

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.

SEE-YE! SEE-YE!
The USED CAR BARGAINS of the YEAR!

Come in and see these cars. You will be surprised at the values.
T. G. IVES
 19 Great George Street. Phone 1117.

BARGAINS IN RECONDITIONED RADIOS
 DEALERS FOR GENERAL ELECTRIC MAJESTIC and NORTHERN ELECTRIC
 See the New 1937 Models
TOOMBS' MUSIC STORE

When You Win A PRIZE
 wouldn't you like give someone a nice bouquet of **Fresh Cut Flowers**
 Some one whom it will cheer. Draw your prize on us. We deliver anywhere in P. E. I.
 PHONE 1482

Uptown Flowers
 173 Great George Street



A. PICKARD & CO.

SAVE NOW
 Order Your Coal at Summer's Lower Prices
Prompt Delivery
 We carry the Highest Grade of
All Varieties
 PHONE 240

Queens Wharf
 Uptown Office—153 Great George Street

Our prices cannot be beaten. Our service is good. We carry highest quality

GROCERIES
 With each order, we supply entry slips for this Contest. Try it and win a prize order. Get your prize our Store.
S. N. KAYS
 PHONE 65
 87 Pownall Street

Evening Snacks
 At **SANTRY'S**
 Below Simpson's on Grafton

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

Furniture Exchange
 89 Queen St. Phone 869.

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

MISSING WORDS
 Advertiser's Name -----
 YOU ARE TO
 RADIO AT NATION
 CAN STREET

Solution to Last Week's Contest
 ADVERTISER'S NAME — S. N. KAYS
 Need—T. G. Ives
 Amazed—Cecil A. Santry
 Some—A. Pickard & Company
 Keep—W. N. Tanton
 Your—The Pure Milk Company
 See—The Modern Shop

PRIZE WINNERS
 1. Mrs. Jack Hardy, Pleasant Grove.
 2. Mrs. A. M. Long, 12 Elm Avenue.
 3. Mrs. Ernest Mutch, Mt. Herbert.

FOX RANCHERS!!
 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

SPECIALS SATURDAY AND MONDAY
 10 bars Surprise Soap — 45c
 1 gallon Molasses — 50c
 1 dozen Fat July Herring 55c
 2 lbs. Creamery Butter — 55c
 Tomato or Vegetable Soups — 3 for 25c
 Get our prices on Flour and Feed.
 Just Phone 246-1 for Quick Delivery.
MacPHEE BROS.
 Prince Street

Twin Sweater Sets
All Shades, Price \$2.95

A large assortment of

FALL FELT HATS
 in large head sizes. Assorted colors.

THE GLORIA

WHY PAY MORE?

OUR REGULAR PRICES ARE ALWAYS LOW.

SEE OUR AD ON PAGE 3


PRINCE GROCERY

AT YOUR SERVICE

Do you know that we are enabled, through the Florists Telegraph Delivery Association, Inc., to deliver your floral tributes to any part of the civilized world within a few hours. Visit our Greenhouses and see our complete array of

FLOWERS FOR ALL OCCASIONS!
 PHONE 269
JAMES TAIT
 37 VILLA AVENUE
 Member Florists' Telegraph Delivery Association, Inc.

Save the Child and Build the SCHOOL DAYS ARE NEAR
 and that means getting back to regular hours for many of us. Serve "Garden City" Milk to your children regularly and also for those in-between snacks. There is no food, in any similar quantity, or at any similar price that contains so much real vitalizing food value.



"GARDEN CITY" MILK
 is clarified and pasteurized for your protection. Every scholar should drink A QUART A DAY
YOU'RE SURE IT'S PURE WHEN IT'S "GARDEN CITY"
 "Garden City" Chocolate Drink is the all weather beverage. For hot days—or cool days. Drink it ice-cold or heat it up for a toddy. ORDER YOURS TODAY—PHONE 584.

THE PURE MILK COMPANY
 PIONEERS OF SAFE MILK
 Corner of Fitzroy and Great George Streets.

NEW FALL HATS
 Just arrived Very smart styles. Also the very latest styles in New

DRESSES
 SIZES 14 TO 44. COME UP AND SEE THEM AT

The Modern Shop
 Over Canadian Stores Sunnyside

WE CAN'T FILL A PRESCRIPTION WITH A MONKEY WRENCH
 but we with **PURE DRUGS AND PHARMACEUTICALS**
C. C. HEESCHEN
 THE EUSTON PHARMACY
 PHONE 772

Fresh MEATS

Lamb Chops, lb. — 25c
 Lamb Legs or Loins, lb. — 30c
 Lamb Fronts, lb. — 17c
 Pea Meal Roll, lb. — 24c
 Corned Beef, lb. — 12c
 Corned Pork Ribs, lb. — 8c
 Hamburg Steak, 2lbs. — 25c
 Round Steak, lb. — 18c
 Frankfurts, lb. — 19c
 Bologna, 2 lbs. — 25c

WE DELIVER C. O. D.
 Phone 1085

E. S. MOORE
 109 RICHMOND STREET

ENTRY SLIPS MUST BE OBTAINED FROM ADVERTISERS ON THIS BULLETIN ONLY.

W. C. T. U. Notes

THE ROAD LEADS HOME
 D pilgrim, as you journey, do you ever gladly say:
 In spite of heavy burdens and the roughness of the way,
 That it does not surely matter—all the strange and bitter stress,
 Heat and cold, and toil and sorrow—
 'Twill be healed with blessedness,
 For the road leads home?

Home! the safe and blissful shelter where is glad and full content, and companionship of kind; and the treasures early rent.
 From your holding shall be given back more precious than before
 O, you will not mind the journey, with such blessedness in store,
 When the road leads home.

O, you will not mind the roughness nor the steepness of the way,
 Nor the chill, unrested morning, nor the dreariness of the day;
 And you will not take a turning to the left or to the right,
 But go straight ahead, nor tremble at the coming of the night,
 For the road leads home.

And often for your comfort you will read the guide and chart,
 It has wisdom for the mind and sweet solace for the heart;
 It will serve you as a mentor, it will guide you sure and straight
 All the time that you will journey, be the ending soon or late—
 And the road leads home.

Christian Advocate.
ADVICE PROFFERED WITHOUT CHARGING FEE!

Last May the Canadian Youth Congress met in session at Ottawa. The proposal to open each session with a common prayer provoked a discussion revealing the fact that there were present a small group of delegates who did not believe in prayer. However all sessions were opened with delegates standing in one minute silent prayer.
 Recently, in some pulpits and in letters to the press, there has been presented the charge that the lecture rooms of universities and schools have been used to teach atheism, usually through the text of evolution.

At the present day, youth, as a rule, gets into the depths of learning before the mind is really matured. To the observant it is plain that the word "evolution" becomes, to a certain type of mind, both a favorite phase of mental development, and also a favorite phrase of expression to cover a multitude of

floating ideas. Probably, with mature years, the 1st chapter of Genesis will be considered on parallel lines with modern science.

The optimistic note, in connection with the Ottawa incident, is that in Canada there are the "defenders of the faith". When the Hon. Mackenzie King, Premier of Canada, spoke to this gathering of Canadian youth he warned against "atheism and godless creeds of materialism." adding: "As individuals you will find this propaganda raising its head in many places, and it is your part to stamp it out, to prevent the undermining of society." The Premier also referred to an address that had just been delivered by the Hon. R. B. Bennett, Leader of Ottawa's Opposition, to the Ontario Medical Association, meeting in London, Ont., in which this speaker had "stressed the gravity of disruptive tendencies active at the present time."

"Tidings" does not charge a fee for the following advice, which is so to the effect that such persons residing in Canada, and who are enjoying all the liberties and positive luxuries of a Christian civilization, should please betake themselves to a country where God, His Word, His Day, are unknown quantities, and begin to build up a civilization minus all these precious possessions. But the policy of the atheist is never constructive. It is a tearing down without substitutes.
 It is written in The Book or Divine Truth: "The fool hath said in his heart, There is no God."

In a sermon delivered recently in the Metropolitan Tabernacle, London, England, Rev. Tydemann Childers said:

"In visiting Plymouth during the last few weeks, I was somewhat impressed, when travelling along the roads, by the Latin inscription on all the trams, and on several places that belong to the authorities of Plymouth. The inscription was this: 'Turris fortissima Domini,' which means 'The strongest tower is the name of Jehovah.' That is the motto of Plymouth. Do you wonder that your papers should have announced recently that there had been less crime and drunkenness in Plymouth than in any other town in England?"

HARVARD STUDENTS TAKE A STAND AGAINST DRUNKEN ROWDYISM

Society, in what is considered Christian civilization, has been slow in recognizing the dangerous and baneful influences over mental

living up to the tradition of those English colonists who founded this educational institution, the earliest on the continent of North America. In 1630 English colonists settled at what is now called Boston, Mass., but during the next three years started a plantation at "New Towne," the name being changed to Cambridge. In 1638 the colonists' taxes were doubled, and, to cite the ancient English of three hundred years ago, these taxes were to be free "towards a schoole or college." Its name is in honor of the Rev. John Harvard, B.A. of Cambridge who willed to this college in the wilderness half his estate and his library, the object being "the education of the English and Indian youth of this country in knowledge and godliness."
 In connection with this Massachusetts Bay Colony there is much interesting temperance history. For example, it is recorded in 1630:

"Governor Winthrop, of Massachusetts discontinues the practice of drinking healths one to another and wishes others to do the like."

WHAT ARE THOSE FREE FLOOR SHOWS IN ONTARIO?

"Tidings" was never invited to a free floor show in a hotel and therefore cannot speak from personal observation, but last May there appeared in the press the following Toronto item:
 "Hotels operating free floor shows in beverage rooms to aid the sale of beer have been notified by the Liquor Control Board that the practice must be discontinued. Floor shows in hotel beverage rooms may only be given with special sanction, and this is gener-

ally restricted to private gatherings."

It seems that these shows are legalized under special circumstances, the claim being to aid in the sale of beer. It will be recalled that once-upon-a-time a wet orator was reported as instructing a boozing audience: "We must create appetite, gentlemen, a nickle spent in free treats now will return to you later in dollars." There is a dead set to get something for nothing, and many trades are catering to this demand. The show is advertised as free. What there is free is a query only solved by those in attendance. Is a nickle's worth being invested free with a prospect of a dollar gain in the future? The menace of

free afternoon beer parties for women may be in our midst this very hour.

WESTVIEW LODGE
 Guests registered at Westview Lodge, North Tryon, for the month of August:—Helen Hunt, Miami, Arizona; Mr. and Mrs. E. E. Miller, Miami Arizona; Dr. and Mrs. John Howie, Montreal; Elizabeth Brown, Montreal; F. Dunwell, Moncton, N. B.; Mr. and Mrs. Wesley Sharpe, Providence, R.I.; Mr. and Mrs. George Penny, East Providence, R.I.; Mr. and Mrs. L. R. Wilson, Moncton, N.B.; Donald Wilson, Moncton, N. B.; Mr. and Mrs. P. William Ranger, Rufford, R.I.; Mrs. George Full, Brookline, Mass.; Mrs. R. C. (Continued on page 16)

OUT OUR WAY



"GOIN' NATIVE."

VAIS, AH JES FIX DIS CHEER. WHY, WHUT AM WRONG WIFF IT?

I WAS JEST ADMIRIN' IT, IS ALL. I NEVER DID LIKE IT, TILL VUH FIXED IT. IT'S REAL RANCHO NOW—WITH PLENTY OF BALIN' WIRE.

HAS TH' OL LADY SEEN IT YET? THET IS—ARE YOU ON YORE WAY TO TH' PARLOR OR ON YORE WAY BACK TO TH' BARN WITH IT?

OUR BOARDING HOUSE



HAW, JASON! THERE WE ARE—ALL READY FOR THE UNVEILING! EGAD, IN YEARS TO COME, THIS TROPHY WILL BE ONE OF UNESTIMABLE VALUE AS BEING THE LARGEST SPECIMEN OF THE FEROCIOUS FELIS CONCOLOR SPECIES EVER SHOT BY MAN—A SYMBOL OF THE DEADLINESS OF THE HOOPLE AIM!

BIG GAME HUNTER, MAJOR A. HOOPLE

Major Hoop!



YES, SAH, MISTAH MAJAH, YO IS RIGHT! YO MIESJUS CAN SHO POP DE TAHGET, TOO! TURN HER LOOSE IN A KITCHEN, WIFF A TIGAH, AN' AH BET DE TIGAH COMES OUTA. HIS HIDE!

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