

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.

NOW IS THE TIME TO PREPARE FOR THE Cold Weather

A LITTLE HEAT OR AN OPEN FIRE is OFTEN WELCOME

Come in and let us show our complete line of Stoves, Heaters, and Circulators to suit

EVERY PURSE AND PURPOSE.

T. G. IVES

219 Great George Street, Phone 1117.

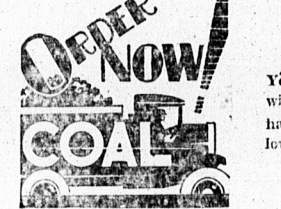
THE NEW 1937 Popular Priced Models Dreadnought Series

Powerful Performance Bigger Value, Quieter Operation Colourful Tone . . .

PRICED AT \$59.95 UP, and sold on convenient terms.

TOOMBS' MUSIC STORE

219 Great George Street, Phone 1117.



Phone 240

A. PICKARD & CO.

Importers of High Grade Coal and Coke

Wharf Office, Foot of Queen Street. Uptown Office, 153 Gt. George St.

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Thanksgiving Needs

Everything for that special Thanksgiving at Saving Prices. PHONE 65

S. N. KAYS

87 Pownal Street
DROP IN FOR A SNACK OR A BOTTLE OF SPRUCE BEER



Inexpensive - Satisfying, Candy, Smokes, Drinks, School Supplies, RAWLEIGH'S Products, "Nemorun" for prevention of hosiery.

C. A. SANTRY

54 Grafton Street
STOVES

We buy all kinds of Stoves, Ranges, and Heaters, large and small, also

FURNITURE

for Kitchens, Dining-rooms, and Bed-rooms. Out-of-town parties should get in touch with us while the roads are good. We pay spot cash for everything we

Furniture Exchange

89 Queen Street. Phone 869.

TRY THIS CONTEST

Your chance is as good as any to WIN A PRIZE

MISSING WORDS

Advertiser's Name -----
Dinner Nation Order
Call Buy
Few And Runs

Solution to Last Week's Contest

ADVERTISER'S NAME—E. S. MOORE
Street—S. N. Kays
Of—Toombs' Music Store
Runs—C. A. Santry
Every—Uptown Flowers
Our—James Tait
Everything—Furniture Exchange Store

PRIZE WINNERS

1. Ralph C. MacRae, 2 Hillsboro Street.
2. Mrs. Ambrose Doyle, Pleasant Grove.
3. Alice Gallant, 319 Euston Street.

EGGS

There is a Genuine-ness about a Jewelry Store purchase that lasts and gives perfect satisfaction. The guarantee from this Store has back of it the knowledge, skill and assurance that only the experienced jeweler can give.

F. B. CONRAD

PHONE 500
Corner Queen and Water Streets

W. N. TANTON

130 Kent St. (Formerly Grafton St.)

Every Day Should Be Thanksgiving Day

We are thankful for your patronage of the past year. Phone your order for Thanksgiving Day and get Contest Entry Slips here.
PHONE 246-J.

MacPHEE BROS.

Prince Street
SEE OUR LINE OF Silk Crepe DRESSES SIZES 14 TO 20
In all the Newest Shades ALSO SIZES 38 TO 44 in Black, Brown, Navy, Wine.
Price \$2.95

THE GLORIA Groceries

Priced to save you money. See our Ad on Page 3. Ask for Contest Slips. WE DELIVER

PRINCE GROCERY

PHONE 846-J.
BOQUETS, SPRAYS, POTTED PLANTS to add color, beauty, and charm on

THANKSGIVING DAY

Your order delivered anywhere in the world within a hour's

JAMES TAIT

37 VILLA AVENUE PHONE 269 FLORIST
Member Florists' Telegraph Delivery Association, Inc.

OUR DELIVERY MEN

WILL BE PLEASED TO SUPPLY YOU WITH Extra "Garden City" Products And Milk Tickets
Order your requirements from them, or Phone 584.
Be Sure To Have A GENEROUS SUPPLY OF

"Garden City" Chocolate Drink

on hand, these cool evenings. HEAT IT UP FOR A DELICIOUS "NIGHT-CAP"
It's the best HOT TODDY for you and best for the kiddies too.
"SAVE THE CHILD AND BUILD THE

THE PURE MILK COMPANY

STEARNS MINERAL OIL
A fine, heavy oil which acts as an agreeable internal lubricant.
16 Ozs. for 75c.
PHONE 772
C. C. HEESCHEN

THE MODERN SHOP

OFFERS Wholesale Prices ON ALL DRESSES and HATS DURING OCTOBER
Be sure to at

THE MODERN SHOP

Over Canadian Stores Sunnyside
BE SURE TO READ THE RULES AT TOP OF BULLETIN THOROUGHLY BEFORE SENDING IN YOUR REPLY.

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.

National Temperance Study Course

Continued from Page Two

student and athlete said, "I do not take it as a compliment to be invited to a drinking party. I value my time, good name and reputation more than that." No, he was not priggish. He was a thoroughly normal, manly boy who happened to have discovered that he could better times socially without liquor than with it.

In social life it is best to show one's colors frankly and fearlessly. A lonely young business man was making his first trip to Europe. The first hour on board he met two friendly men who introduced him to half a dozen other young business men. He liked them all very much, but when the bar opened his new acquaintances began to drink hard liquor and wanted to treat him. He did some quick thinking. "Boys," he said, "I like you, but perhaps I'm in the wrong crowd. I never drank liquor, and I never bought liquor for any other man. Of course, I could take soft drinks, but when it is my turn to treat I would be buying whisky and soda for the other man. I don't want to be a constraint on you, so I'll pull out and find another crowd." "No," they said, "stay with us, and if you treat we will take soft drinks." He stayed and they kept their word with him, and at Liverpool sang, "For he's a jolly good fellow." To-day that man is manager of one of the largest businesses in Canada.

Motor cars have a large place in modern life. In the twentieth century "humanity is on wheels." Young people learn to drive even when they do not own cars. Every one rides in motor-cars nowadays. A new proverb has become current: "Alcohol and gasoline do not mix." This is true of very moderate drinking. The real problem is not the drunken driver—often he cannot drive or is so incapacitated

air as regularly as their grandparents took a train, or their parents use a motor-car. Recently a distiller had a large advertisement in a newspaper showing air pilots standing with glass or gin bottle in hand, a black display type headline stating, "With a cheerio" and a nip of—"the Dawn Patrol took wing." Further statements were—sleepy-eyed fliers stumbled into fur-lined flying suits. Two fingers of—s, and they took the air, wide-eyed and wide awake.—"Such was the distiller's advertisement. Immediately protests came in from the passengers who patronized commercial planes. A check-up of commercial air services brought out the fact that alcoholic beverages of every kind are barred to air pilots. One company reported the following rules, "Drinking of any alcoholic beverages by any employee on duty or in uniform is forbidden. Employees reporting for duty showing any evidence of drinking are subject to immediate dismissal. Any employee who knowingly permits another employee to attempt to perform his duty while under the influence of intoxicants shall be considered equally guilty."

Another company reported: "With commercial air transport, similar to other forms of commercial transportation, extreme caution is the essential on which safety, public confidence and resulting business is built. Liquor is obviously inconsistent with extreme caution and its use is prohibited in our Operations Department as follows:

"The use of intoxicants while on duty is prohibited. Their use, or the frequenting of places where intoxicants are sold, is sufficient cause for dismissal."

The distiller's advertisement did not appear a second time.

Quite apart from athletic skills and safety in motoring and flying is the matter of one's own inner life. Our thoughts, feelings, attitudes and purposes can give us full rich lives. Christ found joy in the world of nature, in human companionship and in fellowship with God. How much he accomplished in thirty-three years because he used all his powers at their highest! He offers us this same satisfying life. He came that we might

have life and that we might have it more abundantly. He wants us to live more, not less. He teaches us to find life's abiding satisfactions, not by living to the flesh, but by living for the mind and spirit. We may have the daily comradeship of Christ, his indwelling presence, his leadership and saving power. He will help us to live by truth and love. He will show us how and where we may live lives of service. Like him we may be among our fellow men "as one who serves." Through love to God and love to men we may live the abundant life. In the faith of Christ shall we pray this prayer:

"Temper my spirit, O Lord, Keep it long in the fire; Make it one with flame, let it share That up-reaching desire.

Grasp it thyself, O my God; Swing it straighter and higher! Temper my spirit, O Lord, Temper my spirit, O Lord."

QUESTIONS

1. (a) What makes others popular with you? (Value 5.)
- (b) Name three satisfying "pleasures of the mind." (Value 5.)
2. How does religion satisfy our highest desires? (Value 10.)

Lorne Valley And Vicinity

Mr. and Mrs. Roland Watson who spent the month of September with Mrs. Watson's parents Mr. and Mrs. Allan McSwain, Lorne Valley, left here Thursday morning for their home in Boston.

Mr. and Mrs. Sterling McSwain, popular young couple of this Community also left the Province on Thursday morning of this week enroute to Boston, where they intend making their future home. A host of friends join in wishing Mr. and Mrs. McSwain happiness and prosperity amongst our Southern neighbors.

It is with deepest sorrow we chronicle the death at his home in Bangor, of Mr. Samuel Finlayson. He is survived by his sorrowing young wife, an child, his aged mother, two brothers and one sister. Funeral notice later.

The Shaw family of Lorne Valley, possess one of the oldest guns the writer has ever seen in this Province. It is a flint-firing musket. The owners of this ancient piece of artillery know little of its history beyond the fact that it is very old and came into possession of their great grandfather, Neil Shaw, when this valley was first settled by whites.

A masquerade dance sponsored by the local Women's Institute was held in the community hall here on the evening of Sept. 30th. A number of prizes were awarded for the most original costumes worn during the dance. Proceeds in aid of the Women's Institute.

Friends here are pleased to see Mrs. William Macdonald about again after his recent illness. Mr. Allan Nicholson, Montague, spent the week-end with friends in Lorne Valley and Martinvale.

Prompt action on the part of a threshing crew undoubtedly saved the home of Daniel Shaw Lorne Valley yesterday when the engine suddenly burst into flames. A near by straw stack added to the danger, but by a liberal use of clay

GORDON FIFE, Soldier of Fortune



Marline's Story



By Bob Moore and John Haler

