in the New West from abroad. They are known as successful farmers, merchants, contractors, doctors, lawyers.

The licensing law now in force clearly reveals the inmost feeling of the average Icelander at being forced to earn his bread under the dictation of the liquor traffic. An exchange reports that:

"Short of prohibition it (the new law) is as strict as possible. Only the one hotel in the whole island is authorized to sell for on-consumption; the retail trade in all towns is subjected to very severe control. There is no sale in villages."

**PEOPLE STILL READ!**  
Despite enormous demands on leisure by radio-casting, sport and cinema, the old-fashioned habit of reading persists. If the experience of Great Britain is typical, it seems even to be increasing its hold. Last year more books were published in Britain than ever before in its history—16,678, this being a rise of 1184 on the previous best year, 1930.

These are significant figures. Men's actions depend on their thought, and thought is to a large extent molded by books. It is encouraging to note that, in the main, the classes of books which, in response to public demand, are most rapidly increasing their output, belong to the more worth-while sections of literature. Except for fiction, poetry and drama have made the most striking advances in the past year. Their quota has been increased by 116 volumes on the figures for 1934. This is followed closely by books on politics, which have risen by 110, and by volumes of biography and memoirs, with an increased score of 80.

The best-seller of the year has not been a novel, but Col. T. E. Lawrence's "Seven Pillars of Wisdom," which, at a price three or four times that of most fiction, has sold 100,000 copies.

Even so, fiction easily leads the list. It accounts for 5310 publications, a rise of 483 over 1934. Yet fiction itself is not merely entertainment nowadays. Wells, Galsworthy, Huxley and others have made it a forceful instrument of social comment, and their example has been widely followed. Altogether, the reading lists of Great Britain—and the same is true of some other countries—show a steadily rising standard of national intelligence.

**RUPTURED?**


End your rupture troubles. No ELASTIC. No understraps. No steel. An advanced method. Safe. CAN NOT SLIP. INEXPENSIVE. Guaranteed. Write for offer. SMITH MANUFACTURING COMPANY Dept. 5 Preston, Ont. Established 1893

**DODD'S KIDNEY PILLS**

TREATMENT FOR BACKACHE RHEUMATISM BLADDER TROUBLES URINARY AFFECTIONS

407 THE PASSAGE

**WHAT'S YOUR NUMBER**



**1 Birth Force**

Born in New York, Braddock entered the fight game as a youngster and, despite many defeats as well as a prolonged period of poverty when he was obliged to go on public relief, he did not give up hope. He lost twenty-eight bouts since 1928, including the one to Tommy Loughran for the championship, in 1929. He received \$250 to fight Corn Griffith, in an effort to build up the latter, but Braddock surprised everybody by winning the battle.

**4 Heart**

Encouraged, he fought Henry Lewis and won a decision. Then he determined to train for another chance at the heavy-weight title. A "4" Heart Force as a guide, Braddock had a high regard for both his wife and family of three children, as all "4's" cherish their families and feel a strong sense of duty towards them. Thus, it was because of them, rather than for selfish reasons that he made such a desperate fight to come back. When it was announced he would meet Max Baer the odds were ten to one against him the night of the fight.

**3 Personality**

Braddock thrilled the world by getting the decision. His share of the gate, \$13,244.13 lifted him from poverty into fame and fortune. The pleasant, happy-go-lucky personality of a "3" force is merely on the surface, for Braddock is essentially a courageous "1," with the steady plodding energy of a "4" who always seeks out a single groove and forges ahead, urged by duty.

**YOU can learn all about yourself, too, through a personal character analysis, by numerology!**

COUPON PRINTED BELOW

Copyright 1935 Lee C. McCullum

**Numerology Series by MARIO**

YOUR OWN NUMEROLOGY READING

Mail this coupon, together with 10c in coin to cover handling costs, and a stamped, self-addressed envelope to:

**MARIO**  
Care of  
**The Charlottetown Guardian**

First Name \_\_\_\_\_  
Middle Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Year \_\_\_\_\_ Month \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_

Be sure to enclose 10c and a stamped, self-addressed envelope.