

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

SERVICE

Our service is kept at a high pitch in order to give you greater satisfaction. And when you combine quality groceries at reasonable prices you have a good reason to shop here.

COFFIN & CO.
230 Grafton Street

Confectionery

Always a choice display of confectionery and fruits to meet your needs. Smokers' supplies too—cigars, tobacco and cigarettes.

Old Spain Tea Rooms
151 Kent Street

SPECIALS

Mixed Cookies, 2 lbs. 25c
Mixed Nuts, 2 lbs. 25c
Cranberries, 3 lbs. 25c
Island Buckwheat Flour
5 lbs. 25c

DEVEREAUX CASH GROCERY
Phone 1210. 224 Kent St.



Dainty Pastries

For your Bridge Party, or on occasions when you want things better, phone 211 and place your order. Prompt service.

STEWART'S Bakery
Kent Street

Upholstering

Phone 1042 and we will call for that chair or other furniture in need of overhauling. Expert workmanship gained through years of experience.

H. MacFarlane & Co.
107-109 Kent Street

WELL KEPT

Hair is a business asset; keep well groomed by regular calls at

McKinnon's
Kent Street

The Small Stores

With the small prices; our expenses are light, and we give you the benefit by asking lower prices.

E. N. KAYS
Groceries, Dry Goods and Coal.
16-18 Upper Queen Street

OUR JOB

In to keep your heating and plumbing systems in order; qualified workmen at your service.

BEVAN BROS.
Plumbing and Heating

SEND IT TO US

Or have our driver call by phoning 692-L; that suit or will certainly look like a new garment when you have it returned.

Geo. C. Cudmore
Individual Dry Cleaners
186 Great George Street

EVERYTHING

Under the one roof, you can purchase all your necessary food supplies. Groceries, Meats and Fish in quantity and of superior quality. Phone 871 or 872 for prompt delivery service.

Burhoe's Grocery
Weymouth and Fitzroy Sts.

FOR PROMPT EFFICIENT SERVICE PHONE YOUR RADIO DOCTORS
1283

V. C. Smallwood
Radio Laboratories

Kitchen Ranges Will Wear Out

And when thinking of replacing the old one, come in and inspect our new line of modern FAWCETT RANGES. Made in a variety of color lines, suitable for oil or coal, these ranges present excellent value and years of useful service.

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

NO RISK

You take no in bringing broken watches or jewelry to us — our workmanship is guaranteed and our prices low.

Chester A. Campbell
127 Queen Street
Next Fennell & Chandler

QUALITY

We believe in giving our customers quality meats consistent with market supplies. When you order here, you may be sure of the best.

THOS. H. MILLS
128 Hillsboro St. Phone 234

WE WILL PAY

for immediate delivery. Special price for 500 bus, white oaks, good quality to complete car.

Special prices on Men's Leather Coats, Ladies Dresses, Horse Rugs.

McGuigan & Boyle
Telephone 5, Hunter River

You Can Win!

Send in Your Reply Today.

THERE IS A DIFFERENCE

The knowledge of handling and cutting meats is gained only through experience, and the men who serve you in our store are qualified in every way to give you better service. We cut meat the way you like it, and you're sure of freshness always.

ROCPS LIMITED
Phones 289-290. Grafton Street.

MISSING WORDS

Night Risk Value
An Experience Reason
Dress Settings In
At Standard For
Doctor Appetizing

EXPLANATION OF CONTEST

The Charlottetown Guardian's "IDEAL BUSINESS SERVICE" will be published every Saturday for twenty-six consecutive weeks, with the last appearing in the issue of May 18th, 1935. Four prizes will be given away every week—1st, \$4.00; 2nd, \$3.00; 3rd, \$2.00 and 4th, \$1.00. At the end of the final week, three special prizes will be awarded—1st, \$25.00; 2nd, \$10.00 and 3rd, \$5.00. The Charlottetown Guardian will issue all prizes in the form of merchandise orders that will be honored by any advertiser on this page.

CONTEST RULES

Each week the name of some one or more advertisers on this page 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 advertisers' 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 announcements a word was missing, along with the missing word in each individual case. 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 page, indicating that business had been transacted with at least one of the advertisers on the page and mail or bring your letter to The Guardian Office.

Each week four replies will be drawn from all received and four awards given in the order of their drawing: 1st, \$4.00; 2nd, \$3.00; 3rd, \$2.00; and 4th, \$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. At the conclusion of the Feature, three special awards, \$25.00, \$10.00 and \$5.00, will be given to the three persons who have sent in the greatest number of replies during the contest.

SEND IN YOUR REPLIES

There is no limit to the number of replies any contestant may send in each week, providing a receipt from any merchant on this page accompanies each reply.

All replies to this contest should be addressed to Editor, The Ideal Business Service, 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.

PRIZE WINNERS

- 1. Mrs. Belle MacNeill, 47 Bayfield Street.
- 2. Miss Reta Wheatley, 73 Bayfield Street.
- 3. Miss Gladys Bell, 167 King Street.
- 4. Mrs. Dan MacKenzie, Malpeque Road.

PROMPT EFFICIENT SERVICE!

PICKARD'S COAL
PHONE 240

Start The Day Right

Early in the morning, at noon, or late in the evening, GARDEN CITY MILK is nourishing, healthy and appetizing for old and young alike.

THE PURE MILK CO.
Phone 584

Send for this Catalog!

If you need a motor boat engine for pleasure or profit it will pay you to investigate the Imperial. All the facts about Imperial Motors in picture and print. Send for it Agents: It's easier to sell Imperials

Bruce Stewart & Co., Ltd.
Charlottetown, P. E. I.

BUSINESS IS GOOD!

And possibly the reason it is good, is that we are selling quality Groceries and meats at prices that are saving our customers pennies.

Phone 747 or 748 and place your order; quick delivery service.

CASH & CARRY STORES
W. B. DENNIS, Prop.

A Complete Range Of sporting goods second to none in the Maritimes. To economically equip your team call at

THE BIKE SHOP
183 Great George Street
Phone 941

GLOSSY HAIR

You may have glossy, well groomed hair, too, if you have it well looked after. Phone 612 for expert hairdressing service.

SUNNYSIDE BEAUTY AND CHIROPODY PARLOR
Phillips Bldg.

QUALITY Be Your FIRST Consideration

An often consider the value of purchasing products manufactured right here on the Island—a little thought will convince you that DAVIS & FRASER PRODUCTS are the only purchase you can make! Ask for them by name—hams, bacon, sausages, etc.

DAVIS & FRASER
Charlottetown

Make Yourself At Home

Cheerful surroundings will make you feel at home here; meals served at regular hours and light lunches at any hour.

Mayfair Tea Rooms
Prince and Kent Streets

SAVING STEPS

Patronize your neighborhood store; you'll find our prices will meet competition and we extend that friendly service of the "corner store."

S. N. KAYS
87 Pownall St. Phone 65.

Your Needs

Drop in and look around our store; you may find just the articles you're wanting at prices that are much lower.

The Exchange Store
B. BENJAMIN, Mgr.
108 Richmond St. Phone 969.

Battery Storage

Protect your car battery by storing it here during the winter—it will save you money in the Spring. We call for and return. Phone 980.

Mallett's Battery Service
ELMER W. MALLETT, Prop.
207 Gt. Geo. St. Phone 980.

SERVICE

For weddings, funerals, sick rooms or the many appropriate settings where flowers alone in order, phone 269. Prompt delivery service and reasonable charges.

JAMES TAIT
FLORIST

PAINTING

In all its branches—exterior, interior, lettering, sign painting, wood graining—expert service—reasonable cost.

J. A. DOYLE
Painting Contractor
Grafton Street

Solution to Last Week's Contest

Advertiser's Name—H. H. KING

MISSING WORDS

In —Stewart's Bakery
Hanging —J. A. Doyle
Given —Bevan Bros.
How —M. E. Griffin
Keep —The Bike Shop
Needs —H. MacFarlane & Co.

AUTO REPAIRS
Of all makes of car; drive in and let us check your engine —it will pay you.

Angus MacEachern
30 Pownall St.
Phone 322.

Prescriptions
From any skillfully and carefully compounded by graduate druggists. Bring yours to us!

C. C. HEESCHEN
175 Queen Street. Phone 772.

YOUR FURRIER
That's our suggestion to you, and we believe we can be of real service to you in the care and upkeep of your furs. Drop in and see us.

Eastern Furriers
J. D. KENNEDY
Bruce Building

A Friendly Store
Our door is open day and give a better service to our neighborhood. Choice groceries at lowest market prices.

Angelina B'nccharé
General Groceries
65 King Street. Phone 1140.

Merchandise Orders
We invite you to draw your price order on us and at the same time remind you that for quality coal at low prices phone 176.

W.D. GILLIS & CO.
COAL DEALERS

On Market Days
We enjoy a very generous country trade and are always glad to see the folks from outside the city. Ask receipts and enter this contest, then draw your merchandise order here if you're successful.

W. A. JENKINS
GROCER
Queen & Kent Sts.
Phone 1048.

For All Occasions
When flowers express your thoughts as nothing else will, phone 429 and we'll be of immediate service.

Estate Mrs. John Williams
FLORIST

For Better Foxes
Use the better biscuit IMPERIAL. Glossy pellets will be your reward.

Imperial Fox Biscuit Co., Limited

Broken Stoves
Can be repaired a surprising low cost; consult us today about yours.

H. H. KING
Kent Street, Tinsmith

FRESH MEATS
Yes Madam, we take particular pains to assure you of fresh Meats, and fresh Groceries too. Drop and we'll be pleased to serve you.

M. E. GRIFFIN
99 Sydney Street
Phone 1264-L.

Be sure to attach a Receipt from any Merchant on this Page.

FAIRNESS
We buy at good prices and sell to you the cheapest we possibly can. You'll never be overcharged here.

W. M. MUISE
Phone 491-L.
70 Spring Park Road