

# BETTER BUSINESS BULLETIN

## BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

**Oh BOY!**

You Just Try  
Garden City Chocolate Drink  
**THE PURE MILK COMPANY**  
"Save the Child and Build the Nation"

Friday, April 24  
7:30 P. M.  
Gymnasium Physical  
Displa. and  
Presentation of 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.

**LOOK! LOOK!**

LADIES' & GENTS'  
UP TO DATE  
HAIR STYLISTS  
**RIGGS  
AND  
BERRIGAN**  
(Op. New Currie Block)

**EASTER GREETINGS**  
YOUR LEADING FOOD STORE  
OH! Did you see our display of  
EASTER BABY BEEF? You should!

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

**S. N. KAYS**  
87 Pownal Street  
invites you to secure your  
Contest Entry Slips with  
orders for Easter Supplies.  
Get your prizes here too.  
Best quality groceries. Very  
prices.  
PHONE 65.

**PAIN UP**  
For an estimate consult us.  
**J. A. DOYLE**  
Painting and Decorating  
Contractor  
195 Grafton Street

PHONE 246-1 FOR  
**QUALITY GROCERIES**  
Get your slips here. The  
more slips, the better your  
chance to win a prize.  
Greetings to all our cus-  
tomers at Easter and Best  
Wishes for your in this  
Contest.  
**MacPHEE BROS.**  
55 Prince Street

### 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.

**Easter Chocolates And Novelties**  
Don't forget to take home some Chocolates, Eggs, Hens, Rabbits or some of our many novelties. Also a big assortment of beautifully boxed Chocolates for Easter.  
**E. A. FOSTER**  
CENTRAL DRUGSTORE

**SCARVES**  
If you are looking for a Scarf to wear with your new Easter Suit or Coat not try us. We have a large assortment of them in plaids, dots, floral and plain patterns. All shades.  
ONLY 98c.  
**THE GLORIA**

**FLOWERS FOR EASTER**  
GET THEM FROM  
**Uptown Flowers**  
PHONE 1482  
373 Great George Street  
See our ad on Page 3.

THE ISLAND'S BEST  
DISPLAY OF CHOICE  
**EASTER BEEF**  
Come in and inspect our  
special showing select Baby  
Beef or Phone your order.  
**THOS. MILLS**  
MEAT MARKET  
135 Hillsboro St. Phone 334.

**BOWL A GAME AT THE**  
**CHARLOTTETOWN Bowling Alleys**  
Market Building Basement

Seasonal Greetings  
TO ALL OUR PATRONS  
To have your plumbing job  
done well.  
Simply Phone 661-1.  
**BEVAN BROS.**  
PLUMBING ENGINEERS  
92 Weymouth Street

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.

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

For success feed Imperials  
from Pup to Pelt.  
**Imperial Biscuit Co Ltd**

LET EXPERTS ATTEND TO  
YOUR PLUMBING  
**H. T. JAMES**  
Plumbing & General Repairs  
16 Elm Ave.

We Wish all Contestants  
**A Happy Easter Season**  
Phone your Grocery needs  
to us 1085.  
We are prepared to fill your  
order promptly.  
**GROCERIES, MEAT, FISH,  
FRUIT, EGGS.**  
Highest Quality.  
Lowest Prices.  
**TRY MOORE'S SAUSAGES**  
17c Per Lb.  
**E. S. MOORE**  
109 Street Phone 1085.

The Weather is Changeable — But —  
for steady, even, unchanging performance, rain or shine  
The New "HOME IDEAL" Oil Burner  
is unequalled. You are invited to come and see it in operation.  
It is made in four sizes and can be installed in any  
Stove, Range or Heater.  
WICKLESS, NOISELESS, AUTOMATIC  
Phone for particulars.  
**T. G. IVES**  
219 Great George Street, Phone 1117.

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.

**The EASTER SPIRIT**  
Calls for  
**FLOWERS IN YOUR HOME**  
Phone 269  
**JAMES TAIT**

**OUR BUSINESS**  
continues to increase, and we  
extend greetings of the season  
to our many customers and  
regular patrons.  
Phone 364 for quick deliv-  
ery of your grocery require-  
ment.  
**Gaudet's Grocery**  
Cor. Prince & Grafton Streets

**MISSING WORDS**  
Advertiser's Name \_\_\_\_\_  
They Extend Our New Program  
Of Success Work From  
Us Richmond Low Why

**Boston Excursion**  
Going April 9th  
Returning, leave Boston April 15th or 22nd  
Fare from Charlottetown \$20.20.  
**W. K. ROGERS**  
181 Queen Street. Phone 540 - 541

**W. C. T. U. Notes**  
WHO SHALL ROLL AWAY THE STONE?  
Two sorrowing women on their way,  
With sorrowing hearts and lone,  
Were troubled as they neared the tomb:  
"Who'll roll away the stone?"  
Their eyes at first were blind with tears,  
Their hearts with grief were torn;  
Their souls with apprehension fill'd.  
That Resurrection morn.  
But, looking up, what joy was theirs;  
Their eyes with worship shone;  
God's angel bright, from Heaven above,  
Had roll'd away the stone.  
Their Lord had risen from the dead,  
"Alive for evermore";  
"Why need we worry now?" they said,  
"He's ours for to adore."  
And we, like them, forget to trust,  
So fill'd with doubts and fears,  
The never-failing power of Him  
Who's wiped away all tears.  
Like them, we grope in blindness on,  
Thinking the loss our own,  
Till, looking UP, we see that He  
Has roll'd away the stone.  
So may tombs, so many stones,  
Obstruct our life's rough road,  
While faith the size of mustard seed  
Would cast on Christ the load.  
He has the power to carry it,  
And He the power alone  
To rise above our puny strength,  
And roll away the stone.  
—Edith Thompson Bullock

**Solution to Last Week's Contest**  
ADVERTISER'S NAME—H. T. JAMES  
Any—Uptown Flowers  
Job—H. T. James  
Saving—Gaudet's Grocery  
Highest—S. N. Kays  
Made—Imperial Biscuit Co.  
Treat—Pure Milk Co.  
Expect—Thos. Mills

**Euston Pharmacy**  
Good health is priceless. It cannot be bought. Buy your health supplies from the people who know the nature of the ingredients contain.  
**C. C. HEESCHEN**  
THE EUSTON PHARMACY  
PHONE 772

**EASTER GREETINGS FROM A. PICKARD & CO.**  
IMPORTERS OF QUALITY GOAL AND COKE  
PHONE 240  
Prompt Courteous Service Most Reasonable Charge.

**STEAM RETORTS**  
After years of experience working in co-operation with large and small Lobster Packers, we have designed a Retort suitable for any need. We manufacture a Square Horizontal Retort and a Round Steel Vertical type. These Retorts are tested under steam and given a wide margin of safety. We also manufacture other lobster equipment, such as: Single and Double Stands, Trays, Trucks, Leg STEAM RETORTS . . . . . particulars.  
**Bruce Stewart & Co Ltd**  
CHARLOTTETOWN, P. E. I.  
Mfgs. IMPERIAL Gasoline Engines

**O GRAVE, WHERE IS THY VICTORY!**  
The season for the celebration of Good Friday and Easter Sunday, which means so much to Christendom, approaches to bless mankind once more with its sacred memories, and to remind of a cross on the "plate of a skull," and of the ending of the Dispensation of Law, typified by the rending of the veil of the temple in twain from the top to the bottom and reminds of the tomb of the rich Joseph, immortalized forever by its brief reception of the body of one who was acknowledged by a Roman centurion, in the terrors of that

**PRIZE WINNERS**  
1. Albert Sinclair, 213 Prince St.  
2. Miss Esther Matheson, Milton.  
3. Miss Elsie Mills, 41 Prince St.

hour, to be truly the Son of God. This season will also remind of those hours between the death and the resurrection of Christ, of the closely guarded tomb wherein laid the body of the Fairisee-termed "Deceiver," so guarded against any possible purloining by disciples who had cowardly forsaken Him and fled.  
The reading of "The Word" on the glad Easter Morn will tell of the two Marys and Salome coming to the tomb bearing spices to be met with the angelic announcement: "He is not here; for He is risen," and the erstwhile seven-devil Mary Magdalene became the first human announcer of the greatest truth of which humanity is possessed—a Risen Redeemer for sinful man with an immortal soul.  
Through the lapsing years that Golgotha cross, by its extended arms, exhibiting pierced hands and feet, a risen side and a mocking crown of thorns, speaks of the love and the justice of the "everlasting to Everlasting Sinless One," to whom belong adoration and an accounting of the deeds done in the body.  
Paul, the Apostle, writing the Christians in the imperial city of Rome, in regard to the all-important doctrine of justification through a crucified Christ as the sole remedy for sin, penned the great truth: "that He might be just," and yet "the justifier of him which believeth in Jesus."  
The empty tomb, declaring immortality, is a transcendent feature of the Christ religion. All the true joy and glory of the Easteride is grouped around that Empty Tomb, which Joseph of Arimathea loaned to receive the body of his Lord and Master.  
Saul of Tarsus, when facing martyrdom, writing his beloved son in the gospel, sounded this paean of Christian victory: "Our Saviour Jesus Christ who hath abolished death and hath brought life and immortality to light through the gospel." He also urged the Roman believers "by patient continuance in well doing" to seek "for glory and honor and immortality."

**USE BRAHMIN TEA**  
ORANGE FLAVOR  
BETTER GROWN  
Sold only in red straight flap.

**E. R. Brow & Son**  
Fire, Life, Accident, Sickness  
and Plate Glass Insurance  
at Lowest Rate  
Agent at Summerside, Lloyd Lewis  
144 Richmond St. Charlottetown

**ARE YOU HOUSE-CLEANING**  
Why not instal that new fixture or base plug before you repaint or repaper the rooms. Good lighting and handy wall plugs are added comfort to your home.  
Save your eyes.  
**Chappell & Co.**  
Electrical Contractors  
Phone 1440 173 Grafton St.

**No-glaze**  
PAINTS, VARNISHES, ENAMELS  
LEAVE NO BRUISE MARKS