

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

"Save the Child and Build the Nation"

MAKE EVERY MEAL A PLEASURE

Growing strong and sturdy is always pleasant when it comes drinking **GARDEN CITY MILK** and mothers enjoy knowing that the milk they serve is Clarified and Pasteurized, and prepared under the best conditions.

Serve it often, between meals and with meals.

THE PURE MILK COMPANY

We Are Giving Entry Slips For This Contest

With all purchases from us. Get yours and win a prize. Come and see the special values we are offering in choice groceries.

PHONE 65
S. N. KAYS
87 Pownal Street

Our customers always know what to when they get their meat here. We always carry the

BEST

Get your entry slips from us. Phone 334.

THOS. MILLS
MEAT MARKET
135 Hillsboro Street

It's quite a contest for us to keep the up to

The Demand

FOR

Moore's Sausages

AT 17c PER LB.

But we haven't slipped yet. They're made fresh daily and they're delicious. Try some today, you'll be delighted with them.

PHONE 1085
E. S. MOORE
109 Richmond 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.

The Central Guardian

This column is reserved for news of local interest but advertising of a purely nature may be inserted at 4 cents a word strictly payable in advance.

CONFEDERATION LIFE INSURANCE. L-6798-7-12-312

THE SOURIS BUS resumes its summer schedule Monday. L-4028

FOX RANCHERS—We have in stock the cheapest and best puppy food, Silver Tip Bread-Meat, at Dillon & Spilliet. L-4023-4-24-41

THE SOURIS BUS will commence its regular summer schedule leaving Souris Monday morning. L-4028

SPRATT'S WEETMEET is not the waste of by-product of a cereal mill. Every ingredient is especially selected for its suitability as a fox diet. It is manufactured in London, England, by specialists of almost 100 years experience in the most critical and expert breeders throughout the world. Prince Edward Island Fur Pool Limited. L-3978-4-tts-61.

BOWLING LEAGUES

Operating in Y. M. C. A. Season 1935-36

Wind Up Supper and Presentation of Awards

Tues. May 5th 6:15 P.M.
Y. M. C. A. Tickets 25c.

Take advantage of Our Week-End Specials

for example—

- 10 Surprise Soap—47c
- 2 lbs. Creamery Butter—51c
- 3 lbs. Prunes—25c
- 1 lb. Seedling Raisins—25c
- 1 lb. Dates—25c
- 10 lbs. White or Brown Sugar—25c
- 1 lb. Flour 21 lbs. 65c, 75c, and 85c

Also many other money saving prices. For quick delivery, phone 218, and don't forget to get a contest entry slip with your order.

MacPHEE BROS.
Prince St.

For Recreation **SHOOT A GAME** AT THE

CHARLOTTETOWN Bowling Alleys

G. TULLE, Proprietor

Sensational Offer Ends May 2nd

Because of a special arrangement with the manufacturers, we are offering a beautiful Fawcett Range in Full Enamel Ivory and Nickel. Smart, dependable and easy on fuel, fitted with a Home Ideal Oilburner, the best and most economical burner on the market, guaranteed for five years.

Two famous leaders in combination for only \$98.50 fully installed in your home.

T. G. IVES
119 Great George Street. Phone 1117.

Prices on all our GROCERIES are most reasonable.

We endeavor 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.

Gordon S. Cooke

Groceries, Flour, Hardware, Fox. Get your Contest entry slips here.

Dealer for Glidden's Jap-A-Lac Paints and Varnishes.
Kensington, P. E. Island

WHY WAIT

We are ready to look after any little trouble you may find in your Plumbing and Heating Service.

Phone Us 661-L.

Our rates cannot be beaten and we guarantee satisfaction.

BEVAN BROS.
PLUMBING ENGINEERS
82 Weymouth Street

HATS

We have received a new shipment of hats. Prices from \$1.98 to \$3.95.

THE BETTY LOU
117 Kent Street
Revere Hotel Building

ANNOUNCING ANOTHER NEW CONTEST

\$250.00

is to be given away to those suggesting a name for the new Island-made Cereal. Ask your grocer for

WANT-A-NAME

Cereal. Full particulars of the naming contest will be found in the package.

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\$250.00

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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 advertiser 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	Expect	Result
Assist	Feed	English
Overhead	Supply	
Through		

Solution to Last Week's Contest

ADVERTISER'S NAME — T. G. IVES

- In—The Gloria
- Vitamin—Imperial Biscuit Co
- Goods—E. A. Foster
- Every—S. N. Kays
- Try—E. S. Moore
- Satisfactory—Angelina Blanchard.

PRIZE WINNERS

- Mrs. George E. Robinson, Brackley Point.
- Miss Helen Matheson, Milton.
- Mr. Heber MacEwen, 146 Hillsboro Street.

PERSONALS

Mr. Malcolm MacKenzie, canoe Cove, was in the City on business yesterday.

Mr. and Mrs. Elmer C. Harris, accompanied by Mrs. D. Clifford Moore, all of Charlottetown, returned to Summerside and Borden on Tuesday last.

Miss Florence Revell who has been ill for the past three months left yesterday morning for Montreal, where she will enter the Royal Victoria Hospital for treatment.

Mr. George Prowse left yesterday morning on return to Boston after visiting her mother, Mrs. Gates, Longworth Ave., whose health, it is pleasing to learn is much improved.

Miss Mary Bell MacDougall, daughter of Mr. and Mrs. Nell MacDougall, Upper Prince Street, left Wednesday morning on a visit to relatives and friends in Bangor and Millbrook, Maine.

Have You Lost That Snap? Feel Yourself Slipping?

How many thousands drag on through life with weary step and worn and haggard face who might be strong and healthy but for some constitutional weakness.

It should be the aim of everyone to retain the strength, health and vigor of mind and body, and to fortify the system against attacks of disease.

Milburn's H. & N. Pills contain the elements so necessary to create vim, force and energy to run the machinery of the system.

Get a box from your druggist. You won't be disappointed.

MILBURN'S HEALTH NERVE PILLS

LOOK! LOOK!

And Look Your Best With a Properly Styled **HAIR CUT**

RIGGS AND BERRIGAN
Ladies and Gents Hair Stylists

French's Vermicide Capsules

Don't neglect your fox cubs. Dose them at ten days to three weeks with No. 3 Capsules. From 3 weeks to 3 months use No. 2 Capsules. \$1.00 Box. Prepaid to any address.

F. 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.)

NO PARTY IS 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. 37 Villa Avenue.

THE Euston Pharmacy

Now is the time for new fishing tackle. Just received, a line of files. Call and inspect them.

C. C. HEESCHEN
THE EUSTON PHARMACY
Phone 772

WHEN IN TROUBLE, DRIVE IN TO HARDING'S GARAGE

WATER STREET OR PHONE 306 SUMMERSIDE

Our patrons will tell you that we always give perfect, satisfactory service.

We repair, grease, oil, wash, and polish all makes of cars, and are dealers for Hudson, Terraplane, Dodge, DeSoto.

EASTERN GUARDIAN

*SPRATT'S PUPPIAC is the best form of health insurance for all fox pups. Prince Edward Island Fur Pool Limited. L-3977-4-23-25-28-30-5-2-5.

*SPRATT'S FOX FOOD is a product of London, England, which regardless of the unsettled conditions of the last few years, has proved such a consistent and profitable market and outlet for Canadian silver fox pelts when many other markets have failed. Prince Edward Island Fur Pool Limited. L-3977-4-23-25-28-30-5-2-5.

SOMETHING SPECIAL IN FLIES

Highest grade English flies, with turned down eye

at REGULAR PRICES

Flies that will not fade.

We also carry a selection of REELS which will balance your pole to perfection.

Our leaders are GOOD, and the price is reasonable.

We also carry a quantity of other tackle.

The ROGERS HARDWARE CO., LTD.
Phone 105. Charlottetown.

TREASURES OLD TABLE CLOTH

(Canadian Press)

ORKNEY, Sask., April 24—A linen table cloth made more than 100 years ago is a family treasure of Miss Ann Talbot. It was made

SPECIALS AGAIN AT P. J.'s

- Red Rose Coffee, lb. 37c
- 2 cans String Beans 25c
- 3 cans Baked Beans 25c
- 3 cans Tomatoes 29c
- 4 tins Tomato Juice 25c
- 6 cakes Face Soap 25c
- 1 large and 1 small pkg. Oxyral 25c

EVERYTHING THAT'S GOOD TO EAT

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

NEW SHORT SLEEVE SWEATERS

In a large assortment of styles in White, Maltz, Coral, Love-bird Green, Red, and other pastel shades. Sizes 32 to 40.

PRICE \$1.50

THE GLORIA

Strong Healthy Pups

and finer furs are the natural of feeding.

IMPERIAL FOX BISCUITS

That is why leading ranches say "For success feed Imperials from Pup to Pelt."

CASH SAVINGS

are made possible by our small expenses.

We sell fresh Groceries at very low prices. Try an order from us.

PHONE 364

We deliver fast and free.

Gaudet's Grocery
Cor. Prince and Grafton Sts.

ONE LEADS AND OTHERS FOLLOW

When it comes to Coal Don't Speculate Get it from

A. PICKARD & CO.
PHONE 240.

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 Water Street, Summerside

Put pieces of toasted bread into soup or gravies which are salty, take them out in a few minutes, and it will be found that the bread has absorbed a good portion of the salt.

No-glaze

PAINTS, VARNISHES, ENAMELS

MADE IN ENGLAND

THE BAPTIST CHURCH

Morning and evening services will be broadcast by station C. H. C. K. The Rev. F. E. Bishop will preach at both services taking as his morning theme "Worship and Service" and for the evening "A Christian Creed." Included in the music of the day will be Coleridge-Taylor's "O ye that love the Lord" and Sarsis' "My Soul Doth Magnify the Lord." Miss Helen Calbeck is organist. Special invitation is extended to all and particular attention is drawn to the Sunday School at 2.30 P. M.

THE BAPTIST CHURCH

The Services on Sunday, next will be conducted by the Pastors. The subject for the morning discourse is "The upward Look" and the Choir will sing "Hear Them, O Lord" by Alfred Wooley. Miss Doris Tait taking the Solo part. The evening worship will be largely choral—Rev. Mr. Miller's subject is "The Soul's response"—Old favourite hymns will be sung by the choir adapted as solos—choruses—Men's quartets and interpreted by the minister. Mr. Kendall will play a short organ recital before the