

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

"Save the Child and Build the Nation"

AFTER SCHOOL

When hungry little bodies come trooping in, needing nourishment to continue the round of activities which fill the hours between study and supper, be prepared for them with plenty of

GARDEN CITY MILK

It contains the combination of necessary vitamins and is clarified and pasteurized. Order yours today.

THE PURE MILK COMPANY

Are You In It?

Get your entry slips here and get in on the contest. All our groceries are fresh and our service is always satisfactory. Get your prizes here too, our prices are as low as any.

S. N. KAYS

87 Pownall St. Phone 65.

HAVE YOUR Car Radio OVERHAULED IN TIME

I am fully equipped to give you prompt and satisfactory service at moderate cost. Phone me.

Erwin Kucher

232 Richmond Street

GIRLS' AND BOYS' HOBBIES EXHIBITION

March 25, 26, 27, 28 and 31

ENTRIES OPEN AT Y. M. C. A. WEDNESDAY MARCH 18th-3.30 P. M.

Please Don't Steal

from our store. Some goods were stolen here a week ago. We can't afford to give away groceries, but we'll do the next thing to it. Come in and see all the Specials we offer and get your contest entry slips.

MacPHEE BROS.

Phone 246-J. 55 Prince St.

SPECIALS

See our line of \$2.95 Dresses including Sunday Nites, Printed Crepes and Plain Crepe in assorted sizes. ALSO new shipment of Spring Hats at \$2.98 up.

THE BETTY LOU

Revere Hotel Bldg.

If you would like a nice

TENDER, JUICY STEAK

We have what you want. We carry a complete variety of choice Meats and we select and prepare Mince Meat and Potted Meat. You are the

THOS. MILLS MEAT MARKET

135 Hillsboro St. Phone 334.

The Big Bowling centre of the City welcomes you to try out their Alleys. Come along and bring your friends.

CHARLOTTETOWN Bowling Alleys

Market Bldg. Basement

GEO. TULLE, Prop.

DO YOU WANT TO SELL YOUR OLD STOVE

We are in a position to make you a most reasonable allowance on it when you purchase any one of the many new models we have in stock. Come in and see them today. A Stove, Range or Heater for every purse and purpose.

T. G. IVES

219 Great George Street. Phone 1117.

Moore's Sausages

17c

or Pound

Order some today with Groceries. The whole family will enjoy them.

Made Fresh Daily Phone 1085

E. S. MOORE

109 Richmond Street

IF YOU SMOKE

that's your business. But if your furnace smokes, it's our business to find the trouble and remedy it, provided you call us. Phone 661-L.

BEVAN BROS.

Plumbing Engineers 92 Weymouth Street

Business Is Good

The reason we find it so is because we give our customers good quality, good measure and good service. Our prices are most reasonable. Get your contest slips here.

ANGELINA BLANCHARD

55 King Street. Phone 1140.

EXPLANATION OF CONTEST

The Charlottetown Guardian's "BETTER BUSINESS BULLETIN" will be published every Saturday for twenty-six consecutive weeks, with the last appearing in the issue of August 8th, 1936. Three prizes will be given away each week—1st, \$3.00; 2nd, \$2.00; 3rd, \$1.00. The Charlottetown Guardian will issue all prizes in the form of merchandise orders that will be honored by any advertiser on this bulletin.

CONTEST RULES

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 advertiser 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 a receipt to your solution 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.

STYLE YOUR HAIR

To suit your personality. Try us for QUICK SERVICE

Riggs & Berrigan

Opposite New Currie Block

Penslar Beef, Iron And Wine

A tonic sure to benefit those who are in need of new strength and vigor. It helps to enrich the blood and builds up your worn-out tissues.

\$1.00 per bottle (16 ozs.)

E. A. FOSTER

CENTRAL DRUGSTORE

For Dependable

Watches & Jewelry

SET WITH DIAMONDS and other precious stones CALL AT

W. N. TANTON'S

Removed from Grafton to 180 KENT STREET

SEND SHAMROCKS

To Your Friends For St. Patrick's Day

We can supply you with Shamrocks either cut, or in the plant. Whether your friends are ill, or in good health they will be delighted with at least a few. And don't forget your own.

JAMES TAIT

FLORIST PHONE 269

IF YOU ARE PARTICULAR

about the way your paint job is to be done, you will find us ready to co-operate with you in every

J. A. DOYLE

General Painting and Decorating Contractor 195 Grafton Street

YES! WE HAVE SOME BANANAS

They're .35c a Dozen and Here are More SPECIALS

Fresh Ground Coffee, lb. 29c
Queen City Flour, 98 lbs. \$2.85
5 cakes Palmolive Soap 23c
8 Rolls Toilet Paper 25c

Best Pkge. Tea, lb. 45c
6 bottles Ginger Ale 25c
6 cakes Toilet Soap 25c
2 lbs. Sweet Biscuit, best yet 29c

YOUR DOLLAR GETS BIGGER WHEN IT COMES TO OUR STORE. IT BUYS MORE HERE.

P. J. MACDONALD

Corner Kent and Prince Streets. Phone 885.

BLOUSE

The very latest in New Blouses for Spring. Checked Taffeta's and Tulle Stripes. Also many colored crepes.

PRICE \$4.95 AT

THE GLORIA

Flowers FOR ALL

Uptown Flowers

173 Great George Street PHONE 1482

IMPERIAL FOX AND DOG BISCUIT

THEIR CHOICE A BALANCED NUTRITION

Furnace Repairs

Phone us for prompt efficient workmanship in all lines of PLUMBING AND HEATING SERVICE.

H. T. JAMES

16 Elm Avenue

ALL NEW STOCK

You can be sure that you are getting Fresh Groceries, when you deal here. Our delivery service is always QUICK

Gaudet's Grocery

Phone 367
Cor. Prince & Grafton Streets

SEND SHAMROCKS

To Your Friends For St. Patrick's Day

We can supply you with Shamrocks either cut, or in the plant. Whether your friends are ill, or in good health they will be delighted with at least a few. And don't forget your own.

JAMES TAIT

FLORIST PHONE 269

DON'T BUY ASHES

with your Coal. Our Coal will give you honest heat value in every and you will have less ash too.

PHONE 240.

A. PICKARD & CO.



GIANTS and JESTERS In Public Life

(By FRED COOK) (Copyright Reserved)

CANADIAN NEWSPAPERS

A hobby is defined as "a favorite subject of occupation that is not one's main business" and again, "a favorite occupation or topic pursued merely for the amusement or interest that it affords." In my day I have come across many hobbyists, if the name is permissible. Stamp collecting, as a hobby, has developed into the science of philately, with its thousands of devotees. A coin collector is dignified by the name of "numismatist." "Entomologists" are students of insect life, but to the individual who simply prides himself on his collection of butterflies the name hardly applies. A few years ago the collecting of cigar bands was a great fad—a hobby none the less, and it was not an unusual thing for a man walking along a city street, with a cigar in his mouth, to be accosted by a youngster with the request, "Say, mister, will ya give me the band off your cigar?" Fortunately this practice has passed into oblivion.

The oddest hobby was that of an Old Country friend who collected title headlines of newspapers and carefully pasted them into scrapbooks, of which he had scores. His collection of newspaper titles ran into the thousands and came from all parts of the world, and in every printed language. Many years ago, when I was on the staff of the Toronto Mail, my friend wrote me to ask if I could assist him in adding to his collection, and from our discarded exchanges I was enabled to send him hundreds of heading of Canadian and American newspapers.

According to McKim's Directory of Canadian Publications there are in Canada, in this year of grace, 1,686 newspapers, daily, weekly or monthly, and other publications largely of the magazine type. The number of Canadian dailies stands at 110 today, showing an increase of only 16 over the year 1892. The number would have been far greater but for amalgamations and absorptions. Thus we have the Toronto Mail and Empire, the Stratford Beacon-Herald, the Brockville Recorder and Times, the Regina Leader-Post, the Kingston Whig-Standard, the St. John Times-Globe, the Belleville Ontario-Intelligencer, the Woodstock Sentinel-Review, the Saskatoon Star-Phoenix, the Fort William Times-Journal, the St. John Telegraph-Journal, the Owen Sound Sun-Times, the Port Arthur News-

dailies, but without reflecting no other city publications I cannot refrain from saying that, in my judgment, the Brockville Times-Recorder ranks with the best in the Dominion. The editor, Right Hon. George P. Graham, despite his many activities in political and eleemosynary affairs, still wields a hefty pen, and to readers of his newspaper these editorials must be a constant delight.

Conditions with regard to the reporting of Canadian public men have greatly changed since my early days. I remember one assignment which I was given shortly after I joined the staff of the Mail in the early eighties. Sir Richard Cartwright was to address a great public gathering in the Grand Opera House, Toronto, and I was instructed by the city editor to report the meeting to the extent of a column and a half and make as much fun of the chief speaker as I could. Such an order was absolutely contrary to my British training and needless to say I did not carry it out, beyond inserting the interruptions of a few hecklers whom Sir Richard answered in a manner which pleased me.

Even when I was in Ottawa there was the same tendency to one-sidedness, although not altogether of unfairness. The Mail and the Globe had each three shorthand reporters in the gallery; other newspapers one or two. The Mail would report members of the Conservative government very fully, often verbatim, with a brief summary of the Liberal reply, except possibly the leader. The Globe adopted the opposite course.

Now all this is changed. The Canadian Press Ltd., an organization comprising every daily paper

THE EUSTON PHARMACY

Corner Orléan & Euston Sts.

Is now open for business, and hope to be of service in this section of the city.

C. C. HEESCHEN

DRUGGIST

Solution to Last Week's Contest

ADVERTISER'S NAME — E. S. MOORE

MISSING WORDS

Sec—MacPhee Bros.
Our—Angelina Blanchard
Engineers—Bevan Bros.
Out—A. Pickard & Co.
Even—Uptown Flowers
Restored—E. A. Foster
Must—Gaudet's Grocery

PRIZE WINNERS

- Margaret Chandler, 240 Sydney St.
- Mrs. John Currie, 315 Euston Street.
- Marian McCabe, Stanhope.

WHAT'S YOUR NUMBER

1

Benito Mussolini

BENITO MUSSOLINI was born July 29, 1883, in Varana di Costa, Italy. With "2" his dominating number, he would, naturally, place love of his native land above everything.

2 Birth Force

His is the number of diplomats, instructors and psychologists. Forces surrounding his birth are those of leaders and conquerors. He fought for a while but only, he says, because he wished to reform the Italian school system. As a child, he became interested in politics, through listening to the discussions in his father's blacksmithing shop. He very soon determined he would devote all his energies to aiding Italy. To this end, he put aside music, although he had natural talents for it.

5 Heart

This is obvious, due to the "7" force, but the arts are only a diversion with the Premier. He satisfied the urge for change which a "5" exerts by travelling far and wide but always, as he explains, in the interest of helping Italy. He became the publisher of a newspaper, showing the natural aptitude for journalism of all "2's" and here again, displayed the reform urge. He then joined the army, serving throughout the war and came back only to carry on a new war for social and economic changes throughout Italy, by organizing the Fascist movement.

Numerology Series by MARIO

7 Destiny

As Premier of Italy, he is her Dictator, one of the greatest men in history, for this is admitted by everyone—even those who disagree with his policies. If Duce undertakes war with any country, Numerology sees great financial aid for Mussolini, in October and 1936 as a fortunate year for him. Forces say "Beware of mutiny" in warfare.

YOU can learn all about yourself, too, through a personal character analysis, by numerology!

Copyright 1935

YOUR OWN NUMEROLOGY READING

Mail this coupon, together with 10c in coin to cover handling costs, and a stamped, self-addressed envelope to:

MARIO

Care of The Charlottetown Guardian

First Name _____
Middle Name _____
Last Name _____
Year Born _____ Month _____ Day _____
Address _____

Be sure to enclose 10c and a stamped, self-addressed envelope.