

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

Confidence
During many years of fair dealing with the public, an atmosphere of confidence has grown with our business. You can order here with safety and be assured of quality groceries at reasonable prices.
COFFIN & CO.
230 Grafton Street



Your Sunday Dinner
Form the habit of inviting your wife or sweetheart out to dinner on Sunday. You'll enjoy their appreciation. And of course you'll come to Old Spain Tea Rooms
151 Kent Street

GROCERIES
To meet all your needs at prices that fit your pocket-book. And that goes for our Dry Goods and Coal Departments too.
E. N. KAYS
16-18 Upper Queen Street

Upholstering Expert
Upholstering is a business that can only be mastered by years of experience. The accomplished tradesmen at our shop have served their apprenticeship as upholsterers and have been engaged in this work for many years. If you want pleasing results call
H. MacFarlane & Co.
167-169 Kent Street Phone 1042



KIDDIES LOVE IT!
Good old bread and molasses; after school and during the day when hungry kiddies need nourishment, always have a loaf of
STEWART'S BREAD
ready. There's a difference!

Burhoe's Grocery
MEAT AND FISH MARKET
Phone 871-872
String Beans 2 for 23c
Tomato Juice 4 for 25c
Favorite Sardines .. 2 for 15c
Canned Oysters 29c
Mince Meat 2 lb. 29c

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

STAINS
Upon clothing can be removed permanently through dry cleaning methods. You'll be delighted at the renewed appearance of soiled or even worn garments.
Geo. C. Cudmore
Individual Dry Cleaners
156 Great George Street Phone 692-L.

FOR PROMPT EFFICIENT SERVICE PHONE YOUR RADIO DOCTOR
1332
V. C. Smallwood
Radio Laboratories
River Road

OUT OF ORDER
When watches or clocks become erratic in telling time, bring them to and we'll make them truthful again.
Chester A. Campbell
157 Queen Street

FISHING SUPPLIES
Attention fishermen! Whatever your needs in fishing equipment, we can supply you with quality gear at prices that mean true economy.
Lobster Rope, Rubber Suits, Fishing Boots, Dory Rollers, Oars and Rowlocks, Marine and Copper Paints, Herring Nets and many other commodities.
Bruce Stewart & Co., Ltd.
(Kennedy Branch)
18-20 Queen Street

YOU CAN WIN!
Send in Your Reply TODAY

Sunday Roasts
Deliciously appetizing, and enjoyed by the whole family. Economical, too, for our prices are planned to save you
THOS. H. MILLS
135 Hillsboro Street
Phone 334

For your Spring requirements in Wallpaper, Wallpaper Cleaner, Paints, Varnish, Mureco, Rubber Footwear and other Spring necessities it will pay you to see us before you buy.
NEXT WEEK'S SPECIALS
3 tins Tomatoes 25c
2 cans old Dutch Cleanser 21c
Buying Oats daily at highest prices white or black.
McGuigan & Boyle
Phone 5 Hunter River

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 St. Phone 322.

CUTTING MEAT
Is a business with some people, but it is an art with us. Our clerks know how, and that is one reason so many people call 389 or 390 to order their meats and provisions.
ROCPS LIMITED
Grafton Street

MODERN
have made our drug store the very latest in convenience to the customer and efficiency in serving you. Come in and let us be of service.
C. C. HEESCHEN
175 Queen Street. Phone 772.

Want Government To Aid Creamery
(C. P. By Guardian's Special Wire)
FREDERICTON, N. B., March 21.—Hon. Lewis Smith, Minister of Agriculture, introduced in the Legislature today a bill to authorize the Governor-in-council to grant financial assistance to the Farmers Cooperative Creamery Company, Limited, Moncton, by way of temporary loan, guarantee or otherwise, to an amount not exceeding the sum of \$130,000.
The preamble of the bill stated that the company had expended large sums of money in the purchase of plant and real estate and the erection of buildings; that in order to help the company to carry on business successfully the government should guarantee under acts of 1922 and 1923 had guaranteed the bonds of the company to the amount of \$50,000; that in the furtherance of the policy of fostering and encouraging farming and dairy industries in the province it had been found expedient to further guarantee temporary loans of the company to an amount of \$130,000 to enable it to operate, and that a substantial portion of the amount of the loans so guaranteed had been repaid.

Electric Refrigeration
Protects our perishable foods and assures you of freshness at all times, regardless of the season. Choice groceries to your every need.
Angelina Bianchari
General Groceries
Phone 1140

HARD OR SOFT
We are well stocked with hard and soft coals of the best quality that we are offering at low prices.
Phone 176 and place your order today.
W. D. Gillis & Co.
COAL DEALERS

MISSING WORDS

See Express We Money Meet Us If

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 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 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. Frank MacKenzie, North Milton.
2. Elsie Hooper, Milton.
3. Mrs. Wm. Jewell, North River.
4. Florence Beer, Clyde River

LEMON FLUFF

Another Splendid Recipe!

3 tablespoons cornstarch, ¼ teaspoon salt, 1 cup sugar, ¼ cup cold Garden City Milk, 1 tablespoon flour, 1½ cups hot Garden City Milk, 2 egg yolks, beaten, 2 lemons, grated rind and juice, 2 egg whites, beaten, stiffly.

Mix dry ingredients with cold milk. Add to hot milk. Cook 15 minutes. Add egg yolks, and grated rind. Cook 5 minutes. Remove from heat, cool slightly, add lemon juice and fold in egg whites. Serves 6 to 8.

The Pure Milk Co.

Public Works Relief Program

(C. P. By Guardian's Special Wire)
OTTAWA, March 22.—Actual disbursements of the \$40,000,000 public works program launched last year at a relief measure, will be only \$8,500,000 at the end of March, 1935, Finance Minister E. N. Rhodes told the House of Commons in the course of his budget address today. Contracts and Commitments made to date, however totaled \$25,000,000.

Indians To Change Tactics

(C. P. By Guardian's Special Wire)
OTTAWA, March 21.—"It will be different next game" was the declaration of Coach Mert Taylor and his Moncton Indians as they removed the traces of battle in the dressing room after their 11-3 defeat by Ottawa Rideaus.
The Indians meet their conquerors of tonight in the second game Saturday and are confident their showing will be much improved. "We will play a different type of game," said Coach Taylor though he and Captain "Tiki" Gould were warm in their praise for the snappy Rideau team.
The players came through the

Gloomy Shadow On World Affairs

(C. P. By Guardian's Special Wire)
OTTAWA, March 22.—Complications in world affairs cast a gloomy shadow over a definite prospect of further economic improvement in Canada. Minister of Finance E. H. Rhodes told the House of Commons in his budget speech today. Conditions in Canada he said justified a substantial degree of optimism for the immediate future but adverse influences in the international field had to be reckoned with.
"No one can look out upon the world today," he said, "without recognizing the political frictions that exist, the apparent beginning of a new armament race among the nations, the social and economic tensions that persist in many countries, the financial and exchange uncertainties, the obstinate refusal of our neighbors to recognize the general absence of confidence, mutual trust, goodwill, and the cooperative spirit upon which alone the needed international of our common problems can be based."
game without injury despite the heavy checking in the third period. Rideaus also came out in good shape and had a word of praise for the game battling spirit shown by their lighter foes.

PHONES 747 AND 748
Are kept ringing steadily and customers are getting splendid value and prompt service. You would do well to call either of these numbers too, and order your grocery and meat supplies from the
CASH & CARRY STORES
W. R. DENNIS, Prop.

Skates Sharpened
Bring your skates to us for sharpening; quick, efficient service at low cost.
THE BIKE SHOP
183 Great George Street
Phone 941

Permanent Waves
Fashioned along the latest styles and executed by efficient operators; enjoy the satisfaction of beautiful hair by having us care for it. Phone 612 for appointment.
SUNNYSIDE BEAUTY AND CHIROPODY PARLOR
Phillips Bldg.

IF YOU BURN SOFT COAL
You'll secure exceptionally good heating value in our Screened Coal. There's heat in every lump.
A. PICKARD & CO.
Phone 240

It's A Pleasure
For us to again offer this service to our customers of using our receipts in this Contest and drawing merchandise orders here. Phone 65 for prompt service.
S. N. KAYS
87 Pownall Street

Once A Patron Always A Patron
Because we always please. If you want a light lunch, sundae, candy, or smokers supplies. Try
THE MAYFAIR TEA ROOMS
Prince and Kent Streets

YOUR FUR COAT
May be a little out of style but that's no reason to have to purchase a new one. Bring it to us and we'll quote you an estimate on remodeling and restyling it.
Eastern Furriers
J. D. KENNEDY
Brace Building

We Buy And Sell
you have anything you have no use for in clothing, furniture, etc., call in and see us.
The Exchange Store
E. BENJAMIN, Mgr.
106 Richmond St. Phone 869.

Exide Batteries
Dependable, durable and built to give many miles of satisfactory service.
Mallett's Battery Service
ELMER W. MALLET, Prop.
207 Gt. Geo. St. Phone 880.

HANDBILLS
QUICKLY and CAREFULLY PRINTED
When you want a good job and are rushed for time put the work in our hands. We can save you both time and money.
Guardian Central Job Printery
Charlottetown
Phone 133

CUT FLOWERS
Whenever the occasion arises where floral tributes are appropriate, phone 269. The F. T. D. emblem is your assurance of prompt telegraph delivery anywhere.
JAMES TAIT
Florist

CONTESTANTS PLEASE NAME THE ADVERTISER ON WHICH YOUR ORDER IS TO BE DRAWN.

CLEAN UP
The Spring suggests painting in many ways; when considering your needs, ask us for an estimate.
J. A. DOYLE
Painting Contractor
Grafton Street

OUR RECEIPTS
May be used to enter this contest and we'll be pleased to have you draw your prize order here.
ROSE MARIE HAIRDRESSING PARLOR
Pearson Building
Phone 1243

Solution to Last Week's Contest
Advertiser's Name — BIKE SHOP
MISSING WORDS
Specialized — Bruce Stewart & Co.
Perfect — Geo. C. Cudmore
If — H. MacFarlane & Co.
Key — Coffin & Co.
Home — Old Spain
Enter — E. N. Kays
Better — Stewart's Bakery
Our — Chester A. Campbell

Specials
IN FRESH AND SMOKED FISH
We have always on hand a variety of fish specials that will be sure to please you.
Queen Meat Market
WM. MACNEILL, Prop.
223 Queen Street

Start Them Right
Feed your fox pups
IMPERIAL
Fox Biscuits and you'll be pleased with the results.
Imperial Biscuit Co. Ltd.

At Your Service
In performing expert work in Sheet Metal, Tinsmithing and Stencil Cutting. Reasonable charges.
H. H. KING
Tinsmith Kent Street

Floral Tributes
Are always appreciated and so deep a sentiment. We are at your service at all times in this respect. Phone 429.
Estate Mrs. John Williams
18 Upper Prince Street

Be sure to attach a Receipt from any Merchant on this Page.
PHONE 491-L.
For your meat and fish requirements. Prompt delivery service.
W. M. MUISE
70 Spring Park Road

Visit Our Store
And for yourself how attractive our goods are and how attractive the prices range. Cash and Carry.
M. E. GRIFFIN
59 Sydney Street
Phone 1254-J.