

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

Quality Efficiency

The slogan of Charlotte-town's oldest grocery store has been rigidly adhered to for many years and is now synonymous with the name **COFFIN & CO.** 230 Grafton Street



Your Sunday Dinner
Form the habit of inviting your wife or sweet heart out to dinner on Sunday. You'll enjoy their appreciation. And of course you'll come to **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.

Going To Move ?

Then phone 1042 and have our truck call. We move furniture and household effects anywhere in the City.

H. MacFarlane & Co.
167-169 Kent Street



THE LOAF OF HEALTH

Rich in healthful ingredients, **STEWART'S BREAD** should form a regular place in your menu. **EAT MORE BREAD!** **STEWART'S Bakery**

No Wasted Time

We charge you only for the actual time we take in repairing your furnace or plumbing system. Phone 661-L for honest plumbing service.

BEVAN BROS.
Plumbing and Heating



Service

Courteous, prompt service from experienced barbers.

McKinnon's
Kent Street

GROCERIES

To meet all your needs at prices that fit pocketbook. And that goes for our Dry Goods and Coal Departments too.

E. N. KAYS
16-18 Upper Queen 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.

TWO PHONES

For your convenience; if one line is busy, Central will call the other, so you have no delays in service when dealing with us. The numbers are 871 and 872 and these numbers spell economy in groceries and meats.

Burhoe's Grocery
Weymouth and Fitzroy Sts.

THESE COLD MORNINGS!

Wouldn't it be a luxury to hurry down to the kitchen, turn a valve, apply a match, and have your range going full blast in a few seconds? No messing, no manual labor, no rooting or shaking!

That's what it means to have a **HOME IDEAL OIL BURNER** installed in your kitchen range or base burner.
T. G. IVES
219 Great George St.

CHESTER A. CAMPBELL

Expert repairs, quality Jewellery-at your service.
187 Queen Street

The Of Buying

Is as important as the art of selling, and we've found that buying right we can sell lower. See for yourself!

THOS. H. MILLS
135 Hillsboro St. Phone 334

We can supply your needs at all times in Dry Goods, Hardware, Groceries, Drugs, Footwear, Flour and Feed, we also carry a complete stock of pumps and piping also equipment for cutting and threading pipe.

NEXT WEEK'S SPECIAL BROWN BETTY TEA 59c Buring Eggs, Dressed Poultry, Hogs, Oats, daily at highest prices.
McGuigan & Boyle
Hunter River
Phone 5

YOU CAN WIN!
Send in Your Reply TODAY

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.

ROOPS LIMITED
Grafton Street

New Equipment

That will put your steering gear and wheels in perfect alignment is now at your disposal here. Drive in and let tell you all about it.

Angus MacEachern
39 Fownal St. Phone 332.

Patent Medicines

We handle the better makes of patent medicines as well as the daily needs a good drug store can supply.

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

FURS REPAIRED

And remodelled along the lines you wish. Expert workmanship and reasonable charges.

Eastern Furriers
J. D. KENNEDY
Brace Building

Electric Refrigeration

Protects our perishable foods and assures you of freshness at all times, regardless of the season. Choice groceries to meet your every need.

Angelina B'nchar.
General Groceries
65 King Street.
Phone 1160.

SERVICE

Our policy of rendering the finest possible service in selling the finest possible coal is one reason our customers enjoy doing business with us. Phone 176 today and place a trial order.

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
GROCER
Queen & Kent Sts.
Phone 1048.

MISSING WORDS

Service Art Your
Nourishing Stores Known

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 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 and locating those in which the words were omitted, contestants must write the name of the advertiser 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 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. Vincent Doyle, Pleasant Grove.
2. Mamie Nicholson, Hartsville.
3. Mrs. Robt. Jewell, Cornwall.
4. Mrs. Ambrose Doyle, Pleasant Grove.



Homeward Bound

It's a pleasure to stay indoors when your home is comfortably heated. Phone 240 to keep your bin well filled with hard or soft coal.

A. PICKARD & CO.



THE MEN IN WHITE

Who deliver GARDEN CITY MILK are prompt in delivery, courteous in attendance and eager to serve you to the best of their ability. The driver on your street would be glad to call.

PURE MILK CO.

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.

YOUR MERCHANDISE ORDER

Will be cheerfully cashed here; enter this contest and benefit from the prize awards offered. Groceries and meats of quality and economy prices.

CASH & CARRY STORES
W. R. DENNIS, Prop.
Phones 747 and 748.

SERVICE

We not only sell the finest sporting equipment on the market, but keep you sold by offering any friendly service you may require.
THE BIKE SHOP
183 Great George Street
Phone 941

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.

O.K.

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

MAYFAIR TEA ROOMS

Catering to your requirements with an attractive display of confectionery and fruit in season. You'll enjoy our honey lunches and meals too. Meet your friends at the

Mayfair Tea Rooms
Prince and Kent Streets

SERVICE

With a smile and a cheery word thrown in, we enjoy selling choice groceries and welcome you to sample our service.

S. N. KAYS
87 Fownal Street

Your Needs

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

The Exchange Store
B. BENJAMIN, Mgr.
108 Richmond St. Phone 869.

Radio Batteries

Bring your radio battery to us for charging. Forty-eight hour

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

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 a good deal of money.

Guardian Central Job Printery
Charlottetown
Phone 133

VALENTINE DAY FEBRUARY 14

You are always right when you choose flowers to express your Valentine message. A lovely gift of flowers can be delivered anywhere in the world through the Florist's Telegraph Delivery. Ask us to send your Valentine.

JAMES TAIT
Phone 269.



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

Hairdressing Service

We offer a complete service in hairdressing and it's our business to have your hair do justice to your appearance. Phone 1243 for appointment.

ROSE MARIE
HAIRDRESSING PARLOR
Pearndon Building

At Your Service
Paper hanging, wood graining, lettering, general painting exterior and interior and sign painting.

J. A. DOYLE
Painting Contractor
Grafton Street

Solution to Last Week's Contest

Advertiser's Name—**PURE MILK CO.**
MISSING WORDS

- Of Regular In Clean Pleasing Equipment Low Upon Knowledge Meat
- Imperial Fox Biscuits
- MacKinnons
- J. A. Doyle
- H. MacFarlane & Co.
- H. MacFarlane
- The Bike Shop
- S. N. Kays
- Geo. C. Cudmore
- Thos. H. Mills.
- W. M. Muise.

IMPERIAL FOX BISCUITS

Mean finer foxes with richer pellets. Ask for them at your dealers.

At Your Service

In performing expert work in Sheet Metal, Tinsmithing and Stencil Cutting. Reasonable charges.

H. H. KING
Kent Street, Tinsmith

Choice Selection

Of potted plants and cut flowers await your inspection here. Flowers for all occasions—local delivery and telegraph delivery service.

Estate Mrs. John Williams
18 Upper Prince Street

Pleased To Meet You

And pleased to serve you with fresh groceries and fresh meats. Dependable cash and carry service.

M. E. GRIFFIN
99 Sydney Street
Phone 1354-J.

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

WE ASK YOU
If it isn't better business to shop in your own neighborhood. Our meats are priced as low as possible.

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