

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

MOORE'S Week End Specials

- Corned Pork Ribs, per lb. 7c
- Chuck Roast, per lb. 12c
- Hamburg Steak, 2 lbs. 25c
- Lamb Legs, per lb. 23c
- Lamb Fronts, per lb. 17c
- Lamb Chops, per lb. 28c
- Corned Beef, per lb. 10c & 12c
- Rump Roast, per lb. 17c
- Rib Roast, per lb. 18c

E. S. MOORE

Meats and Groceries

109 Richmond St. Phone 1085.



WATCH REPAIR

PROFESSION
Means Good Satisfaction
W. N. TANTON
JEWELER
180 Kent Street
(Formerly Grafton Street)



FLOWERS

Fox Ranchers!!

Get your requirements of Beef Tripe, Beef Hearts, Beef Cheeks, etc., from us.

We also handle HEXITE Ration and Cubes and Silver Moon Biscuits.

F. B. CONRAD
PHONE 500
Cor. Queen and Water Sts.

PHONE 269

for your floral needs. Orders telegraphed to any part of the world.

JAMES TAIT

FLORIST

87 Villa Ave.

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.

MISSING WORDS

Advertiser's Name _____

See	Them	Get
Every	Value	In

Then attach to your solution a receipt 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.

Solution to Last Week's Contest

ADVERTISER'S NAME — MACPHEE BROS.

- Of—James Tait.
- Money—MacPhee Bros.
- Better—F. J. MacDonald
- Sure—Bevan Bros.
- Prize—Gaudet's Grocery.
- Ask—A. Pickard & Co.
- Elements—The Pure Milk Co.
- Revere—The Betty Lou Shoppe
- Have—Angelina Blanchard.
- Every—Uptown Flowers
- Connection—Harding's Garage.

SPECIALS

All white Felt and Crepe Hats clearing at

\$1.49

The BETTY LOU SHOPPE

117 Kent St. Hotel Bldg.

SPECIALS

- 1 large and 1 medium pkgs. Oxydol, both for 25c
- 1 large pkg. Lux and 1 cake Life Buoy Soap 25c
- 1 large pkg. Chipso with dish cloth 25c
- 2-1 lb. pkgs. Soda 25c
- Bananas, per doz. 19c

PHONE 65

S. N. KAYS

87 Pownall Street

WE PAINT

and decorate all kinds of Ceilings, Walls, Floors, Trim, Finish, Stairways, Carriages, Cars, Sleighs, Truck-Wagons.

SIGNS AND LETTERING

J. A. DOYLE

General Painting and Decorating Contractor, 195 Grafton Street

Ration HEXITE Cubes

Foxmen—Get your supply from your nearest dealer. Write us for full information.

The Dominion Silver Fox Furs, Ltd.

Summerside, P. E. I.

PRIZE WINNERS

- Mrs. V. MacWilliams, East Royalty.
- Mrs. M. C. Stewart, 20 Elm Avenue.
- Miss Vera L. Nunn, Winsloe.

Commission "that an exceptionally large number of lottery tickets were being sold in the city in connection with various sweepstakes." This is a general complaint all over Canada.

JUVENILE DELINQUENCY

Right in this connection, and due largely to the nicotine influence and the movies, which takes parents and children out of their homes at night, can be traced the growth of juvenile delinquency. Home restraint and protection is largely going into discard. Recently a court case in which a girl in her mother, brought a strong admonition from the presiding judge to the parents for neglect of parental responsibility.

GAMBLING

Gambling in every form in Canada is having a veritable and general curbsal, in which some religious organizations are taking a hand. In one moderate-sized city on one raid \$1400 worth of slot machines was seized. This vice has become so general, one Magistrate has taken the stand that in the future any second offender who appears before him on charges of keeping a gaming house by taking race bets, will be given a jail term rather than a fine. The chief constable, Sarnia, Ont., has just reported to the Police

shores of the United States involving the subjects and ships of those nations. Protestations were made to the Belgian ambassador against the Belgian tramp steamers being allowed to load liquor at Antwerp without the necessary certificates of their legal destination.

LIQUOR SMUGGLING

This class of smuggling has achieved a record never reached before in the history of Canada. In the Senate, Senator Hughes the other day in making a plea for the obtaining of data on liquor smuggling in Canada, deplored "the wide-spread character of the traffic on both Atlantic and Pacific coasts, and its demoralizing effect on the youth of these regions and the difficulties of law enforcement due to the ease with which people committed perjury.

RUM-RUNNING IN MANY COUNTRIES

In the great struggle in the world between good and evil, rum-running ever becomes more prominent. Even under licensed conditions the late character of the alcoholic trade is lawlessness. Last February the United States Government submitted to the Norwegian and Belgian governments photos to prove the charge that there was rum-running to the

covering of an alcohol-smuggling conspiracy which had been doing a gross business of \$20,000,000 a year. In this case an American freighter figured, purporting to carry coal, but it unloaded 1,000 cases of alcohol.

The world has legalized the sale of liquor on the excuse of keeping the traffic within legal bounds. Nothing could be farther from the true state. Under the cover of legality this business knows no bounds of restraint.

TWO LIVES

Grief is a delicate and fragile flower, fading even more easily than joy, but never wholly dead. Like the rose of Jericho, though seemingly dried and withered past recognition, yet, if but one warm breath pass over it for a moment, it will bloom again with renewed freshness. Even in laughter the heart is sorrowful, and those who seem to forget have often the saddest hearts. In each and all of us there dwells one active, busy, absorbed in the duties and pleasure of this world; while the other is sadly and dreamily living in the past, treading with tears the former paths, stopping to remember a look, to pursue a shadow.

Celebrates 50th Anniversary

A very pleasant time was spent at the lovely home of Mr. and Mrs. Avard Bell, Victoria, on Tuesday evening, July 7th, when over one hundred relatives and neighbours gathered to celebrate with them the fiftieth anniversary of their marriage. A fair measure of health for their advanced years, doing all their

Week End Specials

- Cotton Sweaters, 24 to 34 39c
- Balbriggan Combinations 22 to 34 39c
- Boys' Grey Flannel Long Pants, 8 to 18 years \$1.98
- Boys' Flannel Suits, 8 to 8 years \$1.95

The Boys' Store
JACK HENDERSON
Proprietor
143 Great George Street

ALL KINDS OF PARTS AND ACCESSORIES

FOR ALL MAKES OF CARS
You save money by repairing with good used parts. Good used parts are better because they have stood the real test.

Walter Lawlor
Cumberland Street
Between Kent & Fitzroy Sts.

Fox Ranchers

Just arrived carload Hexite cubes and ration at new low prices. Get in touch with us for prices on all kinds of feeds and Sapho flea powder.

Dillon & Spillett
WHOLESALE & RETAIL
70 Queen St. Phone 146.

PICNIC BASKET ALL FOR \$1.00

- 1 package Loaf Cheese
- 1 jar Peanut Butter
- 1 Loaf Bread
- 1 package Crackers
- 1 tin Devilled Ham
- 1 lb. Bologna
- 1 lb. Sweet Biscuit
- 1/2 dozen Oranges or Bananas

PHONE 246-J.
MacPHEE BROS.
55 Prince Street

We devote our very best attention to job we do, regardless of whether it is a large or a small one. Our rates are most reasonable. For satisfactory

PAINTING AND DECORATING
CALL
Robt. C. McCallum
MORELL HOTEL

All through the WHOLE YEAR

leading ranchers insist on
IMPERIAL FOX BISCUITS
Remember—
"FOR SUCCESS FEED IMPERIALS FROM PUP TO PELT"

FRESH MEATS



Summer meats are easy when you select the right kind of Meats. Our Meat is always fresh and is of the very best quality obtainable. Our prices cannot be beaten.

P. J. MacDONALD

Corner Prince and Kent Streets.

Phone 888.

DROP IN TO

Uptown Flowers

and what you can take home for a very small cost.

Fresh Flowers will add cheer and charm to the dullest or brightest rooms. We deliver anywhere in P. E. Island.

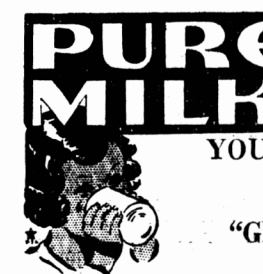
PHONE 1482
173 Great George Street

A new shipment of
NAVY BLUE AND WHITE SLACKS
AT \$1.00 A PAIR.

ALSO BLUE
SHORTS at 89c
Sizes 14 to 20.

THE GLORIA

"SAVE THE CHILD AND BUILD THE NATION"



PURE MILK FOR HEALTH

YOU'RE SURE IT'S PURE WHEN IT'S

"GARDEN CITY" BRAND
ASK FOR BY NAME

- "GARDEN CITY" CHOCOLATE DRINK
- "GARDEN CITY" MILK
- "GARDEN CITY" CREAM
- "GARDEN CITY" BLEND
- "GARDEN CITY" BUTTER

Products bearing this name are SAFE and carry the protection you and your family are entitled to.

THE PURE MILK COMPANY

PIONEERS OF SAFE MILK
Corner of Fitzroy and Great George Streets.

Thorough Workmanship.
Courteous Service
Reliable Attention to Detail
and most reasonable charges.

PHONE 661-L.
BEVAN BROS.
PLUMBING ENGINEERS
92 Weymouth Street

ICE CREAM,
SOFT DRINKS,
CONFECTIONERY,
SMOKERS' SUPPLIES
FIRST CLASS GROCERIES

PHONE 364
WE DELIVER FREE.
Gaudet's Grocery
Cor. Prince and Grafton Sts.

STOP — LOOK — LISTEN

TO AVOID ACCIDENTS
Keep your brakes in dependable working condition. For expert, inexpensive

BRAKE SERVICE

Drive in to
HARDING'S GARAGE
Water Street Phone 306 Summerside
Dealers for
HUDSON, TERRAPLANE, DODGE, DeSOTO

IT'S TIME TO MAKE YOUR CHOICE

The new "HOSTESS" is the only AUTOMATIC DEFROSTING and CONTROLLED HUMIDITY Refrigerator on the market. "HOSTESS" also has the Servador (the original door with shelves), Special Desserf. Compartment, Removable shelves, usable buffet top, choice of freezing speeds and many other desirable features.

COME IN AND SEE THE "HOSTESS"

T. G. IVES

219 Great George Street

Phone 1117.

WANT-A-NAME CEREAL

Is the ideal breakfast food. If you have not yet tried it, ask your grocer for

WANT-A-NAME CEREAL

It lacks nothing but a name.

Patronize Our Soda Fountain

When tired and thirsty after your shopping, drop into our store and have a cool refreshing drink at our Fountain.

Coca Cola and Lime Rickey are delicious flavors.

E. A. FOSTER
CENTRAL DRUGSTORE

ECONOMY

Because of lower handling and hauling costs, you get better by ordering your Winter's Coal supply now.

A. Pickard & Co.

Queen's Wharf

Uptown Office, 133 Gt. Geo. St

PHONE 240

Your Supplies Here For Picnics And Outings

Fresh Groceries
Courteous Service.
Low Prices.
PHONE 1140.
ANGELINA BLANCHARD
55 King Street

GET YOUR MEALS AT THE NEW NANKING CAFE

Y. S. HONG, Proprietor
Prompt, Courteous Service.
Highest quality foods.
Open all hours.
Dinner 11.00 A. M.—2.00 P. M.
Supper 5.00 P. M.—8.00 P. M.
Opposite Holman's

W. C. T. U. Notes

THE KING OF TERRORS

(Suggested by the passing of His Majesty, King George V, January 20, 1936.)

When the last trumpet sounds, and dazed we stand, With quivering nerve and choking, bated breath, There comes the King—with cruel and stern command— The King whose name is Death.

Nor cot nor palace can dispute his sway; Earth's mightiest monarchs kneel before his throne; Patient he waits the inexorable day, When he shall claim his own.

Our puny walls of learning and of skill, Our shows of pomp and power and glorious deed, Are dashed to futile nothings when his will Has been at last decreed.

Yet lo, his fell dominion hath an end! Beyond these fretful years of toil

and strife, King Death's imperious head shall meekly bend Before the Lord of life, London, January, 1936. John M. Gunn.

MOTOR TRAFFIC INVITES DEATH

Strangers will find in Canada wonderful highways, but frequently, through the licensed liquor traffic, they are merely horrible death traps. There are safety campaigns galore but practically none of them include the elimination of the liquor traffic, judging by the indifference of the public the conclusion is unavoidable that the conservation of "The Traffic" is of more account than human life.

NICOTINE

They will find an apparently endless stream of tobacco users, chewing, sucking at cigarette and cigar butts and drawing on pipes and showing the effects of this indulgence at every turn. They will find a pulp silent on the subject of "Nicotine," and an increasing yearly acreage of the best soil on God's earth being sown with this evil weed, particularly in the coun-

Had Ringside Seat But Missed Fight

SAINT JOHN, N. B., July 16.—(C.P.)—Max Schmeling's out-bombing of the famous Brown Bomber and the dramatic defeat of Tom O'Rourke, old-time fight manager fatally stricken in Schmeling's dressing room, set the tongues of veteran sportswriters here wagging about the "good old" ring days.

John L. Sullivan, Joe Walcott and George Dixon of Nova Scotia were managed by O'Rourke and had been in Saint John at different times. Thomas Sullivan, now a police inspector here, was the sparring partner and trainer of Lewiston Dick O'Brien, a celebrated middleweight. Sullivan seconded O'Brien in one of his fights with Walcott. John O'Neill, police desk sergeant, told a story about another battle by the pair and about the chagrin of the late Michael Higgins, who joined an excursion to Boston. Although not interested in boxing, Higgins was induced to see the fight. He reluctantly paid \$10 for a ringside seat, a big price in those days.

Minard's great Rubbing Liniment