

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

"Save the Child and Build the Nation"

PURE

GARDEN CITY MILK is bottled by modern hygienic methods in our factory where only the highest possible standards of sanitation are strictly adhered to.

SAFE

GARDEN CITY MILK is clarified and pasteurized. A distinctly scientific measure.

ORDER YOURS TODAY

THE PURE MILK COMPANY

We think we have the experience and proper equipment necessary to do

First Class Workmanship on any Job of

PLUMBING AND HEATING SERVICE

Our Patrons Think So Too. Try Us Next Time.

H. T. JAMES

16 Elm Avenue

Keep your RADIO in good working order. Neglect may mean a serious breakdown. You get thorough, dependable service with satisfaction guaranteed, at reasonable price cost, when you phone 816.

Erwin Kucher

Radio Service
232 Richmond St., Ch. Town
Phone 816.

GIRLS' AND BOYS' EXHIBITION

MARCH 25th-26th - 27th-28th-AT Y. M. C. A.
ENTRIES OPEN MARCH 18th 3.30 P. M.

For One Act Plays in Dramatics, entries open Feb. 24th.

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 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 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.

YOU WANT

What You Want When You WANT IT
When it's a Hair Cut us for QUICK SERVICE
Riggs & Berrigan
Opposite New Currie Block

SPECIALS FOR ONE WEEK

(IF THEY LAST)
Apples, per peck 25c
3 cans Peas 29c
10 bars Surprise Soap 49c
3 cans Corn 29c
10 lbs. Carrots 25c
3 cans String Beans 25c
5 Large Grapefruit 25c
3 cans Tomatoes 29c

P. J. MacDONALD

Corner Kent and Prince Streets Phone 838.

FARMERS AND HORSEMEN

This is the time to give your horses and cattle a good looking over to see that they are in good order.

The ISLAND CONDITION POWDERS is just what they require. 35c lb.

E. A. FOSTER

CENTRAL DRUGSTORE

GOTHAM GOLD STRIPE HOSIERY

For Sheer Beauty

We have them in all the newest colours for Spring and Summer.

Why not them a trial. Price 75c and \$1.00 at

THE GLORIA

WE SPECIALIZE IN Funeral Designs

And we will fill your order and deliver it to point in P. E. Island.

Uptown Flowers

New Currie Block Queen Street

25c SALE!

3 cans Classic Cleanser 25c
3 rolls Toilet Paper 25c
7 cakes Dettol Soap 25c
6 cakes Palmolive Soap 25c

Also 6 Molasses Punches for \$1.00 each.

S. N. KAYS

87 Pownall St. Phone 65

Watches & Jewelry

SET WITH DIAMONDS and other precious stones

CALL AT

W. N. TANTON'S

Removed from Grafton to 180 KENT STREET

FOR SUCCESS FEED IMPERIALS FROM PUP TO PULT

Large litters, healthy foxes, finer furs are the natural feeding.

IMPERIAL FOX BISCUITS

RICH IN VITAMINS

NO PARTY COMPLETE

without at least a few flowers or potted plants. FLOWERS ALWAYS SPEAK FOR THEMSELVES

Prompt service and very reasonable charges.

JAMES TAIT

FLORIST
Phone 269

Gaudet's Grocery

Our new corner store is gaining favor with an increasing number of customers each day.

HIGH QUALITY AT COST

Corner Prince & Grafton Sts. Phone 364.

WHEN YOU BUY CANDY ASK FOR

OLYMPIA

It tastes better. It is pure, wholesome and delicious.

Try our Peanut Brittle or our new Delicte Fudge.

Olympia Candy Kitchens

CONTESTANTS PLEASE NAME THE ADVERTISER ON WHICH YOUR ORDER IS TO BE DRAWN.

NO COAL PILE—NO ASH PILE

No Poker, No Shovel, No Shaker, No Extra Maid

The Answer is: A HOME IDEAL Oil Burner

Wickless, Noiseless, Automatic

Made in Four Sizes.

Can be installed in any Stove, Range or Heater.

Call in or phone us for full particulars.

T. G. IVES

219 Great George Street Phone 1117.

BEWARE OF THE DOG

Moore's Sausages are made each day from choicest fresh pork and highest grade seasonings.

Order a pound with your Groceries. Per lb. 17 cents.

E. S. MOORE

Phone 1085
109 Richmond Street

SAVE EXTRA EXPENSE

by having that plumbing job done now. Needless expense is always the result of neglecting to have some simple matter attended to. We give satisfactory service. Phone 661-L.

BEVAN BROS.

92 Weymouth Street

Prices on all our GROCERIES are most reasonable.

We endeavour to give all our customers the most for their money.

Get your contest entry slips at our store and save money besides.

ANGELINA BLANCHARD

55 King St. Phone 1140.

MISSING WORDS

Advertiser's Name _____

Give Any Result Our Try
Estimates Low Hobbies Is

EVERYTHING IN THE PAINTING

and Decorating line, on any size job gladly furnished.

J. A. DOYLE

GENERAL PAINTING AND DECORATING CONTRACTOR
195 Grafton Street

If You Burn Soft COAL

You will be exceptionally well pleased with specially Screened Coal. Our customers are boosting it.

PHONE YOUR ORDER TODAY.

A. PICKARD & CO.

PHONE 240

BOOKS—ART—MUSIC

(Continued from page 8)

IF YOU WANT MORE STRENGTH

GIVE YOUR BLOOD MORE IRON!

Your strength—and your resistance to disease depend upon your blood. And your blood depends upon a full supply of iron if it is to keep you strong and well. When your blood hasn't enough iron you will feel rundown, have no energy, be too easily tired, nervous, irritable, suffer from broken sleep or digestive troubles. . . .

But give your blood the iron it needs and the ailments caused by lack of iron will disappear.

To get iron into your blood safely and quickly, take Dr. Williams' Pink Pills because they supply iron in a form which you readily assimilate. The moment this new supply of iron gets into your blood your health begins to improve. Blood rich in iron will flow through your veins, nourishing and strengthening your nerves, building up your vitality and resistance, and making you bright and gloriously well.

Thousands of people of all ages have been benefited by this Dr. Williams' Pink Pills Iron Treatment. If your health is slipping due to need of iron, then take this well-known remedy yourself. Price 50c.

Blood Tests of People Under Treatment Show the Gain in Iron from Taking This Splendid Remedy

Blood tests of over 100 men and women of various ages—taken before and after treatment with Dr. Williams' Pink Pills—prove that this remedy definitely increases the amount of iron and the number of red corpuscles in the blood. This increase produces a corresponding gain in health, vitality and general well-being. In practically every case where a person's blood needs iron, Dr. Williams' Pink Pills can be relied upon to supply it quickly and safely.

DR. WILLIAMS' PINK PILLS ENRICH YOUR BLOOD WITH IRON

TRAFFIC policeman (overtaking speed hog)—"Didn't you hear me yelling for you to stop?"
Motorist—"Was that you? I'm sorry. I thought it was only someone I'd run over."

YES, IT'S THAT WAY

Traffic policeman (overtaking speed hog)—"Didn't you hear me yelling for you to stop?"
Motorist—"Was that you? I'm sorry. I thought it was only someone I'd run over."

2 Things to Do TO EASE COLD INSTANTLY

Discomfort and Ache Go Almost Instantly This Way

1. Take two "Aspirin" Tablets. Make sure you get "Aspirin."

2. Drink a full glass of water. Repeat treatment in 2 hours.

Instead of taxing your system with strong medicines for a cold, try the way pictured above—the modern, easy way. Your own doctor will approve it. And it takes hold of even a bad cold almost immediately.

The "Aspirin" you take will start combating your cold internally at once; if throat is sore, crush and stir 3 "Aspirin" Tablets in a third glass of water; gargle twice. Do not rinse mouth.

"Aspirin" Tablets are made in Canada. "Aspirin" is the registered trade-mark of the Bayer Company, Limited. Look for the name Bayer in the form of a cross on every tablet.

DEMAND AND GET "ASPIRIN"

PRIZE WINNERS

1. Hazel Stewart, 49 Orlebar St.
2. Mary A. Clow, 224 Grafton St.
3. John A. Murray, Clyde Riv

Solution to Last Week's Contest

Advertiser's Name—BETTY LOU

To—MacPhee Brothers.
Us—H. T. James.
This—Bevan Bros.
Line—T. G. Ives.
Your—Angelina Blanchard.
Everything—The Gloria.
Our—Uptown Flowers.
Business—Gaudet's Grocery.

DOUBLING UP

"And so," said the magistrate, severely, "this is the fifth person you have knocked down this year?"
"Pardon me," said the girl motorist, with dignity, "the fourth. One of them was the same person twice."

OVER AND SHORT

The freight agent in one of the western roads received a shipment on which was a donkey, described on the freight bill as "one burro."
After checking his goods carefully, the agent made his report: "Short one bureau; over, one Jackass."

THE COOK'S CORNER

SANDWICH STEAK

Two pounds of round steak, cut thin; 1 tablespoon prepared mustard, 2 cups bread crumbs, 2 onions, chopped fine; 2 tablespoons flour, 1 cup chopped celery, 1 teaspoon sugar, 1 teaspoon sage, 1 teaspoon salt.

Method: Flatten the steak with a wooden mallet or potato masher until it is of even thickness. Spread with 1 tablespoon mustard. Mix the bread crumbs, chopped onions, celery, sugar, salt and sage. Moisten with a little warm water and spread on the steak. Roll the meat and tie firmly with cord. Rub well with flour and brown in plenty of hot drippings in an open roasting pan. Add 1 cup hot water, cover closely and cook slowly in a 350 degree F. oven for 1 1/2 hours. When done, remove to a hot platter, add 1 teaspoon vinegar to the drippings in the pan and using 1 tablespoon of drippings, make a brown gravy to pour over the meat. Season with salt and pepper and serve.

POT ROAST

Dredge 2 or 3 pounds of rump beef with 1 tablespoon of flour, and brown thoroughly on both sides in a kettle greased with suet or lard, add hot water to cover; 1/2 teaspoon salt; 1/2 teaspoon pepper, 1 small onion, sliced, 1 cup sliced carrots, 1/2 cup diced celery, 1 small cup peas and 1 bay leaf. Cover closely and simmer gently for 1 1/2 hours. Try to keep liquor below the boiling point if possible. Remove to hot platter when done and serve with vegetables. When done the meat may be lifted from the kettle and the gravy slightly thickened with gray thickening if desired. This roast is good cold and served with horse radish sauce which is as follows:

HORSE RADISH SAUCE

To 2 tablespoons grated or prepared horseradish add 1 egg yolk, 1/2 teaspoon sugar, 1/2 teaspoon mustard, 1 1/2 tablespoons white vinegar, 1/2 cup thickly whipped cream, and salt and pepper to taste. Stir well before adding each ingredient. This sauce is particularly good served cold with hot meats.

FISH IN CUSTARD

One pound fillet of haddock. Wash, cut in pieces, roll in flour, place in baking dish, sprinkle with pepper and salt and dot with butter. Beat 1 egg, add 1 cup milk, mix and pour over fish. Cook 30 minutes in a slow oven.

Islander Succeeds In Innisfail

The following clipping from the Calgary Herald will be of interest to friends throughout this Province, as Mr. West is a native of York and has many relatives and friends here:

Possibly no firm in the west has been longer identified with the locality of its founder's first choice than has the Innisfail establishment of G. W. West and Son, general merchants. G. W. West came to Alberta in 1891, chose the Innisfail location and opened the first general store on the Edmonton trail at a point across from the old Murray hotel, where Percy Hill's house now stands, later moving to the present stand where expansion followed with the growth of settlement in town and district. In this brief statement an unusually long and honorable record of good merchandising is indicated. Always this store has sold goods of quality, at fair prices and according to the principles of the golden rule of business. A complete assortment of general merchandise is carried, with a neat market in connection. Frank West became a partner in the business in 1922.

Pioneer Merchant Grew With District

No sketch of Innisfail would be in any sense complete without particular mention of the pioneer general merchant who probably holds the record for Alberta for long and continuous service of this kind at the one point. As a matter of fact there was no Innisfail when G. W. West arrived in 1891, chose the locality as the "Garden of the West" and decided to set up business.

It is also interesting to recall that he came from Prince Edward Island, popularly known as "The Garden of the Gulf," where for a number of years he taught school. His first store, located on the Edmonton Trail where Percy Hill's house now stands, was open for business July 1, 1891, with a complete line of general merchandise.

As the district evolved from the bush into a settled and organized community, the business grew apace until it became a large and heavily stocked establishment, as it is today. Some 14 years ago Frank West was taken into the business which has since carried on as G. W. West and Son. During the past 45 years many changes have come—good times and bad times, but says this pioneer merchant, "We look back upon the past with many happy recollections and forward to the future with hope."

It may be added that his fellow citizens have received a large share of public service from Mr. West—as councillor and mayor, in con-

WIMBLEDON SELLOUT

LONDON—(C. P.)—Nearly \$60,000 will be returned to unsuccessful applicants for centre court seats at the 1936 Wimbledon lawn tennis championships. There are 14,000 seats available around the court.

ONE JOB 87 YEARS.

LONDON, Feb. 20—John Smith became an estate laborer at Goodwood when he was seven years of age, and worked there for eighty-seven years. He has died at Strextington near Chichester, aged ninety-six.

Doctors say that much of the so-called "indigestion" from which so many of us suffer, is really acid indigestion. . . . brought about by too many acid-forming foods in your modern diet. And that there is now a way to relieve this . . . often in minutes!

Simply take Phillips' Milk of Magnesia after meals. Almost immediately this acts to neutralize the stomach acidity that brings on your trouble. You "forget you have a stomach!"

Try this just once! Take either the familiar liquid "PHILLIPS" or now the convenient new Phillips' Milk of Magnesia Tablets. But be sure you get Genuine "PHILLIPS".

Also in Tablet Form: Phillips' Milk of Magnesia Tablets are now on sale at all drug stores everywhere. Each tiny tablet is the equivalent of a teaspoonful of Genuine Phillips' Milk of Magnesia.

PHILLIPS' Milk of Magnesia

MADE IN CANADA

Doctors say that much of the so-called "indigestion" from which so many of us suffer, is really acid indigestion. . . . brought about by too many acid-forming foods in your modern diet. And that there is now a way to relieve this . . . often in minutes!

Simply take Phillips' Milk of Magnesia after meals. Almost immediately this acts to neutralize the stomach acidity that brings on your trouble. You "forget you have a stomach!"

Try this just once! Take either the familiar liquid "PHILLIPS" or now the convenient new Phillips' Milk of Magnesia Tablets. But be sure you get Genuine "PHILLIPS".

Also in Tablet Form: Phillips' Milk of Magnesia Tablets are now on sale at all drug stores everywhere. Each tiny tablet is the equivalent of a teaspoonful of Genuine Phillips' Milk of Magnesia.

PHILLIPS' Milk of Magnesia

MADE IN CANADA

Doctors say that much of the so-called "indigestion" from which so many of us suffer, is really acid indigestion. . . . brought about by too many acid-forming foods in your modern diet. And that there is now a way to relieve this . . . often in minutes!

Simply take Phillips' Milk of Magnesia after meals. Almost immediately this acts to neutralize the stomach acidity that brings on your trouble. You "forget you have a stomach!"

Try this just once! Take either the familiar liquid "PHILLIPS" or now the convenient new Phillips' Milk of Magnesia Tablets. But be sure you get Genuine "PHILLIPS".

Also in Tablet Form: Phillips' Milk of Magnesia Tablets are now on sale at all drug stores everywhere. Each tiny tablet is the equivalent of a teaspoonful of Genuine Phillips' Milk of Magnesia.

PHILLIPS' Milk of Magnesia

MADE IN CANADA

Doctors say that much of the so-called "indigestion" from which so many of us suffer, is really acid indigestion. . . . brought about by too many acid-forming foods in your modern diet. And that there is now a way to relieve this . . . often in minutes!