

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

"SAVE THE CHILD AND BUILD THE NATION"

BE READY

When hungry little bodies come trooping in, AFTER SCHOOL needling 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 correct combination of all the vitamins necessary to promote vigorous buoyant

HEALTH

and Clarified and Pasteurized for your protection

Order Yours Today.

PHONE 584

THE PURE MILK COMPANY

Corner Great George and Fitzroy Streets

CANOE COVE CAMPS

for Junior Boys 11-15 yrs. inclusive July 2nd-11th, 1936 An ideal supervised outing for younger boys.

Operated under joint auspices of P. E. I. Division of Maritime Religious Education Council and the Charlottetown Y. M. C. A. Phone 95 for Particulars

Big 25 Cent Sale!

- 1 Broom 25c
 - 6 lbs. Rhubarb 25c
 - 5 lbs. Sugar 25c
 - 3 packages Corn Flakes 25c
 - 1 dozen Bananas 25c
 - 2 tins Pineapple 25c
 - 2 tins Island Beans (1 lb.) 25c
 - 3 tins Island Beans (small) 25c
- HIGHEST PRICES paid for EGGS. LOWEST PRICES charged for goods.

PHONE 246-J.

MacPHEE BROS.

55 Prince Street

Now Is The Time

To have your plumbing system inspected.

PHONE 661-L

Service. Reasonable Rates.

BEVAN BROS.

PLUMBING ENGINEERS 92 Weymouth Street

EXPLANATION OF CONTEST

The Charlottetown Guardian's "BETTER BUSINESS BULLETIN" has been published each Saturday for a number of weeks, and will be continued until the twenty-sixth week, with the last appearing in the issue of August 8, 1936.

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.

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	Is	Made	Expert
	The	To	And
	Showing	Join	About

Solution to Last Week's Contest

ADVERTISER'S NAME - C. C. HEESCHEN

- Service—Gaudet's Grocery
- Contest—S. N. Kays
- Honest—E. S. Moore
- Efficient—Uptown Flowers
- Expense—Bevan Bros.
- Nation—The Pure Milk Co.
- Carry—James Tait
- Have—Robt. C. MacCallum
- Correct—Gordon S. Cooke
- Exterior—J. A. Doyle

PRIZE WINNERS

1. Mrs. Mayne Stewart, Kensington.
2. Mrs. Gerald Hooper, Milton Corner.
3. Vincent J. Doyle, Pleasant Grove.

How Is Your SPARE?

We have a number of good used tires, at very low prices. Also used parts for all makes of cars.

WE BUY USED CARS FOR PARTS.

Walter Lawlor

Cumberland Street Between Kent & Fitzroy Sts.

IMPORTANT NOTICE TO ALL OUR CUSTOMERS!

We MUST have a settlement of each account every thirty days. Henceforth, all overdue accounts will be discontinued and submitted for collection, unless satisfactory arrangement is made by note or cheque. As we have to pay all our bills, cash or thirty days, we must be strict in this regard. Please cooperate. Thank you.

P. J. MacDONALD

Corner Prince and Kent Streets Phone 888.

Fishing Tackle

An excellent assortment of Rods, Reels, Flies, Casts, Hooks, Sinkers, Floats, Baskets, Nets, etc. We know you can make a good selection. Prices low.

E. A. FOSTER

CENTRAL DRUGSTORE

SPECIAL

Table of dark straw hats at 50c.

Also new Pastel Felts.

All shades, only \$1.95

THE GLORIA

WE INVITE YOU TO COME IN

and look over our of all varieties of Flowers for all occasions.

PHONE 1482

Uptown Flowers

173 Great George St.

FOX RANCHERS

Do not experiment, be sure. "For Success Feed

IMPERIALS From Pup To Pelt"

This is the slogan of leading ranchers, who always insist on

IMPERIAL FOX BISCUITS

Thoroughness

is secret of good painting.

We always give our most particular attention to every detail.

When you want a paint job done promptly and properly, call

Robt. C. McCallum

MORFELL HOTEL

Our Stock of WATCHES and JEWELRY

are of the best quality, and are guaranteed as represented. A few 14k Sunburst brooches still on hand. Call and see them.

W. N. TANTON

180 Kent St. Formerly Grafton St.

FLOWERS FOR ALL OCCASIONS

We send Flowers, by telegraph communication to any part of the civilized world, within very short time. We devote our best service to all orders, regardless of size.

PHONE 268

JAMES TAIT

37 VILLA AVENUE FLORIST

Buy Here And SAVE MONEY

Our low overhead expenses allow us to provide you with Best Quality Groceries at surprisingly low prices.

We Deliver Free. PHONE 364

Gaudet's Grocery

Cor. Prince and Grafton Sts.

Call and See

our Premium deal on electric table lamps complete with shade

for \$1.79

Gordon S. Cooke

Kensington, P. E. Island

"THE ISLAND'S BEST AUTOMOBILE SERVICE HEADQUARTERS"

HARDING'S GARAGE

WATER STREET PHONE 306 SUMMERSIDE

DEALERS FOR HUDSON TERRAFLANE DODGE DE SOTO

Euston Pharmacy

- Carter's Little Liver Pills 23c
- Baby's Own Tablets 23c
- Pink Pills, Dr. Williams 45c
- Laxa-Pep Tablets 100 for 75c

C. C. HEESCHEN

Phone 772

FOX RANCHERS

Get our prices on all kinds of Fox Feeds and Meats. We can prove results for the highest average of pups and pelt prices, and give detailed information on how fed.

Dillon & Spillett

Phone 146. 70 Queen St.

Did You Win Yet?

If you didn't—Try now. If you did—Try again. Get your entry slips here and this Contest.

S. N. KAYS

81 Pownall Street, Phone 65. High Class Groceries for Less Money

NO JOB TOO SMALL, OR TOO LARGE FOR US TO HANDLE

We use only the highest quality ingredients in mixing our paints. It pays to be particular this.

J. A. DOYLE

195 Grafton Street General Painting and Decorating Contractor

Now Is The Time

To have your plumbing system inspected.

PHONE 661-L

Service. Reasonable Rates.

BEVAN BROS.

PLUMBING ENGINEERS 92 Weymouth Street

HEXITE

RATION AND CUBES

Also a full line of Fox Supplies. Dealers in every district of P. E. I.

The Dominion Silver Fox Furs, Ltd.

Summerside, P. E. I.

Thousands of Women Have Chosen

"HOSTESS" REFRIGERATORS

because only HOSTESS has everything desired in a really up-to-the-minute refrigerator.

There are 22 good reasons

why you should inspect the "HOSTESS" before making a purchase. The HOSTESS is the only AUTOMATIC DEFROSTING and CONTROLLED HUMIDITY Refrigerator on the market today.

Come in and see the "HOSTESS" Beauty throughout in construction, performance, and appearance.

T. G. IVES

219 Great George Street, Phone 1117

Don't Buy Last Week's Sausages!

Moore's Sausages are made fresh daily, in keeping with the demand. They're of choicest young pork, and they cost only

17 Cts. Per Pound

WHY PAY MORE? YOU CAN'T BEAT MOORE'S

Order some today with your groceries. Phone 1085.

E. S. MOORE

General Grocer 109 Richmond Street GET YOUR CONTEST ENTRIES HERE

DON'T FORGET

to have your prize order drawn on our Store.

Highest Quality Groceries at Lowest Possible Prices

Buy here save

PHONE 1140

ANGELINA BLANCHARD

55 King Street

DRESSES

Received a new shipment of Dresses, Sizes 14-44.

Balance of spring hats selling at 49 cents.

The BETTY LOU SHOPPE

117 Kent Street Revere Hotel Building

BETTER VALUE

FOR YOUR CASH MORE COAL AND

LESS ASH

PHONE 240

A. PICKARD & CO.

FOOT OF QUEEN STREET UPTOWN OFFICE AT 153 GREAT GEORGE STREET

W. C. T. U. Notes

ADVICE

Don't ever get the notion in your head that the boss will lose his business if you quit. A lot of clever men are lying dead. But it hasn't stopped the world a little bit. They can get along without you and they will. Some one else will do your work beyond a doubt. Try to make yourself a man that the boss won't want to have to do without.

Though you're clever and you're smart and very quick. There are other clever fellows down the line. Should you sail away to Europe or get sick. Should you even lose your temper and resign. The old business will go jogging right along. Other brains will quickly work the problems out.

Though the boss can fill your place. Have him want to see your face. Be the man he'd rather never be without.

Let the chief do all the boasting of your worth. Keep a level head and go about your task.

There are many clever men who've trod the earth. Of whom the world no longer stops to ask.

They can get along without you and they will. Some one else can do your work beyond a doubt. So don't strut about and boast. Be the chap that boss wants most.

Be the one he doesn't want to do without. —Edgar A. Guest.

THE VIEW OF TAKING A CHANCE

In the dim light of creation's story the temptation of gambling with 'chance' showed its false face. That strange incarnation of Evil, Satan, assured the tempted Eve, "Ye shall not surely die," take the

chance and eat the forbidden fruit and ye shall be as gods.

Centuries later, on a dark day in the life of Christ, Satan suggested a short cut to the Kingdom of God, which was the vital aim of the coming of Christ to the world. All this was the subtle temptation to commit an evil, seemingly small in comparison, to the great good to be accomplished.

Today the Christian world stands in danger of losing its conscience in the matter of sizing up the evils accruing from the gambling spirit so general in its operations. There are vigorous protests against this serious national menace. Not long ago the Toronto Presbytery of the United Church of Canada adopted a resolution to the effect:

"That in view of the growing evils of the gambling spirit, and wide ramifications of commercial gambling, that Presbytery suggest to its ministers, Sunday School teachers, and officers, that definite teaching of this evil be given to congregations and classes." Not long ago "ridings" received a book of tickets for sale. Three leading prizes were offered and to these were added 100 "Consolation Prizes".

The plea was made: "If you feel unable to dispose of this amount of tickets, may we anticipate that you will dispose of a few?" The one receiving the book was to remit \$200 and retain the balance of the tickets or their equivalent from the sale of the same, which at the most would be \$100. To this would be added the chance of the gambler.

The above is an example of how confident the promoters are of a response from the public. Otherwise the plea of making righteous ends justify unrighteous means would not be made. As it is, this plea is one of the most subtle in conditioning evil to reach some desirable good.

It is interesting to learn how a life spent in speculating in gambling chances ends in the vast majority of cases. The press has related recently the experience of a fickle fortune in Irish and other sweepstake tickets, motor car lotteries, raffles etc., and ended by winning a candy dish. How many such dishes could be had bought with the money which went into the pockets of gambling rings. The W. C. T. U. has always had its Anti-Gambling Department,

and it is opposed to gambling in any form.

1. Is not all business a gamble? No. Most business men strive to rule out the element of chance by making calculation, and exercising foresight.

2. Is not gambling necessary to the continuance of sport? No. Gambling corrupts every sport into which it enters.

3. Insurance is a pure gamble. It is the very opposite; it spreads the risk of financial loss through death over a wide area, and thus removes it from the individual.

4. Is not the spirit of adventure a healthy one?

Men said the same thing about slavery; human nature can be changed by the spirit of Jesus Christ.

5. What can we do to reduce this evil? We can educate the young, and awaken the public conscience.

6. Is gambling increasing in Canada? Yes, we are in danger of a professional fraternity that will prey on the vices of a gullible public.

ALARMING TRAFFIC TOLL

Last year a highway safety campaign was in progress throughout this province. The Department of Highways, the Police Courts, the various voluntary associations employed every means possible to caution and advise the motoring and pedestrian public upon the safe use of the highways. Every thing that could reasonably be expected of the authorities was done to curtail traffic accidents and tragedies. The results obtained are a sad commentary on the co-operation received. The report for 1935 of the Registrar of Motor Vehicles for the province lists 10,648 accidents involving motor cars, an increase of

1,003 over 1934. There were 560 persons killed in these accidents and 9,839 persons injured, or 48 more deaths and 829 more injuries than in the previous year, which also showed a considerable increase over 1933.

Interesting is the analysis which the Registrar's report gives. Consider that 7,516 accidents occurred in clear weather, 10,539 on good roads, 7,084 on dry roads and 5,881 in broad daylight; also that 11,144 drivers of five years' experience or more were involved. The contrast is that 1,756 accidents occurred during fog, rain, snow or sleet; 100 on roads that were defective or under repair; 2,983 on wet or icy roads and 4,309 after dark. Only 191 drivers of 12 months' experience or less were implicated.

The details of the causes of many these accidents are no less interesting, showing that 1,082 resulted from speeding, 855 from drivers being on the wrong side of the road and 154 where drivers were intoxicated. A total of 4,682 took place at street intersections, highway intersections or on curves.

EXPERIENCE OF EVIL

Generally speaking, the great and noble personalities of the world have never sown their wild oats. They have not passed through the deepest hell to find their way to the highest heaven. The most lovable characters of all time have kept the commandments of God from their youth up. Life's greatest deeds are not done by the prodigals; and in the parable, while to bring out the point of selfish individualism, the elder son is painted darkly we note that there is no second portion for the prodigal; and it is true that God gives His highest gifts to one who wanders not far away, and

says to him: "All that I have I have."

HARDY AUSSIE HORSES

BOMBAY—Australian horses in India are harder than English horses, says J. Ma'one, an Australian trainer who has lived here for the past 24 years.

WOTTA PERFECT VACATION... DON'T EVEN HAVE 'T WORRY ABOUT 'KEEPIN' YOU CLEAN...



Your vacation will be a perfect one, too, if you call 152 and arrange to have The Guardian and "Our Way" sent to you.