

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 no later than Thursday noon each week.

This contest is open to all except employees of the Charlottetown Guardian and their families.

BUY on FACTS not FANCIES
Sharp Selectivity—
Distance Day and Night

The New 1937 Stewart - Warner Electric and Battery RADIOS

Rich Melow-Tone — Unsurpassed Cabinet Craftsmanship.
Terms to suit Purchaser.

We always glad to fill telephone orders and we are also, at all times pleased to have you call at our store and look around.

GET YOUR SLIPS HERE for this Contest.

PHONE 65

S. N. KAYS
87 Pownal Street

MISSING WORDS

Advertiser's Name — — — — —

Are	Judge	In
Supply	Everybody	Make
Attractive	To	Them

Solution to Last Week's Contest

ADVERTISER'S NAME— A. E. TOOMBS

Accounts—E. S. Moore
Order—James Tait
Bins—A. Pickard & Co.
Supplies—C. A. Santry
Every—Uptown Flowers
Co.—The Pure Milk Company
Them—The Modern Shop
Music—A. E. Toombs

FLOUR FLOUR

Buy now before the price goes any higher. We have different kinds at prices to suit YOU.

Farmers bring your Eggs here and get highest price for them.

Contest Slips with your order.

PHONE 246-J.

MacPHEE BROS.
Prince Street

"Save The Child And Build The Nation"

"GARDEN CITY"

CHOCOLATE DRINK

IS MADE FROM "Garden City" Brand, Clarified and Pasteurized, PURE WHOLE MILK and is prepared in our Dairy by adding BEST QUALITY GROUND CHOCOLATE which we import, and the proper amount of FINEST GRANULATED SUGAR

DRINK IT COLD OR HOT — IT'S GOOD FOR YOU

PHONE 82

THE PURE MILK COMPANY
—PIONEERS ON SAFE MILK—
Corner Great George and Fitzroy Streets.

T. G. IVES
219 Great George Street Phone 1117

JUST ARRIVED
New 1937 Parlor and Bridge Lamps

Call and see these beautiful new lamps. The price is very low.

Edison Mazda Lamps 20 Cents

A. E. TOOMBS
The Progressive Music Store

WE a study of selecting and arranging floral designs for **FUNERALS, PARADES, WEDDINGS** and all **Special Occasions**

PHONE 1422

UPTOWN FLOWERS
173 Great George Street

QUICK LUNCH

HOME BAKING
HOT DOGS
HAMBURGERS
ALL DRINKS

SMOKES, CONFECTIONERY
SCHOOL SUPPLIES
RAWLEIGH'S PRODUCTS

C. A. SANTRY
54 Grafton Street

IMPORTANT

Again we are ready to buy Men's Winter Overcoats, Fur and Fur Lined Leather Coats, Windbreakers and Mackinaws, Suits and all kinds of Footwear, all kinds of Tools and Baggage.

We pay cash for everything we buy.

Furniture Exchange
89 Queen Street. Phone 680.

PRIZE WINNERS

1. Mrs. Wendelin Morrissey, East Royalty.
2. B. C. Hardy, Union Road.
3. Aletha Saunders, 12 Alley Street.

— EGGS —

There is a Genuineness 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.

We pay highest prices the year round.

Send us a trial shipment and be convinced.

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

W. N. TANTON
130 Kent St. (Formerly Grafton St.)

BRUSHED WOOL Pullover Jackets
in bright colors.
Sizes 14 to 20
\$1.95

COAT SWEATERS
for women in dark shades.
Sizes 38 to 42.
\$1.95

THE GLORIA
GROCERIES
ARE ALWAYS
SOLD FOR LESS HERE

We Entry Slips for this Contest with all orders.

See our ad on PAGE 3.

PRINCE GROCERY

YOU are invited to visit our Greenhouses any time. Here you will find a complete array of all varieties of beautiful **FLOWERS and POTTED PLANTS FOR EVERY OCCASION**

Every Order Here Entitles You Enter This Contest.

PETERSON PIPES

Special Week - End Sale \$1.35 Each

PHONE 772

C. C. HEESCHEN
THE EUSTON PHARMACY
Corner Euston and Orlebar Streets.

HATS — DRESSES

We are offering a limited number at **HALF PRICE**

See them upstairs at

THE MODERN SHOP
Over Canadian Stores

COAL

NO LONG WAITS NO SHORT WEIGHTS

When you order Coal from

A. PICKARD & CO.
Importers of Quality Coal and Coke

PHONE 240

TRY THIS CONTEST

Your chance is as good as any to **WIN A PRIZE**

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Every Order Here Entitles You Enter This Contest.

PLEASE BE CAREFUL!!

18 Cents Per Pound

Try some today and for yourself.

THE BEST AND PUREST INGREDIENTS made fresh every day, from the finest fresh cream and purest ingredients.

Order them with you.

PHONE 1085

E. S. MOORE
109 Richmond Street

Read the Rules at Top of Bulletin Carefully Before Sending in Your Reply

W. C. T. U. Notes

MY NEIGHBOR

My neighbor accused me of unfriendly lines—
That I lacked hospitality—
Neighborhood zest.
I thought he was wrong and to prove it spoke thus:
"I have not thrown a stone nor started a fuss.
I have left you alone—have not called at your door
To bother your home,
What could I do more?
Never criticized you nor given abuse,
Nor arrested you when your chickens were loose."
My neighbor replied:
"All you say is the truth.
But a neighbor does more, to be friendly, friendly."
You never have come to invite me to eat,
To ride in your car, midst the rain and the sleet.
You haven't brought over some flowers from your yard,
Nor offered your help when trials pressed hard."

My neighbor was right; the deeds that you do
Are the things that count most,
Not the things you don't do.
You think you are kind, since you never threw a stone,
But living and leaving your neighbor alone.
Your neighbor needs you
And yet friendly mind
Expressed in words and acts that are kind.

—JANE MORSE.

WORK OF DRUG RING SEEN BY CROWN ATTORNEY AT TRIAL

Sterner measures were strongly urged by Crown Attorney C. L. Snyder in No. 1 Police Court recently in stamping out the highly organized drug ring, which he said was flooding the city with the most

vicious and dangerous of all narcotic drugs—heroin.

Four dull-eyed, unnaturally tense men appeared before Magistrate Cowan and in each case a remand until Aug. 1 for trial was ordered. Bail of \$10,000 was set for Sherman Webb, Hector Quesnel pleaded guilty to having heroin. Harold Crillean and Joseph Iseman were the other two charged with having the drug.

Drug Adulterated

"This city is being flooded with narcotics," exclaimed Crown Attorney Snyder. "Arrests are being made daily. Something must be done to stamp out this traffic."

Upholding the Crown's demand for \$10,000 bail, Magistrate Cowan declared: "These men are dangerous to be at large—a danger to themselves and to the public."

R. F. Hesth, chemist in Department of Health, testified that heroin hydrochloride was considerably more demoralizing in its effects than morphine. At the end of the session, police officers working on the case explained that in every arrest where heroin capsules were found they were wrapped in cigaret paper. "It's obvious it's all coming from one source," said one officer. "The stuff is adulterated with sugar of milk, and isn't more than 50 per cent. pure."

Blame for the drug traffic was laid to Canada's failure to place codeine on the narcotic list, by a lawyer who declined to permit his name to be mentioned. One of the accused, who appeared yesterday, is said to have admitted that he started the drug habit with codeine.

Codeine had prepared the way for heroin, said the lawyer, due to the fact that codeine costs the addict about \$70 an ounce, and could be bought at almost any drug store.—The Globe.

Though the campaign to have the drug classed directly as a narcotic

has so far been unsuccessful, the College of Pharmacy has reminded druggists that all sales of codeine or its compounds must be labeled poison and must be entered in each druggist's poison register, with the buyer signing.

Tobacco may be also placed in this class for it also contains a substance called nicotine which is a good poison.

If these do harm to any person regardless of his occupation, or standing in life, surely it will affect a champion who can only be the very best to own his title.

But then, if alcohol and nicotine do such harm to the body, what are the effects?

First, in regard to the brain, the greatest organ in the body, because it directs all activities and thoughts, it must be clear and alert for quick action to attain success in any calling.

The continual use of alcohol which soon becomes a habit, causes a thickening of the connective tissue membranes of the brain, so that it contains fewer nerve cells, and more supporting tissue than a normal brain.

If such effects are evident of the brain, then the centre of the nervous system will fail to govern the body and act as an organ of the mind, because the brain is under the influence of alcohol and nicotine—both poison drugs.

"The saloon was bad enough before women moved in to make it worse," avers Arthur Brisbane, newspaper editor and columnist, anent the drive in St. Louis to exclude women drinkers from the bar. And though Mr. Brisbane has never allied himself with the dry forces, he has this to say of women drinking—at any rate in public places: "Prize fights, cockfights, regular saloon bars should put up the sign, Ladies NOT invited." In former days, each child had at least HALF a chance, because the mother behaved, even if the father did not. That half a chance should be preserved.—The Union Signal.

MEDAL FOR P.O. CLEEK

LONDON—(CP)—Nearly 40 years in the Central Telegraph section of the Post Office, Miss Jane Pett has been awarded the Order of the British Empire medal.

WILMOT VALLEY SCHOOL

Report of Wilmot Valley school for September:

Grade X—1, Gladys Clarke.
Grade IX—1, Beth Waugh; 2, David Clarke; 3, Helen Huestis.
Grade VII—1, Harry Waugh; 2, Ewen Clarke; 3, Lawrence Durant.
Grade VI—1, Wendall Huestis; 2, Kenneth Clarke.
Grade IV—1, Florence Durant.
Grade III Sr.—1, Earl Clarke and Eileen Waugh, equal; 2, Christine Durant.
Grade III Jr.—1, George Huestis.
Grade II—1, Mildred Curtiss.
Grade I Sr.—1, Gordon Huestis; 2, Charles Clarke.
Grade I Jr.—1, Joyce Clarke; 2, Jean Simmons.

Perfect attendance: Gladys Clarke, Eileen Waugh, Christine Durant, George Huestis, Mildred Curtiss, Gordon Huestis.

Teacher, Olive G. Stavert

SEA VIEW SCHOOL

Standing of Sea View School for September:

Principal's Dept.—Grade X Sr.—1, Vera Brander.

National Temperance

(Continued from page 2)

"Let their weak voices, faint with oppression, cold and hunger, be heard. Let their little faces, pinched by want of gladness, be heeded! Let their challenge—though made by small forms, too mighty for estimate—be reckoned with! Let their writing upon the wall of the nation—although traced by tiny fingers, as stupendous as eternity—be correctly interpreted and read, that the awful robbery of the lawful heritage of their little bodies, minds and souls is laid at the brazen gate of ALCOHOL."

What can we do to bring about the Golden Age? We may be total abstainers from beverage alcohol ourselves and try to win others to the same standard. We may try to overcome the evil effects of alcohol in the lives of others and in our communities, and by education and by votes we may seek to prevent the evils of the liquor traffic continuing. We must also work in a positive and purposeful way for education, religion, commerce, culture, health, recreation, peace.

QUESTIONS

1. (a) Why are there restrictions on personal liberty? (Value 5.)
- (b) How does the use of beverage alcohol make automobile driving less safe? (Value 5.)
2. Having studied this course what decision have you reached regarding beverage alcohol? Give your reasons for having arrived at this conclusion. (Value 10.)

LLOYD GEORGE AS APPIANT CHURCH, Surrey, England—

Lloyd George, Britain's wartime Premier, who opened the National Honey Show at the Crystal Palace, London, was awarded first prize in the Surrey class for heather honey.

GORDON FIFE, Soldier of Fortune

A Conference

By Bob Moore and John Hales