

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 in 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 merchant 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.

We Realize That THE RANGE YOU ARE LOOKING FOR MUST BE NEAT in appearance, yet DURABLE PROPERLY CONSTRUCTED to give maximum HEAT yet most economical on fuel.

ordered to suit your purse, yet guaranteed to suit your purpose. You will find all these, and many more exclusive features in the NEW RANGERS now on display in our showrooms.

T. G. IVES Phone 1117
173 Great George Street

WE OBEY ORDERS! Consult us about **FLOWERS** for occasion. We specialize in **Funeral Designs** and deliver anywhere in this province. **PHONE 1482**

PURE and FRESH **UPTOWN FLOWERS** 173 Great George Street

PROMPT COURTEOUS SERVICE **PHONE 240**

A. PICKARD & CO.
Foot of Queen Street and 153 Great George Street

NEW ASSORTMENT OF SATIN LOUNGING PYJAMAS SATIN AND CREPE SLIPS also new shipment of **HATS** in all bright shades.

THE MODERN SHOP Upstairs Over Canadian Stores
GET IN ON THIS CONTEST

You can win a prize. Get your entry slips from us. We provide these with all orders at our store. Our groceries are of the best obtainable quality and priced right.

Don't forget to some of **MOORE'S SAUSAGES** in your order. They're made fresh daily. They're delicious, and the price is **2 Lbs. for 35c** **PHONE 1085**

E. S. MOORE 109 Richmond Street
WE PAY SPOT CASH FOR EVERYTHING WE BUY All of Men's Winter Clothing and Footwear; Carpenters' and Mechanics' Tools; Furniture, Stoves, Etc.

EXCHANGE STORE 103 Richmond Street. Phone 869.

MISSING WORDS

Advertiser's Name _____

Any Assure Prize
Reduced Demand
Include Choice Kinds

Solution to Last Week's Contest
ADVERTISER'S NAME - T. G. IVES

Stock—James Tait
Groceries—E. S. Moore
The—The Pure Milk Company (not missing)
Values—The Modern Shop
In—T. G. Ives (not missing)
Electric—Toombs Music Store

PRIZE WINNERS

1.—Mrs. E. A. MacRae, 2 Hillsboro St.
2.—Henry Coffin, 114 Edward St.
3.—Mrs. A. Long, 12 Elm Ave. !

FOX RANCHERS!! No Experimental Work

Get your requirements of **BEEF HEARTS, BEEF TRIPE, BEEF CHEEKS, etc.** from us. We also handle **HEXITE RATION** and Cubes and Silver Moon Biscuits.

F. B. CONRAD PHONE 500
Corner Queen and Water Streets

W. N. TANTON Watchmaker and Jeweler
180 Kent Street

TODAY Is the time to buy your supply of Flour before prices go higher. All kinds. All prices "For you". Contest Slips with each purchase. Just phone 246-J.

MacPHEE BROS. Prime Street

BALANCE OF OUR WOOL FELT HATS to \$1.00

Flannelette Pyjamas in attractive styles and colors. Small, medium and large.

Price \$1.25 THE GLORIA

SAVE MONEY ON GROCERIES by buying at low regular prices. You always save when you shop here.

SEE AD ON PAGE 3. PRINCE GROCERY

IT WILL BE EASIER FOR YOU TO SAY IT WITH FLOWERS AFTER YOU'VE SEEN Our large array of all varieties for all occasions.

JAMES TAIT FLORIST
37 Villa Avenue
Member Florists Telegraph Delivery Association, Inc.

"Save The Child And Build The Nation"

IF YOU'RE PARTICULAR about the quality of your foods,

BUY "Garden City" PRODUCTS

If you the highest grade of MILK, BUTTER, TABLE CREAM, WHIPPING CREAM, BLEND CREAM BUTTERMILK AND CHOCOLATE MILK

Get them from **The Pure Milk Company** PIONEERS OF SAFE MILK. **PHONE 584**

THE WILLIS CONCERT GRAND PIANOFORTE The Official Piano of the **MONTREAL ORCHESTRA**

Also the of the leading artists and musicians.

SOLD EXCLUSIVELY BY TOOMBS MUSIC STORE

S. N. KAYS 87 Pownal Street

invites you to secure your Entry Slips for this Contest with your order for Groceries. Get your here too.

Best Quality Groceries At Low Prices **TELEPHONE 65**

TRY THIS CONTEST Your chance is as good as any to **WIN A PRIZE**

W. C. T. U. Notes

THEN LET US PRAY

The day was long, the burden I had borne Seemed heavier than I could longer bear; And then it lifted—but I did not know Some one had knelt in prayer.

And taken me to God that very hour, And asked the eading of the load, And He infinite compassion, had stooped down And lifted the burden from me.



Nerves on Edge From loss of sleep

Sleeplessness is the most persistent symptom of exhausted nerves. You may have headaches or nervous indigestion. You may be restless and irritable and constantly worried over things that do not really matter. All these symptoms wear down the nerve force and if you cannot sleep, there is no chance to regain nervous energy and vigor.

Why not give Dr. Chase's Nerve Food a chance to help you? It has helped many thousands of others and should do as much for you. It is not a narcotic to merely induce sleep but a restorative which will enable you to regain the vigor of the nervous system and free yourself of the condition which is making life a burden for you. You will not be using it long before you will understand why there is so much enthusiasm about this food treatment.

For New Pep and Energy use DR. CHASE'S NERVE FOOD

spiritual resolutions. The proud cannot pray. It is an exercise that requires lowliness of mind, simplicity of heart, and a teachable spirit.

The worldling cannot pray. Prayer submits all things to the standard of Heaven, seeks the judgment of God, and lives in the unseen.—Selected.

LOYAL TEMPERANCE LEGION

Dear Boys and Girls:—The school bells have rung once again up and down our land and boys and girls everywhere have answered its call.

The summer has come and gone and what a wonderful vacation time we have had. So many adventures, swims, hikes, bon-fires, etc., such good times, and now we come back refreshed for a new year of work.

As it will take a meeting or two to get things in running order an early start is necessary.

There is a great work for each and all of us to do. Our fair Dominion needs every boy and girl, every man and woman to stand for all that is noble and right and to keep themselves fit and to also help others to do the same. We are not able to do this in our own strength, but God has promised to help us if we only ask Him. Fitness demands a healthy body, and also a clear mind, so for your own sake, for the sake of your home, and for your country's sake you must keep fit, for your own pleasure and that you can better serve your friends.

Have you ever heard of "The five good sticks"? Stick No. 1—Stick to Principle. That means playing the game and having a lofty and noble purpose in life. If you believe a thing to be right, stick to it.

Stick No. 2—Stick to Your Word. Keep your promise. Always remember the promise you have made, never to take intoxicating liquor.

Stick No. 3—Stick to Your Parents. Do not forget those who

have done so much for you. Count on them and they will prove your best friends.

Stick No. 4—Stick to Your Pledge. I promise by God's help never to touch intoxicating liquor. No one ever regretted keeping the pledge.

Stick No. 5—Stick to Jesus. He is the best friend any boy or girl ever had. He alone can help you overcome trial and temptation.

Manitoba Legioners last year were the winners of the \$1000 award for having given the largest sum of money to our L. T. L. Missionary Fund. Who will be the one to head the list of Legioners this year?

Saskatchewan led in increase of members and received the "Certificate of Honor." Let us all work hard and see just how many new members we can get. Out-post members are surely to be had and they will enjoy the work with us. Here is verse that can be of help to us I am sure.

God speaks to me in many ways, Through the lovely sunny days, Through the flowers and grass and trees, Through the songbirds and the bees; Not only in the things I see— Through mother's voice He speaks to me. He speaks sometimes in what I read, He seems to know just what I need. I think that I should do my part. To work for Him with all my heart. I therefore quietly to Him, say: That I shall do my best today!

Sincerely Yours,
MARION A. REESE,
L. T. L. Sec.

MEXICO OBSERVES ANTI-ALCOHOL DAY

Blowing of all factory whistles in Mexico at ten o'clock on the morning of April 9, announcing a mass meeting of workers to listen to speakers on various aspects of the alcohol problem, heralded one special feature of the nation-wide observance of the first Anti-Alcohol

day. This climaxed the campaign against alcohol which has been going on with constantly increasing intensity since President Cardenas took office more than a year ago. During the intervening months the anti-alcohol information has reached the schools, soldiers' camps, theaters, and practically every other department of community life.

On the day's program were parades, lectures, music, and other activities, while white banners floated from homes and public buildings. The directive committee of the campaign had announced: "On this day we want the Mexican people to become fully conscious of the significance of the campaign, so that they will give us their full cooperation in the future."

CRUSADE FOR TEMPERANCE (From Ottawa Citizen)

It is heartening to observe the lively and well-planned crusade of the Woman's Christian Temperance Union to checkmate, or rationalize, a widespread and ill-advised propaganda of liquor interests that is apparently calculated to make the United States the most disgustingly wet nation on earth. We heartily commend the efforts of the W. C. T. U. to use sponsored newspaper advertising, to help offset the studied effort of liquor copy writers to convince readers that it is "smart" and "swank" to get drunk without corresponding notice that one who drinks to excess risks falling on his face in public, losing his job, quarreling with loved ones, committing a crime.

Despite everything that has happened, temperance is still an ideal in this civilization. Those of us who remember the W. C. T. U. of our grandmothers' day are proud that the old banner is kept afloat in a world turned almost inhuman by commercial cynicism. It remains for the W. C. T. U. to fight advertising deliberately designed to make women and children fall into drinking habits. These good American women need never again

apologize for their white ribbons, for they represent one of the finest causes in Christendom.

Girl Loses Life In Maine Fire

(C.P. By Guardian's Special Wire) CALAIS, Me., Nov. 19. — Jean Spaulding, 11, was burned to death early today when fire destroyed the Spaulding home at Meddybemps, and Mrs. Alonzo Tatton, a friend of the family, was injured in jumping from an upstairs window. The

girl's grandfather, George Spaulding, and Alonzo Tatton, only other occupants at the time, escaped uninjured.

Mr. and Mrs. George Spaulding, with their baby son, had gone to Machias to visit Mrs. Spaulding's parents, leaving Jean at home with the grandfather while Mr. and Mrs. Tatton kept house.

Heavy smoke about two a.m. awakened the elder Spaulding on the ground floor, and he had barely time to get out. When Mr. and Mrs. Tatton leaped from the second story the latter broke several ribs. The surviving trio saw nothing of the girl, and the ruins were being searched for her remains.

Three Trapped In Atlantic Blaze

(A.P. By Guardian's Special Wire) ATLANTA, Ga., Nov. 20.—Three persons trapped in a top floor music studio died and 12 were injured today in a \$200,000 fire in a five-story downtown building.

The fire spread through the freight and passenger elevator shafts of the buildings occupied by the Cable Piano Company, the Atlanta Conservatory of Music, and a number of smaller studios.

OUR BOARDING HOUSE with **Major Hoople**

EGAD, LADS—I MUST CALL ON YOU FOR MORAL SUPPORT—MY NERVES ARE ALL A DITHER FROM LACK OF SLEEP—I HAVE BUT TO CLOSE MY EYES, AND EVERY WINDOW FRAMES A PROCESS SERVER, COME TO NOTIFY ME THAT I AM TO STAND TRIAL FOR FULL PAYMENT ON THE LEASE I SIGNED—AND THAT IS ONLY AN ECHO, COMPARED TO THE BIG BASS RUMBLE ON THE KEYBOARD OF DISASTER, THAT—

WILL CONFRONT ME, IF THE MADAM'S EAR GETS WIND OF IT!

BRIGHTENING UP HIS FAGGING SPIRITS

ALUH! YOU SIGNED A LEASE FOR A PHONY FIRM! BOY, YOU'RE CAUGHT IN A TIGHT TRANSCOM— I CAN SEE TH' JUDGE, NOW, SALTING YOU AWAY FOR TH' WINTER!

I SEE HERE WHERE THEY ARE STUFFING TH' MAT-TRESSES WITH ROCK-WOOL AT TH' LOCAL GOW!