

BETTER BUSINESS BULLETIN

BUSINESS DIRECTORY AND INTERESTING CONTEST FOR ALL OUR READERS

Oh BOY!

You just try a glass of
"GARDEN CITY"
CHOCOLATE DRINK
You'll be wanting more.

"Garden City" Chocolate Drink is a most wholesome beverage for young and old. It's more than a mere beverage—it's a real food.

Cooling, Refreshing and
THIRST-QUENCHING

It's a "Garden City" Product
You Can Be Sure Its Pure.

THE PURE MILK COMPANY

PHONE 554
Corner Great George and Fitzroy Streets

A Word May be Missing Here
but there's nothing missing
when you order groceries us.

Our Service is Good.
Our Prices are Low.
A trial order will convince you.

S. N. KAYS

Phone 65
87 Fownal Street

You Will Receive
Good Satisfaction
when you have us attend
to your

Painting

J. A. DOYLE

General Painting and
Decorating Contractor
195 Grafton Street

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
Time Religious Education Council
and the
Charlottetown Y. M. C. A.
Phone 95 for Particulars

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

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.

Used Auto Parts



Better Than New

Save money by repairing with Certified Used Parts. Our certified used car parts are dependable.

Walter Lawlor

Cumberland Street
Between Kent & Fitzroy Sts.

Get Your Holiday and Picnic Supplies Here.

AND ORDER EARLY

Fancy Fowl, per lb. — 15c 2 lbs. Spinach — 25c
Choice Dairy Butter, per lb. 25c 6 lbs. Rhubarb — 35c
10 lbs. Beans for — 25c 8 rolls Toilet Paper — 25c

P. J. MacDONALD

Pleasant Service and Pleasing Prices.
Corner Prince and Kent Streets. Phone 888.

WHITE PIQUE SKIRTS

Sizes 14 to 20
PRICE \$1.00

WHITE WAFFLE CLOTH COATS

Sizes 14 to 20
ONLY \$1.98

THE GLORIA

Remember The Sisk

A few flowers will cheer those who are not privileged to get out around these. They will appreciate your thoughtfulness.

PHONE 1482
Uptown Flowers
173 Great George Street

CARE

must be taken at all times. Don't speculate on cure-all feeds.

"For Success Feed Imperials From Pup to Felt."

IMPERIAL BISCUIT CO., Ltd.

WE GIVE OUR BEST ATTENTION TO EVEN THE SMALLEST DETAIL. NOW IS THE TIME TO PAINT UP

CALL

Robt. C. McCallum

MOOREL HOTEL
Satisfactory Service
Reasonable Rates.

We are offering very special values in

Diamond Rings in white, green or yellow gold cuttings for a short time. If in need of one it will pay you to call and see us.

W. N. TANTON

180 Kent St.
(Removed from Grafton St.)

You are always welcome to visit our Greenhouses and view our complete showing of

FLOWERS FOR ALL OCCASIONS

JAMES TAIT

37 VILLA AVENUE
PHONE 268

We deliver to any part of the world through F. T. D. A. I.

WE SUPPLY CONTEST ENTRY SLIPS WITH ALL ORDERS

Get your Groceries here, you don't have to pay so much for them.

Get in on this Contest and Win a Prize.

PHONE 364
Courteous Service—Low Prices
Free Delivery

Gaudet's Grocery

Cor. Prince and Grafton Sts.

Start the season on

HEXITE

Best growth, furring and colour. Hexite-fed ranches are showing heavy production. Write us for particulars.

The Dominion Silver Fox Furs, Ltd.

Summerside, P. E. I.

USED CAR BARGAINS

Reconditioned used cars. All makes. All prices. TERMS TO SUIT PURCHASER. DON'T FAIL TO SEE THEM BEFORE YOU BUY. COME IN AND LOOK THEM OVER.

T. G. IVES

219 Great George Street Phone 1117.

WE STILL HAVE THEM FOR YOU

We make them as required every day.

Moore's Sausages ARE ALWAYS FRESH when you receive them.

Order some today with your Groceries.

PHONE 1085

E. S. MOORE

109 Richmond Street

They're Winning

Every week the prizes go to the lucky winners. You can win too. Get your slips at our store with your for Groceries. Good Service. Low Prices and Best Fresh Groceries.

ANGELINA BLANCHARD

55 King St.-ret
PHONE 1140

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

For Many Years We Have Selling

GOOD COAL

It is better to sell

GOOD COAL

because it gives satisfaction and satisfaction means more business.

We're still selling

GOOD COAL

A. Pickard & Co.

Phone 240



MISSING WORDS

Advertiser's Name	-----	-----
Civilized	Been	Nourishing
Required	Days	Order
And	From	

Solution to Last Week's Contest

NAME—JAMES TAIT

Is—The Pure Milk Co.
The—Robt. C. MacCallum
Showing—Uptown Flowers
Made—E. S. Moore
To—Gaudet's Grocery
Join—S. N. Kays
Expert—Bevan Bros.
And—Angelina Blanchard
About—J. A. Doyle

PRIZE WINNERS

1. Miss Esther Matheson, Milton.
2. Mrs. Lester Nickerson, 227 Richmond St.
3. Miss Margaret Coles, Milton.

WANT-A-NAME CEREAL

has been accepted throughout the Province, as the ideal Breakfast Food.

If you have not tried it yet, get some today.

All it lacks is a name.

GENUINE RELIABLE SERVICE

is always obtained here. We employ only competent skilled workmen who know Cars.

HARDING'S GARAGE

WATER STREET SUMMERSIDE

WASHING — OILING — GRASSING — POLISHING.
PROMPT BODY AND FENDER REPAIRS AND
EVERYTHING IN AUTOMOBILE SERVICE.

PHONE 306
Dealers for

HUDSON TERRAPLANE DODGE DeSOTO

Buy And "Save" At These Prices!

2 lb. Creamery Butter ... 47c
6 lb. Rhubarb ... 25c
2 boxes Digby Herring ... 25c
2 lbs. Seedless Raisins ... 23c
Beaver Flour, 98 lb. bag \$2.55
Robin Hood Flour, 98 lb. bag \$3.00

PHONE 246-J.

MacPHEE BROS.

Prince Street

Fox Ranchers And Farmers

We have on hand all kinds of fox feed, fox meats, poultry, cattle and horse feeds, all sold at lowest prices.

Dillon & Spillet

WHOLESALE & RETAIL

70 Queen St. Phone 146.

W. C. T. U. Notes

BE STRONG

By Cora M. Eager
As the rock in the ocean, the pine on the plain,
As the mountain whose summit is deluged in vain,
As the Good over Evil, the Right over Wrong,
O thou frail human-hearted, look up and be strong!
Where the hand of the tyrant oppresseth the low,
Where treachery turneth the friend into foe,
Where law is a fable, and truth but a song,
Come up to the contest, O Man! and be strong.

Where Slander has ventured his venomous tongue,
And the heart of its victim in agony wrung,
Where Self, under mask, courts corruption and wrong,
Come thou to the rescue, be brave and be strong!

silvery light
Day smiles at the death of the gloomiest night.
The blue lies beyond, though the clouds hover long,
Light comes with the breaking; then hope and be strong.

Be strong for humanity, strong for thyself,
And strong, lest thy heart-strings be woven of pell,
Lest thy soul, soul-forgetting, turn earthward too long,
As Faith looks to heaven, O look thou and be strong!—Selected!

"SILLY" SAID AN EXTREMELY BRAVE MAN

During recent months a Toronto school committee chairman was press reported characterizing as "silly" an effort of the Women's Christian Temperance Union to do some educational work in the city schools against the regrettable tendency towards moral, mental and physical decline accruing from the tobacco habit when adopted by youth.
The Standard Dictionary defines this word—which, by the way, is a favorite among those "short" on

vocabulary—as: "destitute of ordinary good sense; weak and erratic in judgment; easily misled; simple; foolish, etc." So this committee chairman, in his arraignment of a now historic organization took on himself to say a lot.

The W.C.T.U. has long been inured to this kind of criticism. Like their Master and Redeemer, they expect to be "despised and rejected of men." Such hurling of epithets are a matter of course. But the serious matter and consideration is the all too common, everyday occurrence of boys and girls in their teens, and many who have not even reached that age, being tempted by school mates to smoke, especially cigarettes.
Just the other day "Tidings" was brought face to face with a personal knowledge of this serious condition when a young girl, just passed her thirteenth birthday, was offered a cigarette by a companion. Every adult must know that boys, with the aim of being "manly" are picking up the dirty cigarette butts from which they can extract a few "draws." And who with eyes to see, have not witnessed a crowd of lads in a circle, trying to make one match go the round.

Many a father whose flesh is well "cured" with the poison of nicotine, has very serious thoughts on this subject, especially when he has a family of girls and he wishes "to goodness" he was rid of the tobacco habit. He is anxious that this ball and chain on the ankle of possibilities, may not hamper the upward march of his dear ones. But, under present conditions, the awful chance is that the majority of our youth will indulge themselves in this habit as our forebears never did.

PUTTING ON A FALSE FACE

The word "moderation" has been used by the liquorites until it is worn to tatters and yet it is still displayed on all kinds of occasions to serve the ends of the liquor trade in its constant plans for creating desire.
The latest is that the liquor ranks in the American Republic have had some kind of a shock, and the cure for this spell was a suggested dose of moderation.
Last May a newly-organized Council of "Moderation" was launched at the Waldorf-Astoria Hotel, New York. The aim of the gathering was a ten-year nation-wide cam-

paign to introduce the moderate use of alcohol.

There was an immediate rallying of leaders in all cases of society to endorse and stand for the grand objective of total abstinence.

This brazen-faced proposal is a move to offset a danger all too evident; in this modern age of liquor caused motor fatalities, committed all too frequently, not by the drunken driver, but by the moderate sipper of a glass or two.

Frank E. Gannet, President Gannet Newspapers, Rochester, N.Y., commented:

"The history of the liquor traffic shows that alcohol is a habit-forming drug and that a large percentage of its moderate drinkers become intemperate drinkers. All the preaching in the world will not change physical reaction. . . The only solution of the liquor traffic is total abstinence. This should come as a result of information about the effects of alcohol and education about the destructive results of even moderate drinking. . . The Council for Moderation, I believe, is misguided in hoping that any endorsement of moderate use of alcoholic beverages."

A FALSE HOPE

The plea that sufficient safeguards will be thrown about these new and dangerous privileges granted to the liquor interests and that control can prevent the resulting evils, is unworthy of belief. The situation proposed is in itself, even with the best of intentions, beyond the power of any practical control. The liquor forces which do not now keep the law and never have kept it, and which have been powerful enough to wear down and destroy to such an extent the moral resistance in our political parties, will evade and drive through the flimsy barriers that control can institute. A party that depends on a liquor program for its election, can scarcely be trusted to enforce rigidly the liquor laws.

False Logic

On the other hand, the claim that the liquor problem must be ignored in order to secure honesty and economy in public affairs, is surely mistaken. It is side-stepping responsibility. In the last analysis it asks you as an elector to place a few paltry dollars, your share in any general saving, above the well-being of thousands of your fellow-citizens, the true economic and moral interests of our people and the safety of a vast number of human lives. The better and more dependable your candidate, the surer you are ultimately of honesty and economy.—A. J. Irwin.

A BRUTAL DRINK-CAUSED MURDER

There seems to be an overwhelming importance attached to the meaning of the term "intent to kill."

Murder after murder is being committed by persons under the influence of liquor, and the charge is reduced from murder to manslaughter. A murder has been committed, taken. Where is the blame?

The blame is being put by the defence on a befuddled brain. But who is to blame for the murderer's drunkenness. Is it the man licensed by the government to sell the distiller or the brewer who pay for the privilege of manufacturing, or is it the government who stretches out greedy hands for a revenue derived from the small coin in the pocket of the drunken murderer?

But there is an "Unless" and that is unless the electorate have voted in a government to do this thing. In such a case the liquor voter will be held responsible for such murders as at the final bar of judgment.

Last August, in the town of Cornwall, Ontario, with hammer and axe a man beat a neighbor guest to death. According to medico-legal testimony the claim was substantiated that the man who committed the act was so befuddled with intoxicating drink he was unable to grasp the nature of his act, and according to medical examination, his victim was also "stupidly drunk." The main plea of the defence at the trial in March was that the family tree was laden with feeble-mindedness on both sides. The government, for a "filthy lucre" pittance of liquor revenue, licenses the manufacture and sale of alcohol scientifically labelled "poison," and these feeble-minded folk, without any "intent to kill" are so influenced by these fiery potions they take human life. Again it is asked, who is responsible?

OTTAWA, June 17—The department of agriculture reported to-day's egg markets as follows: Toronto—Market quiet with offerings slightly in excess of demand; graded shipments sold on spot at grade A large 22 to 22 1-2, medium 21 to 21 1-2, grade B 19 1-2, Grade C 19.

Montreal—Receipts 856 cases compared to 1361 the corresponding date last year. Market continued quiet and slightly easier. Graded eggs sold on spot at grade A large 23 1-2 to 24, medium 22

No-glaze

PAINTS - VARNISHES - ENAMELS
LEAVE NO BRUSH MARKS