

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

Our Delivery Truck
May be seen stopping at the city's finest homes—which simply means we maintain a uniform stock of groceries at moderate prices. Phone 106 and place your order.
Coffin & Co.
230 Grafton Street



Appetizing Foods
Courteously served amidst fresh, clean surroundings, means dinner or lunch thoroughly enjoyed. Wide price variety.
Old Spain Tea Rooms
151 Kent Street

SPECIALS
Oranges—25c doz. Regular 30c
Carrots 10 lbs. for 15c
Farnips 10 lbs. for 25c
Onions 10 lbs. for 15c

DEVEREAUX CASH GROCERY
Phone 1210. 224 Kent St.

MISSING WORDS

Now	And	Fox
Choice	In	Cater
Order	No	Find
Done	Our	

CHRISTMAS GROCERIES
We are particularly well prepared this year to supply your Christmas provision needs. Phone 747 or 748 for prompt delivery service.
CASH & CARRY STORES
W. R. DENNIS, PROP.

The Welcome Gift
Hockey Boots and Skates, by C. G. M.—all sizes reasonably priced.
THE BIKE SHOP
183 Great George Street
Phone 941

UPHOLSTERY
We have a nice selection of upholstery materials, and an experienced upholsterer. A thorough tradesman who has served his apprenticeship.
If you have any furniture in your home that needs repairing, let us give you an estimate.
You can be sure of a most reasonable price and first class work.
H. MacFarlane & Co.
167-169 Kent Street

STEWART'S BREAD
Is baked particularly for you and can be secured in a variety of kinds—white, cream, whole-wheat, brown—whatever your tastes may be. Ask your grocer.
And remember you can use wrappers from any STEWART product to enter this contest.
STEWART'S BAKERY
PHONE 211.

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.



HEALTHY HAIR
Means pretty hair, and we suggest you call regularly and allow us to take care of yours. Phone 612 for appointments.
SUNNYSIDE
Beauty & Chiropody Parlor
Phillips Bldg.

THE VERDICT OF SATISFACTION
And you'll be satisfied with DAVIS & FRASER pork products too. Specify them when ordering—an Island Product for Islanders.
DAVIS & FRASER
CHARLOTTETOWN

Leaky Furnace?
Simply phone 661-L and we'll have that fixed promptly. All work efficiently performed.
BEVAN BROS.
Plumbing and Heating
92 Weymouth Street

WELE KEPT
Hair is a business asset; keep well groomed by regular calls at
McKinnon's
Kent Street

SIMPSON
SELLS FOR LESS
Money Back Guarantee
99 Queen Street

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 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.

Confectionery
You'll your favorite makes of candy and chocolates in our assortment, as well as fresh fruits. And may we remind you of our delicious meals served the way you enjoy them most?
Mayfair Tea Rooms
Kent and Prince Streets



INDIVIDUAL Greeting Cards
If you're the sort of individual who has to have something that's distinctly your own, you'll want personal greeting cards, of course. We have an unusual assortment, in a wide variety of designs, and there is still time to have them engraved.
Guardian Central Job Printery
Charlottetown

RADIO
Keep your radio smooth working order by correcting defects the moment they appear. Phone 1233 for prompt, efficient radio service.
V. C. Smallwood

DRY CLEANING
Expertly with most modern equipment—thorough, odorless and harmless to fabrics. Phone 692-L.
Geo. C. Cudmore
Individual Dry Cleaners
156 Gt. Geo. St.

Christmas Turkeys
Place your order now for your Xmas poultry and we'll deliver at your convenience. Full stock of all Xmas food necessities. Prompt delivery service.
Burhoe's Grocery
Phones 871 and 872

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.

Visit Our Store
And you'll find the kind of grocery supplies you like at prices you like to pay. Phone 65 for prompt service.
S. N. KAYS
87 Pownall Street

AUTO IGNITION
Ignition is very important during the cold weather; if you have trouble starting your car, call to
Mallett's Battery Service
ELMER W. MALLETT
207 Great George Street

Slaughter Sale
Wrist Watches, Diamond Rings and all Jewelry. Free Coupons on Plymouth Car.
Chester A. Campbell
JEWELLER
187 Queen Street

THE HOME IDEAL OIL BURNER
Hundreds of installations in the kitchen ranges of Charlottetown and vicinity testify to the convenience and economy of the Home Ideal Oil Burner. Modernize your kitchen range and enjoy freedom from dirt and ashes by having an oil burner installed now.
Phone 117 for full particulars without obligation.
T. G. IVES
219 Great George Street

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.

Many Bargains
We carry an attractive assortment of new dresses, shoes etc., that are priced very low. Also a wide range of slightly used articles.
The Exchange Store
B. BENJAMIN, Mgr.
108 Richmond St. Phone 868.

You Can Win! Send in Your Reply Today.

Choice Poultry
We have a very attractive variety of Christmas poultry to meet your requirements. Have a bird reserved for your Xmas now. Phone 334.
Thos. H. Mills
135 Hillsboro Street

McGuigan & Boyle
Just arrived Men's Leather Coats, Ladies Dresses, also large assortment of Christmas gifts and toys.
WEEK'S SPECIAL
10 lb. Sugar 53c
10 Surprise Soap 39c
Buying Oats, also live and dressed poultry daily.
Phone No. 5. Hunter River

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.

THE BEAUTY OF FLOWERS
Whether a bouquet of cut flowers or a potted plant—their beauty is associated with the thought accompanying the gift. Phone 269 for complete floral service.
JAMES TAIT
FLORIST

MODERN TOOLS
Enable us to give you expert service in the repairing of engines and general auto repair work. Skilled workmen at your service.
Angus MacEachern
39 Pownall Street
Phone 322.

ROOPS CURED HAMS
Make your Christmas Dinner more appetizing by including our own cured Ham this season. Rich in flavor, cured from Island Stock, it will add much to the success of Christmas and New Year Dinners. Phone 389 or 390 for prompt delivery service.
ROOPS LIMITED.
Grafton Street

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.


EXPERIENCED OPERATORS
At our service in styling dressing your hair the way you like it. Phone 1243 for appointment.
Rose Marie
HAIRDRESSER
Pearson Building

PAINTING
In all its branches—exterior, interior, lettering, sign painting, wood graining—expert service—reasonable cost.
J. A. DOYLE
Painting Contractor
Grafton Street

Xmas Groceries
stock is very complete this year and we can supply you with all you need to make your Christmas dinner a success.
E. N. Kays
16-18 Upper Queen Street
Phone 381-L.

PRIZE WINNERS

1. Mrs. Matthias Murray, New Wiltshire.
2. Miss Joyce Nicholson, Gaytown.
3. Mrs. W. R. Morrison, Summerside
4. Mrs. A. J. Warren, 190 Weymouth St.



MORE HEAT
It is cheaper to use D. L. & W. "Blue Coal" because it delivers more heat per pound of fuel. Less ash and soot, too.
Phone 240
A. Pickard & Co.

Improvements
Mean progress, and we have improved this stand to more thoroughly to your meat needs. Phone 1301 and place a trial order. Prompt delivery.
Wm. McNEILL
223 Queen St.

Solution to Last Week's Contest
Advertiser's Names—Thos. H. Mills, T. G. Ives
MISSING WORDS

The Handle	—Queen Meat Market
Supplying	—Home Meat Market
Meat	—M. E. Griffin
Let	—S. N. Kays
Goods	—Burhoe's Grocery
Expense	—W. A. Jenkins
Our	—Eastern Furrriers
Hams	—W. D. Gillis & Co.
In	—Davis & Fraser
Looked	—V. C. Smallwood
Themselves	—Mallett's Battery Service
Stock	—Imperial Fox Biscuit Co., Ltd.
Variety	—Roops Ltd.
Is	—Coffin & Co.
Skate	—A. Pickard & Co.
	—Mayfair Tea Recms

Recently Opened
We offer the choicest of Meats at our new store at most reasonable prices. Your satisfaction is our object. Phone 85 for prompt service.
P. MacDougall
MEAT MARKET
Hillsboro & Richmond Sts.

FOR HER!
on display for Xmas, a full assortment of dainty feminine beauty aids of the better makes. Reasonably priced.
C. C. HEESCHEN
DRUGGIST
175 Queen Street

FURS REPAIRED
And remodelled along the lines you wish. Expert workmanship and reasonable charges.
Eastern Furrriers
J. D. KENNEDY
Brace Building

PUMPKIN PIE
3 cups cooked pumpkin, 1 1/4 cups granulated sugar, 3/4 teaspoon ginger, 1/2 teaspoon cinnamon, 1/2 teaspoon salt, 3 eggs, 2 cups rich Garden City Milk.
You'll Enjoy This Recipe. Try It!
Combine pumpkin, sugar and spices. Beat eggs, add milk and combine with the pumpkin. Pour mixture into unbaked pie shells and bake in a hot oven 450 degrees F. for 8 minutes. Reduce heat to 350 degrees F. and finish baking until mixture is firm—about 20 minutes. Makes 2 pies.
THE PURE MILK CO.

The Gift Of Beauty
Flowers speak so eloquently of friendship and remembrance that more appropriate gift could be chosen. Phone 429.
Estate
Mrs. John Williams
18 Upper Prince Street

For Better Foxes
Use the better biscuit IMPERIAL
Glossy pets will be your reward.
Imperial Fox Biscuit Co., Ltd.

Stencil Cutting
Is one of our specialties; contact us at any time.
H. H. KING
Tinsmith, Kent St.

Small Or Large
We appreciate your orders just the same and give you the best groceries at bargain prices. Phone 1140.
Angelina Blanchard
55 King Street

A Black Business
Ours is a black business but we treat our customers white. For all your coal requirements—soft, hard or coke—phone 176. Prompt delivery service and low prices.
W.D. GILLIS & CO.
COAL DEALERS

COME IN!
If you are in town at any time, we'd be glad to have you make your headquarters here, and while here, you'll have an opportunity of seeing what a splendid line of groceries we handle.
W. A. JENKINS
Queen and Kent Streets
Phone 1948.

BOILER SERVICE
For efficient service in the repairing of all makes of boilers, phone, write or call at our office.
We are equipped to service steam, marine or stationary boilers, lobster cooking boilers, storage and pressure boilers, pneumatic tanks, smoke stacks, etc.
Bruce Stewart & Co. Ltd
CHARLOTTETOWN P. E. I.

Our Neighborhood
It's nice to be friendly and neighborly, and we try to create that spirit in our service in selling fresh groceries and meats at honest prices.
M. E. GRIFFIN
59 Sydney Street

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

We're Prepared
To supply you with your Xmas and New Year meat and poultry requirements. Phone 491-L for prompt service.
W. M. MUISE
70 S. Park Rd.