

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

"Save the Child and Build the Nation"
SERVE GARDEN CITY MILK TO
INFANTS AND CHILDREN
No other food contains so vital robust health in any similar quantity, or at any price as low.
For grown-ups too, give it regular place in all your meals, and for the "hungry" periods in between. Order your
GARDEN CITY MILK
today. It's Clarified and Pasteurized.
THE PURE MILK COMPANY

LOW PRICES!!!
ALL FOR
1 can Corn 29c
1 can Tomatoes
1 can Peas
Good Pink Salmon, 2 cans for 25c
Molasses, per gal. 50c
10 lbs. Sugar, 55c
PHONE 65
S. N. KAYS
87 Poylall St.

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

ALWAYS THE SAME High Standard of Quality
Our customers know that we only the one grade of meat.
THE BEST
We specialize in Mince Meat and Potted Meat.
THOS. MILLS MEAT MARKET
135 Hillsboro St. Phone 334.

Enjoy Your Leisure AT THE CHARLOTTETOWN Bowling Alleys
First Class Service.
G. TULLE, Proprietor
Market Building Basement

WE'VE BEEN SO BUSY
Making and selling
Moore's Sausages
At 17c Per Lb.
That we didn't tell you that we are still well equipped and ready to serve you at all times with highest grade groceries and all kinds of choice meats. Our special prices now merit your attention.
E. S. MOORE
109 Richmond St. Phone 1085

WE WANT TO SHOW YOU
That we are very proud of our new line of Stoves, Heaters, Circulators, and we have the
FINEST LINE OF RANGES YOU CAN FIND
Come in - we'll show them to you.
T. G. IVES
219 Great George Street. Phone 1117.

Thoroughness IN EVERY DETAIL
You will find our workmanship most satisfactory. No part of your plumbing will be slighted when done by us.
Phone 651-1.
BEVAN BROS. PLUMBING ENGINEERS
92 Weymouth Street

GIANTS and JESTERS In Public Life
(By FRED COOK) (Copyright Reserved)

PEARY AND THE NORTH POLE.
A few months ago I had the pleasure of spending an afternoon with Captain Robert A. Bartlett, master mariner, sealery captain, Arctic explorer, and an all-round good fellow. "Bob," born at Brigus, Newfoundland, is in the prime of life—a splendid specimen of vigorous manhood. Sixty years of age, he does not look it. He was out at the Royal Ottawa Golf Club with Major David McKeand, who for the last four or five seasons has commanded the Canadian government party which annually visits the pole posts in the Far North. Chatting with Bartlett over a "mug o' tea," as he called it (he is a strict teetotaler, never having tasted intoxicating liquor in his life), I tried to draw him out about Peary and his trip to the North Pole in 1909.
The expedition, Captain E. Peary commanding, had left Sydney, N. S., on July 17, 1908, in the S. S. Roosevelt, Captain Bartlett being master and chief navigating officers. The entire company numbered twenty-two. The funds for the trip were secured principally by the Peary Arctic Club, of which the late H. C. Bridgman, at that time chief editor of the Brooklyn Times-Union was secretary. The National Geographic Society also assisted. The Roosevelt had been built in 1905, at a cost of \$100,000, but before starting upon the last and successful expedition an additional \$75,000 was required to provide new boilers and make other changes for equipment and for operating expenses. This amount was raised by public subscription from all parts of the United States, from Canada and even from Newfoundland.
I do not need to detail the hardships which the expedition encountered before the goal was achieved. Anyway, then reached Mrs. Peary, then in New York city, a wireless message from her husband dated Indian Harbor, Canadian Labrador, September 5, 1909. "Have made good at last. I have the Pole. Am well, Love." At the same time there came a message to Mr. Bridgman, "Pole reached; Roosevelt safe." Both of these messages I had the pleasure of inspecting at Sydney a few days later.
Nearly a fortnight elapsed before the details of the discovery of the Pole became known, and it was with profound regret that thousands of people all over the world then learned that Peary, on his final dash, had taken with him not Bartlett, but Matthew Henson, the only colored member of the expedition. Peary, commanding the fourth supporting party, on April first, had attained 87 degrees 46' 4", the farthest North ever attained by a white man up to that time. Here it was that Peary instructed him to "about face" and return to the ship. The party was then 193 nautical miles from the desired goal. (Note: A nautical mile is approximately 2,028 yards). Peary's action seemed incomprehensible.
Twenty-seven years have elapsed since the goal was achieved and Peary, full of honors, has gone to his long rest. I felt, however, when in Bartlett's company, that the time was opportune for me to endeavor to learn something of the captain's feelings on being denied the privilege of sharing in the great achievement. But if I had expected Bartlett to criticize the action of his commanding officers and to voice a grievance, I was to be disappointed. I never met a man more loyal to his former chief. When I referred to the selection of Henson, all that

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GIRLS' AND BOYS' HOBBIES EXHIBITION
AT Y. M. C. A.
March 25, 26, 27, 28 & 31
RIES NOW OPEN
and closing tonight at Ten O'clock.

DID YOU GET A PRIZE YET?
IF NOT
GET YOUR SLIPS FROM US
LOOK 1 can Tomato Soup
1 can Tomatoes
1 can Peas
ALL FOR 29c
10 lbs. Rolled Oats 35c
10 lbs. Beans 35c
2 lbs. Butter 53c
MacPHEE BROS.
Phone 246-J. 55 Prince St.

SCARVES
When shopping don't neglect looking over the display of Scarves which we are showing in all the different styles and Assorted Colors.
Prices to suit purse.
THE BETTY LOU
Kent St. Revere Hotel Bldg.

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.

MISSING WORDS
Advertiser's Name _____
Sell _____ And _____ Every _____
That _____ If _____ All _____
Job _____ Much _____ To _____

Solution to Last Week's Contest
ADVERTISER'S NAME—J. A. DOYLE
MISSING WORDS
Detail—J. A. Doyle.
Lump—A. Pickard & Co.
Your—E. S. Moore.
Entry—Angelina Blanchard
As—S. N. Kays.
Occasions—Uptown Flower
Judge—Thos. Mills

SPRING'S FIRST CUCKOO IN MILADY'S HAIR

Fashion is going to women's heads.
The vogue for wearing flowers, ribbons and bandeaux on the hair in the evening is becoming more and more daring and varied in its effects.
Now there are prophecies of an imminent return to the Louis XVI period fashion for decking the hair with every imaginable kind of ornament.
Among hair ornaments this spring are bunches of artificial fruit, ears of corn, miniature animals, birds and even metal beetles, as well as flowers made of almost every medium from silk to wood.
Some of these are attached to bands, slides on pins which keep them in place on the head. Others, like many of the real flowers now being worn in the hair, actually have to be wired into the coiffure by an expert hair-dresser just before the lovely lady goes out to the party.

could follow, and drive dogs better than any white man. Henson, with his years of Arctic experience, was almost as skillful at this work as an Eskimo. He could handle dogs and sledges. He was a part of the travelling machine. Had he (Peary), taken another member of the expedition also he would have been a passenger, necessitating the carrying of extra rations and other impedimenta. It would have amounted to an additional load on the sledges, while the taking of Henson only was in the interest of economy of weight.
(To Be Continued)

"Red Acre Farm" At Cardigan

The Cardigan Head Dramatic Club, under the capable direction of Miss Bernadette Lewis, teacher, presented the three-act comedy, entitled above to a large and very appreciative audience in the Cardigan hall on St. Patrick's night.
Throughout the progress of this excellent drama, the ownership of Red Acre Farm is seriously threatened by reason of a heavy mortgage held against it by Squire Harcourt.
The efforts of Nellie Armstrong to live down a false accusation of robbery and to become a great actress, the villainy and subsequent repentance of her selfish sister, Laura, the inflexible severity of their old fashioned father, and the soothing influence of a loving and tender-hearted wife and mother, form the chief dramatic episodes in this well-balanced drama.
The fracture of an intricate chain of puzzling circumstances surrounding the plot is cleverly aided and abetted by the village gossip, Mrs. Strutt, by the travelling salesman, Mr. Busby, and by Dick Randall, the ardent admirer of Nellie's charming temperament. Harry Harcourt, the Squire's ne'er-do-well, progeny, does not assist materially, in bringing affairs to a successful issue.
The humorous courtship of the everlasting wandering farm hand and the adopted daughter of the pompous Colonel Strutt from Timbuctoo relieves the tense situations at various timely intervals during the drama.
Three scenes impressed themselves deeply on the memory of the audience. One scene was that dramatic moment towards the end of the first act when Nellie, falsely accused of stealing the precious heirloom is driven tearfully from the home she helped to save so often, with her indignant father's curse upon her head. Another scene was that ludicrous occasion on which the "stately" Colonel, tumbling more or less gracefully in- to the well on the Red Acre Farm; an incident by the way which the "Alert" farmer boy utilizes to his great personal ad-

DODD'S KIDNEY PILLS
TREATMENT FOR
RHEUMATISM
MIGRAINE
HEADACHE
NEURALGIA
BLADDER TROUBLE
WINNER 4587 THE PRIZE

QUICK SERVICE BARBERS
WITH THE EXPERIENCE GIVE YOU UP-TO-DATE HAIR CUTTING WITH NO LONG WAITS
Riggs & Berrigan
Opposite New Currie Block

If You Are Constipated Penslar 'Regulax'
will regulate your bowels and give you quick relief. In general 25c tins of twenty-four chocolate squares. Try them be convinced.
E. A. FOSTER CENTRAL DRUGSTORE

We are offering our Men's 18 Size
Waltham & Elgin WATCHES
at big discounts. The best watch for the man at heavy work—call and see us
W. N. TANTON
180 Kent St. (formerly Grafton St.)

A LIVING EXPRESSION OF YOUR REGARDS
Nothing can so well express your last tribute of respect as fresh, fragrant FLOWERS.
We are enabled through the F. T. D. A. to send flowers to any part of the civilized world.
JAMES TAIT
FLORIST
PHONE 269

THE Euston Pharmacy
Corner Euston and Orlebar Streets Phone 772.
your children have a harsh croupy cough, try Bronchade, a reliable remedy for children, easy to apply, 35 cents a bottle.
C. C. HEESCHEN DRUGGIST

Don't Speculate!
When you are ready to have that paint job done, let us know.
Employ men who know the painting trade from A to Z. We do your work so it will please you.
J. A. DOYLE
General Painting and Decorating Contractor
195 Grafton Street

Fresh MEATS
Cottage Rolls, per lb. 23c
Rib Roast 18c
Port Chops 20c
Sirloin Steak 20c
P. J. MacDONALD
Corner Kent and Prince Streets. Phone 888.

HATS
See our Richmond St. window for the Rounder, a sporty felt hat that may be worn in any desired shade. Can be had in shades. Only \$1.89 at
THE GLORIA

"FOR SUCCESS Feed Imperials From Pup To Pelt"
This is the advice of leading ranchers everywhere.
Imperial Fox Biscuits are made from pure richly vitaminized Cod Liver Oil.

Get Your Prize Here
We shall be pleased to serve you when you win and at all other times.
QUICK DELIVERY Gaudet's Grocery
Phone 364
Cor. Prince & Grafton

Don't Cheat Yourself With Cheap Coal You Can't Cheat Your Stove
COURTEOUS SERVICE
PHONE 240
A. PICKARD & CO.

PRIZE WINNERS
1. Mrs. Neil Darrach, 12 Kensington Road
2. Miss Esther Matheson, Milton.
3. Mrs. Berenice E. Robertson, 45 Upper Hillsboro Street.

PHONE 888
For Satisfactory Service
Round Steak, per lb. 18c
Back Bacon 32c
Chuck Roast 12c
Tenderloin Steak 20c
P. J. MacDONALD
Phone 888.

We devote our most serious attention to the proper selecting and arranging of
FUNERAL DESIGNS
and flowers for all occasions.
We deliver anywhere in P. E. I. Phone 1482.
Uptown Flowers
NEW QUARTERS
173 Great George Street

EXPERT ATTENTION NOW
will Save you Money
H. T. JAMES
Plumbing and Heating Service
16 Elm Avenue

Get Your Prize Here
We shall be pleased to serve you when you win and at all other times.
QUICK DELIVERY Gaudet's Grocery
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No-glaze
PAINTS-VARNISHES-ENAMELS
LEAVE NO BRUSH MARKS

DODD'S KIDNEY PILLS
TREATMENT FOR
RHEUMATISM
MIGRAINE
HEADACHE
NEURALGIA
BLADDER TROUBLE
WINNER 4587 THE PRIZE

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NEURALGIA
BLADDER TROUBLE
WINNER 4587 THE PRIZE

THINGS TO KNOW ABOUT CURTAINS
Women sometimes find it puzzling to know just how long their curtain draperies should be. Here are a few rules:
First, when used with draperies, glass curtains should hang level with the window sill.
Second, when used alone and when hung outside the window frame, glass curtains should extend to the lower edge of the apron, or wooden frame under the window. When both walls and woodwork are light, the glass curtains may reach right to the floor. But if the woodwork is dark, this is not advisable, as the line of the woodwork will show through.

VEAL LOAF
1 1/2 lbs. round steak, 1/2 lb. salt pork, 1/2 cup bread crumbs, 1 small onion, salt and pepper. Mix and bake in loaf pan with a little water added. Slices of bacon laid across the top of the loaf give it additional flavour. Bake in moderate hot oven, 375 degrees, for about 1 1/2 hours.

A Spring Restorative To Enrich the Blood
Almost everybody needs a restorative in the springtime. Indoor winter life thins the blood. The breathing of super-heated air fills the blood with poisonous impurities. With spring comes pains and aches, and tired, languid feelings. You lack energy and vigor. Have digestive troubles and do not sleep well. You can depend on Dr. Chase's Nerve Food To put iron in the blood, To make the blood rich and red and restore the tired nerves. The functions of the vital organs of the body are strengthened and quickened by this treatment. Because it builds up new nerve force. Prove this for yourself by using it.