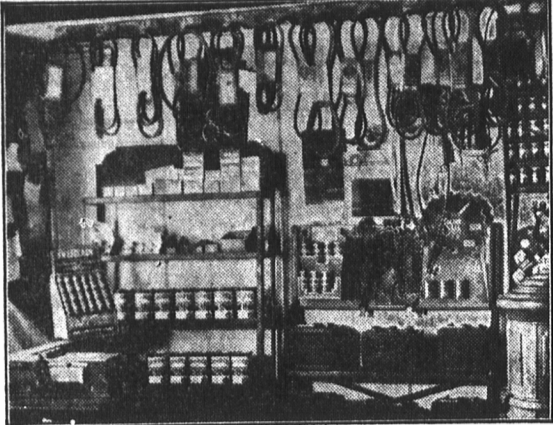


THE NEW SHOP WORD CONTEST

AN AMUSING AND PROFITABLE STUDY OF THE VALUE HIGH LIGHTS OF THE WEEK.



Battery Sales & Service
Radiator Service & Repairs
Expert Ignition check ups
Tires, Accessories, Etc

GAS, OIL WASHING
GREASING, POLISHING

General Automotive Service

Prompt courteous attention
Reasonable Charges

Mallett's Battery Service

207 Great George Street
Elmer Mallett, Mgr. Phone 960

READ THESE RULES CAREFULLY

Through the co-operation of the sponsors, whose advertisements appear in connection with the contest this Charlotte Town Guardian is publishing the Shopword Contest for thirty-six consecutive weeks, and prizes are being awarded each week as listed above in the form of service or merchandise orders.

CONTEST RULES

Any readers of the Charlotte Town Guardian may participate. (Employing employees of the Guardian Publishing Co. and members of their families.)

It is important that each reply shall be accompanied by a receipt from any one of the firms whose advertisement appears in the contest.

It is also important that you state on your entry which of these firms you wish to draw your prize from.

EXPLANATION OF CONTEST

In the numbered spaces in the heading of this contest there appear always and phrases which may be found in some of the advertisements in this system. To qualify the reader is required to find the advertisement in which these "SHOPWORDS" appear.

HOW TO ENTER

Read the ads thoroughly. Write down the number of the "Shopword" as it appears in the heading. Then opposite the number write the name of the advertiser in whose space you have found the phrase. In the case of the fourth "Shopword" it is required that you state in addition to the name of the firm, the name of the manager, the location of the business premises and the lines carried.

Write your entry ON ONE SIDE of a sheet of paper, giving the particulars in this manner:

SOLUTION TO LAST WEEK'S CONTEST

1. Imperial Biscuit Co. Ltd.
2. Rix's Grocery.
3. Craswell Studio.
4. Mallett's Battery Service.

Mr. Elmer Mallett, Manager
207 Grt. Geo. St.

Battery Sales and Service
Radiator Repairs. Tire Service and Repairs, Washing Greasing, Oiling, Gas, Ignition service, Expert attention to all automotive services.

Then attach to your reply a receipt from any one of the sponsors of this contest showing that business has been transacted with at least one of them.

Also be sure to state the name of the firm from which you wish to receive your prize.

All correct replies have equal chances of winning. The winning entries are drawn for and the prizes will be awarded in the order in which they are drawn.

All prizes are awarded in the form of orders on the advertisers indicated in the replies and are NOT TRANSFERABLE.

All replies must reach this office not later than noon on Thursday. Send in as many replies as you wish but be sure to attach an entry slip to each reply.

Address all entries to the EDITOR, SHOPWORD CONTEST, The Charlotte Town Guardian

OPEN TO ALL OUR READERS—YOUNG AND OLD

1	2
Granulated	Card

\$216.00 IN PRIZES \$216.00

- 1st. PRIZE — — — \$3.00
- 2nd. PRIZE — — — \$1.50
- 3rd. PRIZE — — — \$1.00
- 4th. PRIZE — — — 50c

DEAL WITH THESE FIRMS AND WIN YOUR SHARE OF THE PRIZES

3	4
269	Rods

PRIZE WINNERS LAST WEEK

1. Hilda Stevenson, North River.
2. Mrs. Harry Cummings, 12 Douglas St., City.
3. Mr. Wilfred Oatway, 49 Elm Avenue, City.
4. Mrs. James O'Brien, 224 Richmond St., City.

FREE SERVICE!

WHITLOCK TIRE SERVICE

Will change your flat tire anywhere within city limits.
No Extra Charge.
TELEPHONE 906.

FLOWERS BRING CHEER

to the duller environment. Send cheer to your sick friends today. We deliver to all parts of the world at short notice.

JAMES TAIT
FLORIST
37 Villa Ave. Phone 269

TREAT YOURSELF AND YOUR FAMILY TO "GARDEN CITY"

Chocolate Milk

Pure whole Garden City Milk—filtered, clarified and pasteurized.
Best quality imported ground Chocolate.

Finest grade granulated sugar.

All combined to give you the best drink you could wish for. Order a generous supply today. Serve it Cold or Hot.

Phone 864
THE PURE MILK CO. LTD.
Cor. Fitzroy & Grt. Geo. Sts.

SUITS
2 Pair Pants
The Talk of the Town \$15.00
Shirts, Ties, Belts, Sox, Underwear Cap.
Fred G. Kelly
McLure Bldg. Kent Street

Get our Quotations on INTERIOR REMODELLING
Hardwood Flooring laid or re-surfaced. Experienced workmanship—Modern equipment.
MacAULAY & BOISNER
Telephone Connections
A. E. MacAulay, C. D. Boisner

ELECTRIC WELDING
ACETYLENE WELDING AND CUTTING
Truck frames reinforced.
Best Workmanship—Better Rates
PROUD & MORESIDE
Phone 813-J, 223 Grt. Geo. St.

Kensington and Vicinity

Mr. and Mrs. Gordon Cook, Miss Mildred Bishop and Mr. James MacDougal motored to Charlottetown on Sunday.

Mr. Bruce McLeod was a visitor to Summerside Tuesday.

Mr. E. E. Owen and Mr. H. R. Younker bank of Nova Scotia Inspectors are visitors to Kensington

on their annual inspection tour.

Mr. Preston Kennedy was a business visitor to Summerside on Tuesday.

Mr. Layton Rogers was a visitor to Summerside on Tuesday on business.

Mr. Lloyd James of Charlottetown, was a business visitor to Kensington on Tuesday.

The tennis experts in this vicinity are engaged getting their equipment in shape for their first

LACEY'S FOR CLEAN READING MATERIAL
All Magazines carefully censored.
General information and employment service.
LACEY'S BUREAU
213 Great George Street

KEEP IN STEP WITH STYLE!

Call and see our new display of Ladies Shoes.

All the new colors and styles—open toes, etc.

PURDIE-FERGUSON SHOES LTD.
Sunnyside Phone 522
Charlottetown

Our Restaurant is now open and you are invited to call and see us any time.

We aim to maintain the best of service, highest quality foods, and reasonable charges.

GEORGE TULL — Proprietor
THE CHARLOTTETOWN BOWLING ALLEY'S
Phone 1690
Market Building Basement

MAY DAY SPECIALS
Coats 20% Discount.
Creme Dresses, regularly \$2.98 for \$1.49
THE MISSES HOLMES & BRADLEY
Phone 92 152 Queen St.

BABY CHICKS HATCHERY EQUIPMENT
Brooders, Feeders, Waterers, Etc.
Ask us about the Gov't Bonus. We can assist you.
P. E. I. CO-OPERATIVE
Egg and Poultry Association
Offices, Stores and Candler Station
291 Weymouth St. Phone 875

See our NEW — SMART — up-to-date WALL PAPERS

NOW is the time to have your furniture upholstered by experienced workmen.

WE BUY NEW GOOSE AND DUCK FEATHERS (Not Mixed — and Free of Quills)
HENRY MacFARLANE
Phone 1042 167 Kent St.

All varieties of fresh, smoked, and cured meats and fish. Choice Roast Beef. Also canned goods and vegetables.
QUEEN STREET MEAT MARKET
Free Delivery — Phone 1301
Henry Peters, Proprietor

When you are in town try our Special Market Day Dinner, 25 cents.
We also feature a special Dinner on Sundays. Best foods—Good Service. Tea cup and card reading in connection.
CRYSTAL TEA ROOM
Laura M. Clarkin, Proprietress
Phone 577 211 Queen St.
NEXT TO FIRE HALL.

GUMDROP CAKE.

- 1 cup sugar
 - 1-4 teaspoon salt
 - 1-2 cup butter
 - 1 pound small, colored gumdrops, cut in pieces
 - 2 teaspoons baking powder
 - 2 eggs
 - 3-4 pound sultana raisins
 - 1-2 cup milk
 - 2 cups flour
- Cream butter and sugar thoroughly, add eggs and beat well.

RIX'S TIPS

1 lb tin Howes floor wax 45c—4 oz. bottle Lemon Oil free.
Puffed Cereal 4 1-2 oz. cellophane pkg 3 for 28c.
Pum Jam 32 oz. 1 bottle 25c.
Clark's Assorted Soup 3 tins 25c.
Puritan Brown Bread 16 oz tin 2 tins — — — 35c
Puritan Baked Beans per Crock — — — — 25c
Winston Flaky Sodas 2 pkg. 25c.

RIX'S GROCERY BOTH STORES
Telephones
Longworth Avenue 1021—1022
Queen Street 1001—1002
Up-to-date News Stand
At Our Longworth Ave. Store

WOVEN WIRE FENCING

Lawn Fences and Gates, Barb Wire, Galvanized Wire, Fencing Tools, Post Hole Diggers.

THE ROGERS HARDWARE COMPANY LIMITED.
Phone 105

Come in and see the New Electric Baby Clothes Washer. Sets on table or stove—light in weight, washes thoroughly.
Be sure to see it.
CHAPPELL & CO.
Licensed Electrical Contractors
164 Queen St. Phone 1440

CHAPPELL & CO.
Licensed Electrical Contractors
164 Queen St. Phone 1440

BE PHOTOGRAPHED IN YOUR OWN HOME!

PORTRAITS, GROUPS, FAMILY CIRCLE, PIESIDE SCENES, CHILDREN AT PLAY IN THEIR OWN ROOMS.

ASK US ABOUT THIS NEW SERVICE
There is no extra charge. Make an appointment today and have us call at your home when convenient to you.
Phone 272-L.

CRASWELL Studio

There are many reasons why successful ranchers always insist on

IMPERIALS
Imperial Biscuits are the year-round feed for your foxes.
"From Pup to Pelt"
IMPERIAL BISCUIT CO. LTD.
101 Longworth Ave. Phone 781

SPECIALS

Women's Printed Crepe Dresses sizes 38 to 52. Only \$2.95.
Just arrived, a new shipment of sheer Blouses in shades of Fuchsia, Violet, Japonica and White. Price \$2.55.

THE GLORIA
Cor. Queen and Richmond Streets

up the tints for a dance or party, salt will be found most beneficial. Wash the face in water to which has been added a pinch of salt, dry gently, and then dip the fingers in cold water in which 1-2 teaspoon salt is dissolved. Tap the cheeks with the finger tips, using a sort of firm staccato motion.

RICE WATER

This greatly benefits the complexion that has a yellowish tint. Prepare the solution by simmering 1 teaspoon rice in 1 pint of water, and bathe the face in this every morning and every night, using no soap. Under this treatment all skin blemishes will gradually disappear and a velvety pinkness supplant the yellowish tint.

SALT FOR STIMULATION

When you are feeling limp and tired and it is necessary to tone

up the tints for a dance or party, salt will be found most beneficial. Wash the face in water to which has been added a pinch of salt, dry gently, and then dip the fingers in cold water in which 1-2 teaspoon salt is dissolved. Tap the cheeks with the finger tips, using a sort of firm staccato motion.

ESKIMO FOOTBALL

(By The Canadian Press)
WINNIPEG—Wintery days over, Eskimos play football to celebrate the return of the sun. Rev. George Gillespie said in a lecture here. The ball is made of caribou stuffed with hair.
For the formal afternoon church wedding, the draped velvet dress is a favorite with well-dressed women. The dresses are street length and often trimmed with touches of gold or costume jewelry.
Minard's kills pain.

OUT OUR WAY — With — Major Hoople

By J. R. Williams OUR BOARDING HOUSE



Hon. Winston Churchill, recently made Honorary Commander of the Auxiliary Air Force, a body of civilian citizens who train in spare time, is shown being greeted on his arrival by air at Kenton R.A.F. station, on a tour of inspection. The honorary commission will be in effect until the end of the year.