

# BETTER BUSINESS BULLETIN

## BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

**"Save the Child and Build the Nation"**  
**EVERY BOTTLE ALIKE**  
 Mothers, and many others have noticed that every bottle of  
**GARDEN CITY MILK**  
 is the same rich, uniform high standard. This is most important in feeding infants. It means much to you too.  
**ORDER YOURS TODAY**  
**THE PURE MILK COMPANY**

We always give good satisfactory service.  
 When we can save our customers any we do so. That is why they continue to deal at our store.  
 Get your slips from us with your order for best quality groceries.  
**S. N. KAYS**  
 PHONE 65  
 87 Pownall Street

**It Matters Little TO US**  
 whether your job is a large, or a small one.  
 We give it our very best attention. Swift skilled workmanship. With no fuss and no muss.  
**J. A. DOYLE**  
 General Painting and Decorating Contractor.  
 195 Grafton Street

**9 CENT SALE**  
 Grade A Eggs, 3/4 9c  
 3 lbs. Oatmeal or Rolled Oats ..... 9c  
 3 lbs. Beans ..... 9c  
 2 cakes Soap, any kind 9c  
 2 Oranges, large ..... 9c  
 Any 10 cent article in the store, ..... 2 for 19c  
 Get Your Slips Here.  
**MacPhee Bros.**  
 PHONE 246-J  
 55 Prince Street

Call in to our store and see our display of best quality meats and other table supplies.  
 Phone your order to us. We quickly, and guarantee satisfaction.  
**PHONE 334**  
**THOS. MILLS**  
 MEAT MARKET  
 135 Hillsboro Street

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

**WE MUST BE SATISFIED THAT YOU ARE SATISFIED**  
 when we finish a job for you.  
 We thorough attention to details and our rates are most reasonable.  
**PHONE 661-L.**  
**BEVAN BROS.**  
 PLUMBING ENGINEERS  
 92 Welmouth Street

**GET IN ON THIS CONTEST**  
 You can win a prize. Get your entry slips from us. We provide these with all orders at our store. Our groceries are of the best obtainable quality and priced right.  
 Don't forget to include some of  
**Moore's Sausages** in your order. They're made fresh daily. They're delicious, and they're only 17c per lb.  
**PHONE 1085**  
**E. S. MOORE**  
 109 Richmond St.

If you have not seen the new Fawcett Line of Stoves and Ranges, you will do well to see them before you buy.  
 If you're thinking of purchasing an Oilburner you certainly should inspect the new  
**— HOME IDEAL —**  
 Come in and we will show them to you and demonstrate the exclusive features of these leaders.  
**T. G. IVES**  
 119 Great George Street. Phone 1117.

**DRESSES**  
 1-3 off all Crepe Dresses, Saturday and Monday only.  
**THE BETTY LOU**  
 117 Kent Street  
 Revere Hotel Bldg.

**HEXITE BATION 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.

**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

**\$250.00 IS BEING GIVEN AWAY FOR NAMING THE NEW WANT-A-NAME CEREAL**  
 You've read about it. Find out about it. And do something about it.  
 Ask your grocer for WANT-A-NAME CEREAL. Contest instructions will be found in the package.

**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 \_\_\_\_\_  
 Any Notice Of Avenue \_\_\_\_\_  
 Lowest Money Dozen Pay \_\_\_\_\_  
 Jeweller Deliver Cans \_\_\_\_\_

**Solution to Last Week's Contest**  
 ADVERTISER'S NAME—E. A. FOSTER  
 Assist—Uptown Flowers  
 Overhead—Gaudet's Grocery  
 Through—The Pure Milk Co.  
 Expect—Thos. Mills.  
 Feed—Gordon S. Cooke  
 Supply—E. S. Moore  
 Result—Imperial Biscuit Co.  
 English—C. C. Hessian

**PRIZE WINNERS**  
 1. Mrs. John Davis, 181 Weymouth Street.  
 2. Mrs. Frank Hansen, 79 Hillsboro Street  
 3. Mr. John A. Murray, Clyde River.

**Upholds Ideals For Motherhood**  
 TORONTO, May 1—(CP)—Mrs. W. Ward Prince of Toronto, recently elected Dominion President of the Mothers' Union, will represent Canada at the diamond jubilee celebration of the world-wide organization which is to be observed in London, England, its headquarters, from June 29 to July 4.  
 The purpose of the Mothers' Union—which was founded by Mrs. Mary Elizabeth Sumner in a country parish in Hampshire in 1876, and which has a total membership of more than 600,000—over 3000 of which is in Canada—is to bring together in a strong chain of fellowship and prayer Christian women who wish to uphold the highest ideals of marriage, motherhood and home life.  
 Ten years after its establishment the Anglican movement union had developed into an organized church society in the diocese of Winchester, under the patronage of the Bishop, and formed its first council and constitution. Other dioceses rapidly followed the lead given by Winchester, and in 1896 a Central Council of the Mothers' Union was established, which has since met regularly in Winchester and upon which every diocesan council of the Mothers' Union is fully represented.

**KNOW PROBLEM THEN MEET IT**  
 TORONTO, May—(CP)—"One of the values of psychology in social work is the restoring of the average individual of courage, and a common-sense view of his problems," according to Dr. Kenneth Rogers, Executive Secretary of the Bib Brother Movement.  
 "When an individual has a complete understanding of his problem, and the steps that are being taken toward meeting it, it is much easier for all parties concerned," he said.

**LOOK! LOOK!**  
 AT YOUR HAIR  
 Everybody else does.  
 Have it styled by  
**RIGGS AND BERRIGAN**  
 Op. New Currie Block

**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.  
**E. A. FOSTER**  
 CENTRAL DRUGSTORE

**OUR DIAMOND RINGS**  
 are choice white stones. Excellent values in White, Green and Natural Gold Settings.  
**W. N. TANTON**  
 Formerly 115 Grafton  
 Now 180 Kent Street

**One Week From Tomorrow WILL BE MOTHER'S DAY**  
 BE THOUGHTFUL SEND FLOWERS  
 We deliver flowers to any part of the civilized world in a few hours.  
**JAMES TAIT**  
 FLORIST  
 Phone 269. 37 Villa

**Euston Pharmacy**  
 Now is the time for new fishing tackle. Just received, a line of English Flies. Call and inspect them.  
**C. C. HEESCHEN**  
 THE EUSTON PHARMACY  
 Phone 772

**HARDING'S GARAGE**  
 WATER STREET SUMMERSIDE  
 Dealer for  
 HUDSON TERRAFLANE DODGE DE SOTO

**United Church General Council to Meet Sept. 23**  
 TORONTO, May 1—(CP)—The seventh general council of the United Church of Canada will be held in Ottawa Sept. 23, it was announced at the concluding session of the annual meeting of the church executive here. Council last convened in Kingston in September, 1934.  
 A new book of hymns and songs for children, three to eight years of age, was approved by the executive and a similar book for older children was reported to be under preparation.  
 The moderator, Dr. Richard Roberts, announced that negotiations have resulted in union between the Welsh Presbyterian Churches at Bangor and Lewellyn, Sask., and the United Church of Canada.  
 The treasurer, Rev. Robert Laird, reported givings of the Church to the 1935 missionary and maintenance fund as \$1,566,037 and to the 10th anniversary thanksoffering, \$85,926. Amount available for the work of the church was reported as \$1,632,610, an increase of \$47,443 from 1934.

**Prof. King Gordon Deplored Conditions of Miners Homes**  
 SARNIA, Ont. May 1—(CP)—The paradox of a public that will contribute without hesitation to a fund for the heroic Nova Scotia Dragoons and yet disregard the deplorable housing conditions of the Maritime miners was remarked upon by Prof. King Gordon of Montreal in addressing a public meeting at Central United Church tonight.  
 These housing conditions had

**TRY THIS GUARANTEED FLOUR**  
**98 LBS. SPECIAL PRICE \$2.65**  
 Salmon, 2 tins ..... 23c  
 Grapefruit, 5 for ..... 25c  
 Chicken Soup, 3 tins ..... 25c  
 Tomato Juice, 4 ..... 25c  
 P. J.'s Special Tea, per lb. 38c  
 Laundry Soap, 10 bars ..... 25c  
 Corn Flakes, 3 pkgs. .... 25c  
 Dates, 4 lbs. .... 25c  
 P. J.'s for Pleasant Service and Pleasing Prices.  
**P. J. MacDONALD**  
 Corner Kent and Prince Streets. Phone 888.

**New Twin Sweater Sets**  
 In Pastel Shades.  
 Sizes 32 to 38.  
**At \$2.95**  
**THE GLORIA**

**DON'T TAKE CHANCES** with your foxes. Feed them  
**IMPERIAL FOX BISCUITS**  
 RICH IN VITAMIN, PROTEIN AND MINERAL CONTENT.  
 "For Success Feed Imperials from Pup to Pelt."

**REMEMBER MOTHER'S DAY**  
 We are always ready to assist you in the selecting of suitable flowers or potted plants for your particular needs, and we deliver to point in this Province.  
**Uptown Flowers**  
 PHONE 1482  
 173 Great George Street

**EXPERT ATTENTION Now**  
 Will Save you Money  
**H. T. JAMES**  
 Plumbing & General Repairs  
 16 Elm Avenue

**TAKE OUT YOUR PRIZE ON OUR STORE**  
 You will be getting the very highest grade of fresh groceries, at the possible prices.  
 Get your food supplies here and secure entry slips with your order. Phone 364.  
 We deliver fast and free.  
**Gaudet's Grocery**  
 Cor. Prince and Grafton Sts.

**Prompt Courteous Service**  
**PICKARD'S COAL**  
 THE VERY BEST  
 CHARLOTTETOWN  
**PHONE 240**

**Let us Make You an Estimate on a Complete Overhauling of Your Car.**  
 Our service is "Quick" and satisfactory.  
 Our staff is composed of skilled car experts. Try us next time. Phone 306.  
**HARDING'S GARAGE**  
 WATER STREET SUMMERSIDE  
 Dealer for  
 HUDSON TERRAFLANE DODGE DE SOTO

**For Best Results**  
 Start your pups on HEXITE FOX FEED. You will the difference.  
 It pays to feed the best. Get your supply from  
**Gordon S. Cooke**  
 Kensington, P. E. Island

**More Milch Cows And Swine in 1935**  
 The number of cattle and calves on farms in the Dominion at December 1, 1935, was 8,430,800. This represents a decrease of 54,000 head, or 0.6 per cent, as compared with the number reported at December 1, 1934, and a decrease of 383,800, or 4.4 per cent compared with the number reported at June 1, 1935. All provinces except Ontario and British Columbia reported fewer cattle than was shown at the 1st of the previous December. Farmers in these two provinces increased their holdings of cattle between June 1 and December 1, 1935. The fact that shipments of feeder cattle from the Prairie Provinces to Ontario amounted to three times those of the previous year explains the increase in Ontario.  
 The number of milch cows increased from 3,847,400 at December 1, 1934, to 3,932,400 at December 1, 1935, an increase of 85,000 or 2.2 per cent. Seven of the provinces contributed to this increase, while Nova Scotia and Ontario registered declines. Heifers being raised for milking purposes fell from 796,600

at December 1, 1934 to 778,300 at December 1, 1935, a reduction of 19,300 or 2.4 per cent. All provinces except British Columbia shared in this decrease.  
 Beef cows were reduced from 700,200 to 646,400, which represents a reduction of 53,800 head, or 7.7 per cent. Heifers raised for beef production also suffered a slight reduction, six of the provinces sharing in this decrease. In Ontario and British Columbia the numbers of both beef cows and heifers increased and there was also a slight increase in the number of heifers in Saskatchewan. It may be observed that the number of milch cows has continued to advance, but that heifers raised for milking purposes have decreased for two years in succession. It would appear that cows of beef breeding are being temporarily used for milk production.  
 Milk production per cow as reported at December 1, 1935 increased from 11.26 pounds in 1934 to 11.71 pounds. The estimated number of cows being milked December 1, 1935, is 2,514,500, an increase of 5.2 per cent over December 1, 1934.  
 Swine numbers are estimated at 3,950,500 at December 1, 1935, an increase of 8.3 per cent compared

with the number reported at December 1, 1934. With the estimated farrowings higher than those shown in the December-May period of 1934-35, it is evident that a considerable increase may be expected. Sheep and lambs on farms at December 1, 1935 numbered 2,628,500, a decrease of 22.6 per cent from the previous June, and 4 per cent from December, 1934. With the number of ewes to lamb in the December-May period somewhat lower than was forecast in 1934, it is apparent that the downward trend in the number of sheep has not yet been checked.  
 Hens and chickens reported on farms at December 1, 1935 numbered 44,319,200 compared with 46,487,200 at December 1, 1934, a decrease of 2,168,000 or 4.7 per cent.

**No Happiness In the Home When the Mother is Sick**  
**MILBURN'S HEALTH NERVE PILLS**  
 The tired, worn out mother cannot make a happy home if she is sick and worried by the never ending household duties. She gets run down and becomes nervous and irritable, downhearted and discouraged, can't rest at night, and gets up in the morning as tired as when she went to bed.  
 Women suffering in this way will find in Milburn's H. & N. Pills a remedy with which to reconvert their health, build up the run down system, and bring back their bodily vigor.

**Big Advance In Gasoline Sales**  
 (C. P. By Guardian's Special Wire)  
 OTTAWA, May 1.—Sales of Gasoline in Canada during 1935 amounted to 573,652,000 gallons, an increase of seven per cent compared with 534,782,000 in 1934, the Dominion Bureau of statistics reported today.  
 Sales by provinces with 1934 now then figures in brackets: Ontario 272,681,000 gallons (252,977,000); Quebec 102,178,000 (93,511,000); Alberta 47,443,000 (45,194,000); British Columbia 43,410,000 (42,338,000); Saskatchewan 39,166,000 (36,785,000); Manitoba 28,485,000 (27,594,000); Nova Scotia 22,274,000 (20,003,000); New Brunswick 15,185,000 (13,640,000); Prince Edward Island 2,832,000 (2,640,000).

**No-glaze**  
 PAINTS - VARNISHES - ENAMELS  
 "LEAVE NO BRUSH MARKS"