

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.

Only STEWART WARNER

Offers "B" Batteryless Radios

Proved and Improved after one solid year of trouble-free service in the homes of hundreds of satisfied owners.

Operates on regular 6 volt storage battery.

Remember it's the operating costs that count.



No BorC Batteries

BANISHES BATTERY URDENS

T. G. IVES

219 Great George Street, Phone 1117

THE LITTLE WILLIS PIANO

Is a triumph the piano makers' art, and in its compact and beautiful case there is stored the tone of a Grand Piano, amazingly sweet because it is a WILLIS.

SOLD ON CONVENIENT TERMS at

TOOMBS' MUSIC STORE



YOU CAN Say It Better WITH FLOWERS

We deliver to all points within P. E. Island.

Call in and see our display of floral arrangements and Special Designs for occasion.

PHONE 1482

UPTOWN FLOWERS

173 Great George Street

'blue coal' For The Baseburner

When you buy 'blue coal', you are assured the finest anthracite ever brought above ground, and you are assured perfect, even heat at minimum cost.

It's colored blue for YOUR protection. PLACE YOUR ORDER NOW. Phone 240

A. PICKARD & CO.

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

WE ARE AS NEAR TO YOU AS YOUR TELEPHONE

CALL 65 FOR QUALITY GROCERIES at prices that please.

Our Service is good.

S. N. KAYS

87 Pownal

DROP IN FOR A SNACK OR A BOTTLE OF SPRUCE BEER



Inexpensive - Satisfying, Candy, Snacks, Drinks, School Supplies, RAWLEIGH'S Products, and "Nominon" for prevention of indigestion.

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 our buy.

Furniture Exchange

89 Queen Street. Phone 689

TRY THIS CONTEST

Your chance is as good as any to WIN A PRIZE

MISSING WORDS

Advertiser's Name _____

Street _____ Made _____ Our _____ of _____ Every _____ Everything _____ Runs _____

Solution to Last Week's Contest

ADVERTISER'S NAME - T. G. IVES

- Grafton-C. A. Santry
- Supply-The Pure Milk Company
- Varieties-A. Pickard & Co.
- Than-Toombs' Music Store
- In-T. G. Ives
- Everything-Furniture Exchange Store

PRIZE WINNERS

- Mrs. Alice Long, 12 Elm Avenue.
- Mrs. W. B. Prowse, 122 Fitzroy Street.
- James Montgomery, 218 Kent Street.

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 Water Streets

Watches For Service

Jewelry of high quality. Watch and kindred repairs of the best.

W. N. TANTON

Watchmaker and Jeweler with long experience 180 Kent St. (Formerly Grafton St.)

Attention! Look

- Basket Grapes ----- 47c
- 2 lb. Biscuits ----- 25c
- Vinegar, per gal. All kinds - 40c
- 10 lbs. Onions ----- 18c
- 24 lb. bag Flour, all kinds - 95c

Contest Slips with every Purchase. Quick Delivery. Just Phone 246-J.

MacPHEE BROS.

Prince Street

New Wool FAILLE SKIRTS

Black, Brown, Navy Size 14 to 20.

Price \$1.95

THE GLORIA

EGGS

Leave your Eggs at our store and receive highest prices.

PRINCE GROCERY

DISTANCE MATTERS NOT

We deliver your floral tributes to any part of the civilized world within a few hours.



Visit green-houses and make your selections, or telephone your requirements. We will be pleased to render you our best service.

PHONE 269

JAMES TAIT

37 Villa Avenue Member Florists' Telegraph Delivery Association

"Save The Child And Build The Nation"

HEALTH



STRENGTH

VITALITY

There is no more complete FOOD than MILK. There is no more perfectly prepared milk than "GARDEN CITY" Brand.

The difference is distinctly noticeable. Wise mothers insist on "GARDEN CITY" Milk, and other Daily Dairy Products. "Garden City" Milk is clarified and pasteurized for your Protection.

You're Sure "Garden City" is Pure. Order your supply today. PHONE 584

THE PURE MILK COMPANY

PIONEERS OF SAFE MILK Corner Fitzroy and Great George Streets

Paterson's Patent

Pipe Special

\$1.50

C. C. HEESCHEN

PHONE 772

THE EUSTON PHARMACY

Oriobar and Euston

LARGE DRESSES

Sizes from 14 to 44.

PRICES \$2.95 to \$4.50

THE MODERN SHOP

Over Canadian Stores Sunnyside

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



MOORE'S SAUSAGES

ARE FRESH DAILY

From Choice Selected TENDER YOUNG PORK

You'll eat more Sausages when you've tried MOORE'S SAUSAGES

Order Some Today. PHONE 1085

E. S. MOORE

109 Richmond Street

at levels substantially below the current market, the market prices of these commodities and consequently production costs have shown a gradual increase over those existing in the past few years.

Your company has a strong, effective and aggressive organization but the added support of its more than 4,000 shareholders is needed, as is your company in maintaining and improving its position in the Canadian rubber industry. Your active interest in the welfare of your company will be reflected in its progress.

W. C. T. U. Notes

GOD BLESS OUR CAUSE

God bless our sacred cause. We plead for righteous laws. Our homes to shield. Our land has suffered long. From an accursed wrong. Whose roots are deep and strong. Nor do they yield.

Now let the people come. And work for God and home And temperance laws! We'll be no more deceived; Our land must be retrieved. And from this curse relieved! God bless our cause!

-Selected.

INSURANCE vs. INTOXICATION

The Northwestern National Life Insurance Company of Minneapolis has been investigating the relation of drinking to insurance rejection, and their statisticians have dropped a bombshell of a report on their findings into the camp of brewers. For applicants of all ages, says Northwestern, the increase in rejections involving over-indulgence has increased 35 per cent. since 1932. For the year ending April 1st 1932, such cases averaged 17.6 per 100 rejections; in the corresponding period ending April 1st, 1935, the figure had jumped to 22 per 100. In the age group under

30, the same 1931-32 period showed that 11.9 out of every 100 rejections involved alcoholic excesses, while for the 1934-35 period, the proportion climbed to 29.7 per 100, and for the period ending April 1st, 1936, it was 33.7 for each 100. For those over 45, alcoholic excesses today cause more rejections than heart trouble, high blood pressure or bad kidneys. And there is a decided increase in the "moderate" drinkers who have not yet crossed the line to excess. Of every 100 accepted applicants 15.3 were moderate drinkers in 1932; in 1936, it is 32.2 of each 100. The increase of moderate drinkers under 30 who were accepted is 17 per cent. in 1935 and 178 per cent. since 1932.

The very morning that this report reached us, we read a quarter page whiskey ad in a great metropolitan newspaper in which a maker of fine whiskeys since 1857 made the following unusual plea: "A thoughtless minority must not be allowed to endanger the liberty and enjoyment of the countless thousands who consume whiskey as is should be consumed—in moderation." That strikes us as a new kind of liquor ad; it also strikes us as a decidedly dwindling "thoughtless minority" if Northwestern's figures mean anything at all.—Christian Herald for August.

NOTES FROM THE WESTERN FRONT

Drunkness increasing. On August 4th the police magistrate in Vancouver was confronted with no less than 21 persons arrested for drunkenness, these include 3 old-timers, one of whom held the record of 11 convictions last year. The Press advertises the stimulating qualities of liquor, the Government sells it, the citizen buys, drinks and develops insane tendencies, the policeman arrests for drinking the liquid, the magistrate convicts for imbibing too freely, a

over-burdened tax-payer pays the jail sentence follows, the already over-burdened tax-payer pays the bill and possibly must support the dependents while the wage-earner of the family is serving his sentence—and yet we can call this an intelligent christian country.

Alcohol and Motor Driving. We are conducting an investigation into the relation between drinking and driving accidents, and the attitude of four people on the question. We have found a number of people intensely interested in the matter, and hope to report more fully in a future issue. The term "driving to the common danger" covers a multitude of sins, and the chief sinner we are discovering is John Barleycorn. The drinking driver and drinking pedestrian in this new age, on our busy highways are finding the going a little tougher than it used to be.

Liquor advertising depicting Santa Clause having a drink of whiskey resulted in the filing of a bill, the day before Christmas designed to halt the use in advertisements of pictures showing any

known person of famous figure drinking liquor.

The proposed measure, which was filed with the clerk of the Massachusetts lower house by State Representative Roland D. Sawyer, would prohibit any liquor advertising which pictures, as drinking, any person of present or past history or any character of literary creation.

Mr. Sawyer is quoted by the press as giving the following explanation for the introduction of such a bill: "Here we have Santa Clause, the children's admired friend and idol, perhaps next to a religious character the most loved the children know. Yet the papers state wide are exploiting a certain brand of whiskey as the brand Santa drinks and shows Santa in various poses, drinking the whiskey.—Exchange.

\$10 REWARD for any corn or callous which cannot be removed by the new scientific LLOYD'S THYMOLATED CORN SALVE. This new salve de-sensitizes corns and callouses with the first application. A Jar of this wonderful Salve post-paid for 45c. Lloyd Chemical Laboratories, Dept. 1, Toronto.

National Temperance S. S. Study Course

On October 4th the first of the five lessons in the National Temperance Study Course will be published. These lessons will also appear in church and Sunday School publications or may be bought from the W. C. T. U. Campaign office, Miss A. Edith Giles Clone House Athens, Ont. in pamphlet form at 5c per copy 30c. per dozen. Juniors: At the end of each lesson there will be two questions. All aged nine years and under will answer No. 1 those aged 10 and 11 will answer both. Intermediate-Seniors: At the end of each question there will be two questions. Those aged 12, 13, and 14 will answer question No. 1, those aged 15 and 16 will answer both.

The answers must be the scholars own work and should not have more than 150 words. Contestants should write on each paper, name address and age on

GORDON FIFE, Soldier of Fortune

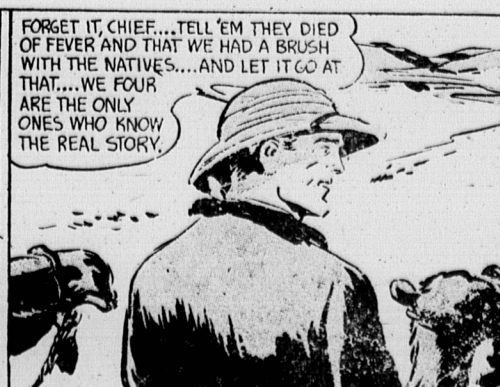


LEAVING EL KULAH AND ITS TRAGIC MEMORIES THE FOUR SURVIVORS PUSH NORTHWARD FOR CAIRO AND CIVILIZATION

Homeward Bound



I RATHER DREAD GETTING BACK..... I'LL HAVE TO TELL THE AUTHORITIES ABOUT VICTOR AND KANT..... IT'LL MAKE A NASTY SCANDAL BACK HOME.



FORGET IT, CHIEF... TELL 'EM THEY DIED OF FEVER AND THAT WE HAD A BRUSH WITH THE NATIVES... AND LET IT GO AT THAT... WE FOUR ARE THE ONLY ONES WHO KNOW THE REAL STORY.

By Bob Moore and John Hales

THE FAMOUS RUBBING LINIMENT

Rub on - pain gone. Get the new large economy tin - Also available in smaller, regular size.

MINARD'S "KING OF PAIN" LINIMENT