

# BETTER BUSINESS BULLETIN

## BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

Don't Forget Your  
Sunday  
Garden City  
Chocolate Drink

**THE PURE MILK COMPANY**

Friday, April 24  
7:30 P. M.  
Gymnasium Physical  
Display  
Presentation of Program  
from Classes of Physical  
Directors  
MISS LEILA WORTHY  
MR. W. A. HENRY  
Y. M. C. A.

### 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.

### MISSING WORDS

Advertiser's Name \_\_\_\_\_

Any Job Saving      Highest Made      Treat Expect

### Solution to Last Week's Contest

ADVERTISERS NAME—PURE MILK

Provide—MacPhee Bros.  
Right—Bevan Bros.  
Is—E. A. Foster  
Man—W. N. Tanton  
Use—James Tait  
Rent—P. J. MacDonald  
Equipment—H. T. James  
Longer—A. Pickard & Co.

instincts of an over-ripe leisure class. In due time, if we were to go at this business properly, all British Columbians could shortly be supported by the richest and nastiest tourists of the world.

This is not to disparage the tourist business, which is perfectly legitimate, like any other business, when conducted with the proper attitude of mind, with some self-respect. But we should sell our scenic attractions, and the allure of our country as an honest merchant sells honest goods on their merits. If people don't want them on that basis we are better without such people. If we have got to crawl to tourists and alter our laws and civilization to give them a surreptitious fling away from home, we'd better go out of the tourist business altogether.

As a matter of fact, if we had any sense in this country at all with its resources and natural beauty, we could build here such a civilization that the world would clamor at our gates for admission, even though we had no liquor at all and none of the conventional bally-hoo. In due time our grand-children will say that their grandfathers were violently insane when they had almost every material that the human being can use, with the skill to use it, and yet had to see their scenery to visitors in

order to get along.—From "Chilliwack Progress."

#### FROM "CHRIST AND HUMAN SUFFERING"

Any tackling of the problem of suffering that does not go to the sources of that suffering as they are found in evil systems is lacking in spiritual intelligence. Judged by that simple test much of our Christian work could scarcely pass the intelligence test. We try to bail out suffering from individual lives and leave in full operation systems which are the direct and positive cause of that individual suffering. Shall we rescue individual slaves, or shall we strike at the slave system? Shall we pick up individual drunkards and leave the liquor traffic to manufacture drunkards? Shall we rescue the wounded in war, or shall we strike at the war system? Shall we pick up the wounded on Jericho's road, or shall we send some one out to get the thieves? The obvious answer to all these questions is that we should do both. There is no real choice between an individual gospel and a social gospel. If it is to be a whole it must include both.

The Dominion Bureau of Statistics gives Canada's tobacco bill, including excise duty as \$66,400,493, an increase over the previous year of \$2,165,734, or about 3.2-5 per cent. Cigarettes were the principal

TRY US FOR  
Quick Service  
AND  
First Class Work  
Riggs & Berrigan  
BARBER SHOP  
Opposite New Currie Block

### Protect Your Foxes From The Worm Menace

The Round Worm is a great menace to the young pups. There is only one sure way to tackle this menace and that is dosing with  
DR. FRENCH'S VERMICIDE CAPSULES

At ten days use No. 3's. From 3 weeks on the No. 2's. No after effects.  
\$1.00 boxes of 30 No. 3 and 25 No. 2.

E. A. FOSTER  
CENTRAL DRUGSTORE

We are offering our Men's 14 Size  
Waltham & Elgin  
WATCHES

at big discounts. The best watch for the man at heavy work—call and see us

W. N. TANTON  
182 Kent St.  
(formerly Grafton St.)

### EASTER FLOWERS

Order yours in time for proper delivery. We wire your floral tributes to any part of the world. Visit our greenhouses and make your selections.

JAMES TAIT  
FLORIST  
PHONE 269

THE  
Euston Pharmacy  
At this season of the year a good Spring Tonic is needed. Try our Sarsaparilla with Iodides, \$1.00 Bottle.

C. C. HEESCHEN  
The  
Euston Pharmacy  
Phone 772

### BE READY FOR EASTER

TO ALL OUR CUSTOMERS WE OFFER A SPECIAL 25 CENT SALE:

- 3 tins Chicken Soup ..... 25c
- 4 string Broom ..... 25c
- 10 lbs. Hand Picked ..... 25c
- 3 pkgs. Chippo ..... 25c
- White Beans ..... 25c
- 3 pkgs. Corn Flakes ..... 25c
- 4 pkgs. Sifted Salt ..... 25c
- 1 peck Good Apples ..... 25c
- 3 cans Pork & Beans ..... 25c

TO GET YOUR MONEY'S WORTH, BUY HERE.

P. J. MacDONALD  
Corner Kent and Prince Streets. Phone 388.

### HOSIERY

We carry a complete line of Gotham Gold Stripe Hose in Crepe, Chiffon and Semi-Service. The newest shades are: Toasty, Muffin, Copper-lite and all copper shades. Try a pair with your new Easter outfit. Price 75c and \$1.00.

THE GLORIA

### Consult us about Flowers for EASTER

Come in and see our display. We deliver to point within the Province.  
Uptown Flowers  
PHONE 1482  
173 Great George Street

### Don't Put Off Till Tomorrow

what should have been done last week. Now is the time to have that repair done on your plumbing equipment. We guarantee all our work, and our rates are most reasonable. Phone us.  
H. T. JAMES  
Plumbing and General Repairs  
16 Elm Avenue

### Get your Easter Supplies in early and try us for high grade Groceries at money-prices.

Our delivery service will please you.  
PHONE 364  
Gaudet's Grocery  
Cor. Prince and Grafton Sts.

### COAL AND COKE OF QUALITY

Prompt Courteous Service. Most reasonable charges.  
Give us a chance to prove this to you if you do not know it.  
PHONE 240.  
A. PICKARD & CO.

### PRIZE WINNERS

1. Agatha McCabe, Stanhope.
2. Mrs. L. E. Bevan, 205 Sydney St.
3. Ella Thomson, St. Avards.

the arrival of bouncing baby girls. night rite attended to, with insufficient water in the automatic heater, she hastened downstairs and discovered two large kettles steaming merrily on the kitchen stove.

### GIRL EXCELS CLEOPATRA BATHS IN MAPLE SYRUP

PETERBOROUGH, Ont., April 3.—Cleopatra took baths in milk and a Broadway chorus girl took a bath in champagne, all of which is as nothing, residents here say, to what one Peterborough girl took a bath in.  
In a hurry to get that Saturday

### Have You Lost That Snap? Feel Yourself Slipping?

How many thousands drag on through life with weary step and worn and haggard face who might be strong and healthy but for some constitutional weakness.  
It should be the aim of everyone to retain the strength, health and vigor of mind and body, and to fortify the system against attacks of disease.  
Milburn's H. & N. Pills contain the elements necessary to create vim, force and energy to run the machinery of the system.  
Get a box from your druggist. You won't be disappointed.



—BY GEORGE MCMANUS

PHONE 246-J  
FOR YOUR  
Easter Groceries  
We give you Contest Entry Slips with your purchase.  
GET YOUR PRIZE HERE  
BEST QUALITY GOODS  
COURTEOUS SERVICE  
LWEST POSSIBLE PRICES  
MacPHEE BROS.  
55 Prince Street

When You Need  
Plumbing Or  
Heating Service  
you desire prompt, courteous, expert workmanship.  
To receive this most reasonably Phone 661-L.  
BEVAN BROS.  
92 Weymouth Street

WE REALIZE THAT  
THE RANGE YOU ARE LOOKING FOR  
MUST BE  
NEAT IN APPEARANCE, yet durable,  
Properly constructed for maximum heat, yet most economical on fuel.  
Priced to suit your Purse, yet Guaranteed to suit your purpose.  
You will find it in our show room. Come in today and see it.  
T. G. IVES  
219 Great George Street. Phone 1117.

We Carry a Complete Stock of  
Fresh Groceries  
at all times and we invite you to take out your prize on our Store.  
ANGELINA BLANCHARD  
General Groceries  
55 King St. Phone 246-J

LADIES  
When shopping we invite you to come in and look over our display of Hats and Scarves.  
THE BETTY LOU  
117 Kent St. Revere Bldg.

WHY MODEL OURSELVES ON TOURISTS' IDEAS?  
The general manager of a hotel has told them in Vancouver that British Columbia will never do a really worth while tourist business until it relaxes its liquor laws and its notions of propriety a bit. If, for example, tourists could get their liquor with their meals, he thinks they would come here in larger numbers.  
This may be true and liquor with meals might be a more satisfactory system than beer in ghastrly, evil-smelling bars and whiskey in hotel bedrooms.  
On the same basis, no doubt, we could attract millions of tourists if we opened Mexican border resorts in Victoria and Vancouver, with uncontrolled gambling and beautiful ladies. Large populations of Europeans make a living simply by modeling their laws and ideas of propriety on the lowest and silliest

### BRINGING UP FATHER



You will need many special grocery items for  
Your Easter Table  
We are pleased to offer our customers the grade of groceries at the most reasonable prices with the usual satisfactory service.  
PHONE 65  
S. N. KAYS  
87 Pownal Street

CHOICE EASTER BEEF  
At prices which can not be beaten.  
Our customers know what quality to look for.  
PHONE 334  
THOS. MILLS  
MEAT MARKET  
135 Hillsboro Street

You Will Find  
EVERYTHING YOU NEED  
For Your Easter Table  
At Our Store  
THE VERY BEST MEAT  
Eggs, Fruit and  
QUALITY GROCERIES  
Include in your order some of  
MOORE'S SAUSAGES  
17c's. Per Pound  
PHONE 1085  
E. S. MOORE  
109 Richmond Street

W. C. T. U. Notes  
THE SOCIAL (?) DRINK  
Who does not loathe the drunkard's leer  
And yet, when cocktail hour is near  
And laughter rings and glasses clink  
It seems a social thing to drink.  
It seems good fellowship, good fun  
To simply take a single one  
It seems the social thing—and yet  
Have we the right to dare forget  
About the camel in the tale  
That asked for shelter from the gale  
For, just his head, then—shoulders, too,  
Then just his head—till, strange, but true,  
The camel was INSIDE THE TENT  
To simply take a single one  
KEEP THE DOOR CLOSED!  
Be firm, be brave,  
Why be a coward  
And a slave?  
Remember mothers, silver-haired  
Because some son or daughter  
Dared  
Not face that crowd that said,  
"Just one"  
And, thoughtlessly, the link begun  
That forged the chain that binds  
Them still?  
That holds them now against their will.  
Shall we forget the crimes that came  
The misery, the sin, the shame  
Because some lad refused to think  
Because some girl said "Yes, I'll drink."  
Because some man said, "Just this one."  
Because the crowd said it was "fun"?  
Then let them laugh, stand brave, stand true,  
You'll not regret this thing you do.  
Just look the real FACTS in the face,  
The glory of the human race  
Is HEALTH! What joy from drugs  
That steal  
The brain, and make the body reel?

**Alo-glaze**  
PAINTS - VARNISHES - ENAMELS  
LEAVE NO BRUSH MARKS