

\$300.00 in Prizes

# Ideal Business Service

107 Awards \$1.00 to \$25.00

**Our Delivery Truck**  
May be seen stopping at its finest homes— which simply means we maintain a uniform stock of choice groceries at moderate prices. Phone 106 and place your order.  
**COFFIN & CO.**

**After The Show**  
Drop around and enjoy a dainty lunch amidst social surroundings. It certainly balances the evening's enjoyment.  
Meet your friends at  
**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.

**MISSING WORDS**  
Be Your Order General Makes  
And Courteous At Let Enter  
Done North Given Needs Us

**ECONOMY PRICES**  
Rule at our store and when you combine superior groceries and fresh quality meats, you'll understand why so many people shop at the  
**CASH & CARRY STORES**  
W. R. DENNIS, Prop.  
Phones 747 and 748.

**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

**CAR TOPPING**  
Should you require new topping for your car, call at our store, 167-169 Kent Street, and we'll supply your needs at reasonable cost.  
**H. MacFarlane & Co.**  
Phone 1042.


**STEWART'S BREAD**  
  
Rich, creamy in texture, easy cutting and filled with nourishing ingredients.  
**EAT MORE BREAD!**

**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. Having read each advertisement carefully 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.

  
If your feet pain you, phone 612 for an appointment. It may be some slight ailment easily adjusted.  
**SUNNYSIDE**  
Beauty & Chiropody Parlor  
Phillips Bldg.

**DID YOU EVER THINK?**  
Where does your money go when you buy your necessary household commodities? We don't know where it all goes, but we do know that when you buy DAVIS & FRASER FINE PRODUCTS your dollars stay in Prince Edward Island to buy hogs from the farmer and to maintain a working staff of Island employees.  
And when highest quality products are offered isn't it logical to specify D & F?  
**DAVIS & FRASER**  
Charlottetown, P. E. I.

**PHONE 661-L**  
And your heating and plumbing problems will be solved. Expert workmen, moderate charges.  
**BEVAN BROS.**  
Plumbing and Heating

  
People judge by appearance, keep well groomed by regular calls at  
**McKinnon's**  
Kent Street

**At Your Service**  
Our two stores, one on each corner, are ready to supply you in Groceries, Dry Goods and Coal.  
**E. N. KAYS**  
16-18 Upper Queen Street

**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 Pownal Street

**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

**HANDBILLS**  
  
**QUICKLY and CAREFULLY PRINTED**  
Guardian Central Job Printery  
Charlottetown  
Phone 183

**FOR PROMPT EFFICIENT SERVICE**  
PHONE YOUR RADIO DOCTOR 1232  
**V. C. Smallwood**  
Radio Laboratories  
River Road

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

**FISH DAYS**  
Plenty of fine, fresh fish in season as well as dried and canned products.  
Phone 871 or 872 for all your grocery and meat requirements. Prompt, courteous delivery service. the contest.  
**Burhoe's Grocery**  
Weymouth and Fitzroy Sts.

**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.

**AUTO ELECTRIC**  
Bring your ignition troubles to us. We are equipped to give you excellent service.  
**Mallett's Battery Service**  
ELMER W. MALLETT, Prop.  
207 Gt. Geo. St. Phone 980.

**Watch Mechanic**  
Your watch will be repaired skillfully at little cost here. Skilled workmanship on all repairs.  
**CHESTER A. CAMPBELL**  
157 Queen Street

**THE HOME IDEAL OIL BURNER**  
Hundreds of installations 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

**PRIZE WINNERS**  
1. Mrs. Nellie Sabine, 128 Prince Street.  
2. Mrs. Frank Mitchell, New Wiltshire.  
3. Betty Manderson, 2 Hillsboro Street  
4. Mrs. Dan MacKenzie, Malpeque Road.

**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

**YOU CAN WIN!**  
Send in Your Reply TODAY

**DAILY MEAT MARKET**  
Fresh meat all times — you can be sure of quality at reasonable cost at our store.  
**THOS. H. MILLS**  
135 Hillsboro St. Phone 334

Wanted 500 bus. white oats to complete car. Highest price paid.  
**NEXT WEEK'S SPECIAL**  
1 lb. pkg. Coffee ..... 27c  
1 box Toilet Soap, value 75c for ..... 21c  
We have on hand a complete assortment of stamped mats, hooking canvas and all kinds of dyes. us show you.  
**McGuigan & Boyle**  
Phone 5 Hunter River

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

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

**TO SUIT YOUR PURSE**  
Our wide range of meats and meat cuts enables you to secure the kind of meat you want at the price you wish to pay.  
Quality meats at honest market prices. Prompt, delivery service.  
**ROOPS LIMITED**  
Phones 288-290 Grafton Street

**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

**Up To The Minute**  
Our equipment is very modern and our operators trained to give you the finest service. Phone 1243 for appointment.  
**ROSE MARIE**  
HAIRDRESSING PARLOR  
Pearson Building

**Solution to Last Week's Contest**  
Advertiser's Name — S. N. KAYS  
**MISSING WORDS**  
Service —Mallett's Battery Service.  
Nourishing —Stewart's Bakery.  
Art —Thos. H. Mills  
Stores —Queen Meat Market  
Your —E. N. Kays  
Known —C. C. Heesch.

**Angus MacEachern**  
MACHINIST — CYLINDER HONING  
AUTO REPAIRS  
39 Pownal St. Phone 322.

**Toilet Articles**  
In a wide variety of styles and prices, but you are sure of getting full value when purchased here.  
**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 upkeep of your furs. Drop in and see us.  
**Eastern Furriers**  
J. D. KENNEDY  
Brace Building

**PUMPKIN PIE**  
You'll Enjoy This Recipe. Try It!  
3 cups cooked pumpkin, 1 1/4 cups granulated sugar, 3/4 teaspoon ginger, 1/4 teaspoon cinnamon, 1/4 teaspoon salt, 3 eggs, 2 cups rich Garden City Milk.  
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.**

**MEATS**  
Phone 1301 for quality meats at prices that are cut to the bone. Prompt delivery service.  
**QUEEN MEAT MARKET**  
WM. MacNEIL, 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.**

**Stoves & Furnaces**  
Will break down at most inconvenient times, but when they do, call on us for prompt repairs.  
**H. H. KING**  
Kent Street. Telephone

**Our Store Is Small**  
But our service to you is our biggest asset. When you shop here, you'll always be sure of friendly, neighborly service and groceries that are priced to save you pennies.  
**Angelina Bianchari**  
General Groceries  
55 King Street.  
Phone 1146.

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

**QUALITY**  
There is really no substitute for quality, and we believe our customers appreciate the high quality of our goods and the high standard of service we render. Phone 1048 and place a trial  
**W. A. JENKINS**  
GROCER  
Queen & Kent Sts.

**Save On Engine Repairs!**  
  
For almost a quarter of a century we have been making engines as well as repairing them. We have the plant, the staff, and the experience to repair gasoline or steam engines, pumps, boilers, tanks, or any kind of machinery—we can make anything to your order on short notice and save you money.  
**BRUCE STEWART & CO. LTD.**  
CHARLOTTETOWN, P. E. I.

**Delivery Service**  
Simply phone 429, place your order, and we'll be pleased to make delivery anywhere in the City, as well as wire to any outside points.  
**Estate**  
Mrs. John Williams  
16 Upper Prince Street

Be sure to attach a Receipt from any Merchant on this Page.  
**M. E. GRIFFIN**  
99 Sydney Street  
Phone 1354-J.

**PHONE 491-L.**  
For your meat and fish requirements. Prompt delivery service.  
**W. M. MUISE**  
70 Spring Park Road