$300.00 in Prizes

Ideal Business Service

107 Awards $1.00 to $25.00

SERVICE
Our standard of service is kept at a high pitch in order to give you greater satisfaction. And when you combine quality groceries at reasonable prices you have a good reason to shop here.
COFFIN & CO.
230 Grafton Street

EVERY MEAL
Served here is carefully prepared with a view to your satisfaction.
Drop in for Dinner or Supper, or in the evening and enjoy our hospitable service.
Old Spain Tea Rooms
151 Kent Street

CONVENIENCE
We offer many little conveniences to our customers, and try to have that neighborly spirit that makes business more pleasant.
E. N. KAYS
16-18 Upper Queen Street

CHOICE WALLPAPERS FOR SPRING
If you want a choice selection of new up-to-the-minute Wall Papers, come and see our samples.
H. MacFarlane & Co.
167—169 Kent Street

ARE THEY GOOD ?
Well, we'd rather let you decide, although confidentially we believe they can't be equalled. Drop in at our store and take a couple home for supper. Then see if you agree with us.
Stewart's Bakery
Kent Street. Phone 211.

IT'S NO FUN
Having frozen pipes or a leaky furnace. Turn the frown to a smile by phoning 661-L.
BEVAN BROS.
Plumbing and Heating
92 Weymouth Street

No New Dress ?
For that bridge party or dance—well, a mighty good second best is to phone 692-L and have your wardrobe freshened through efficient dry cleaning. Reasonable charges.
Geo. C. Cudmore
Individual Dry Cleaners
156 Great George Street

Thrifty Prices
The volume of our business enables us to sell at money saving prices.
The thrifty housewife deals at
Burhoe's Grocery
Weymouth and Fitzroy Sts.
Phones 871—872.

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

Send for this Catalog!

If you need a motor boat engine for pleasure or profit it will pay you to investigate the Imperial
All the facts about Imperial Motors in picture and print. Send for it
Agents: It's easier to sell Imperials
Write:
Bruce Stewart & Co., Ltd.
Charlottetown, - P. E. I.

BROKEN RESOLUTIONS
Are difficult to repair, but we assure you that broken jewelry, watches and clocks will be expertly repaired here at moderate cost.
Chester A. Campbell
157 Queen Street

SERVICE
Phone 334 for your meat supplies and we'll deliver your favorite cut promptly.
THOS. H. MILLS
135 Hillsboro Street

McGuigan & Boyle
Phone 5 Hunter River
We now have just completed stock taking and are now offering many lines at reduced prices and for next week only we offer the following:
EXTRA SPECIALS
½ doz. Cups and Saucers for only 45c
3 pkgs. Dyes Sunset or Diamond 25c
Horse Rugs to clear at .. $1.69
We have on hand a good stock of oilcake and other feeds.

THERE IS A DIFFERENCE
The knowledge of handling and cutting meats is gained only through experience, and the men who serve you in our store are qualified in every way to give you better service.
We cut meat the way you like it, and you're sure of freshness always.
ROOPS LIMITED
Phones 389-390. Grafton Street.

:—:
YOU CAN WIN!
Send in Your Reply TODAY
:—:

Wheel Alignment
Have the wheels of your car accurately checked by our up-to-date equipment; if they are out of order we can speedily adjust them.
Angus MacEachern
39 Pownal St. Phone 322.

Your Druggist
Works hand in hand with your doctor and you may have the same confidence in us that you have in him. Prescriptions are our specialty.
C. C. HEESCHEN
175 Queen Street. Phone 772.

For Many Years
We've been doing business at 55 King Street and rendering the best possible service to our customers. You'll enjoy shopping here.
Angelina Blanchard
General Groceries
Phone 1140.

Customers Say
That the coal we are selling is giving real satisfaction and the price is lower too. Phone 176 and order your bin filled now. Hard, soft coal and Household Coke.
W. D. Gillis & Co.
COAL DEALERS

MISSING WORDS

Our	In	Many
Earnest	Right	Really
Are	Satisfying	Early

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. Elsie Hooper, Milton.
2. Mrs. Wm. Duffy, 149 Euston Street.
3. Mrs. Robert L.Stevenson, Wheatley River.
4. Mrs. John Stockman, Winsloe Station.

PURITY!
In milk is essential, and in order to be absolutely sure about the purity of the milk you and your family use, specify GARDEN CITY; it's clarified and pasteurized and bottled under absolutely clean surroundings.
The Pure Milk Co.

Stolen Gold Puzzles Scotland Yard

LONDON, March 7—(C.P.)—Scotland Yard had another puzzling case on its hands tonight—how and by whom three boxes containing gold worth £21,000 ($102,000 at par) were stolen from the administration building of the Croydon airport.

No keys were missing, and an outside oak door to the strongroom was locked, but the inner steel door was open and the boxes gone.

They were difficult to handle on account of their weight, and how they were removed from the Administration building and the airport itself without attracting attention of half a dozen officials constantly on duty was a mystery to the investigating detectives. No fingerprints were found and this was taken to indicate the robbers wore gloves.

Last night the three boxes—one filled with United States gold pieces, another with British sovereigns and the hird with bar gold—were placed in the strongroom.

A guard stands constantly near it. A police station is only 70 yards away. Airport employes are constantly moving around the ground.

Yet the gold was missing this morning. The police found all keys to the safe. The guard, near whom the thieves must have passed, said he had seen nothing.

Amherst to Campaign For New Citizens

AMHERST, N.S., March 7—(C.P.)—A campaign for new citizens is in the offing here. Possibilities of a residential and industrial survey were discussed at a meeting of the Board of Trade tonight, members expressing the opinion the low cost of living here made Amherst one of the most desirable residential-towns in Canada.

NORTH CARLETON SCHOOL

Following is the report of North Carleton School for the month of February:

Grade X Sr: 1 Helen Tucker, 2 Wanda Lowther.
Grade X Jr: 1 Theresa Muttart, 2 Sandy Muttart.
Grade IX Jr: 1 Frank Muttart.
Grade VIII: 1 Everett MacFarlane.
Grade IV Sr: 1 Agno Arsenault, 2 Kenneth Lowther.
Grade IV Jr: 1 James Muttart.
Grade III: 1 Everett Muttart.
Perfect attendance: Wanda Lowther, Theresa Muttart, Sandy Muttart, Everett Muttart.
Teacher, Annie E. Lowther.

Ballplayer's wife, on learning her husband had just been sold for $50,000: "And what about me?" Manager: "We haven't had any offers yet."—Humorist.

Stomach Operation Proves Successful

FALL RIVER, Mass., March 7—(A.P.)—Little Alyce Jane McHenry who underwent a delicate and complicated operation Monday, was on the road to recovery tonight.

"I am getting well; I am almost well now," exclaimed 10-year-old Alyce Jane today after drinking a glass of orange juice and finding it did not distress her stomach, which was returned from her left chest to the abdominal cavity. The little girl has been unable for nine weeks to partake of any nourishment without serious distress.

Surgeons were not ready to say Alyce Jane was definitely recovering, but they and the nurses wore broad smiles as continued improvement was reported. The medical men warned against premature optimism.

Much sunshine and a fair amount of rainfall during the summer of 1934 undoubtedly provided proper conditions for a bountiful storage of sap in the maple trees. It remains for suitable conditions of frosty nights and mild days during the sugaring season to provide an abundant crop in 1935.

Teacher—What did George Washington's father say to him when he cut down the cherry tree? Tommy—He gave him a lecture on forest conservation.

BUSINESS IS GOOD !
And possibly the reason it is good, is that we are selling quality Groceries and meats at prices that are saving our customers pennies.
Phone 747 or 748 and place your order; quick delivery service.
CASH & CARRY STORES
W. R. DENNIS, Prop.

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

GLOSSY HAIR
You may have glossy, well groomed hair, too, if you have it well looked after. Phone 612 for expert hairdressing service.
SUNNYSIDE
Beauty & Chiropody Parlor
Phillips Bldg.

LUMPS OF COMFORT !
When you burn hard coal, you not only secure a clean, even heat, but save many steps to the cellar, because D. L. & W. "Blue Coal" holds the fire longer and is America's Finest Anthracite.
Order yours today, by phoning 240.
A. PICKARD & CO.

GROCERIES
High in quality, and low in price is the combination that brings so many customers to our store. 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

YOUR FURRIER
That's our suggestion to you, and we believe we can be of real service to you in the care and upkeep of your furs. Drop in and see us.
Eastern Furriers
J. D. KENNEDY
Brace Building

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

Tire Repairing
Prompt, efficient tire repair service. Open evenings.
Mallett's Battery Service
ELMER W. MALLETT, Prop.
207 Gt. Geo. St. Phone 980.

SERVICE
For weddings, funerals, sick rooms or the many appropriate settings where flowers alone in order, phone 269. Prompt delivery service and reasonable charges.
JAMES TAIT
Florist

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

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

YOUR HAIR
Is so important to your good appearance that it merits careful attention. Phone 1243 for appointment.
ROSE MARIE
HAIRDRESSING PARLOR
Peardon Building

At Your Service
Paper hanging, wood graining, lettering, general painting exterior and interior and sign painting.
J. A. DOYLE
Painting Contractor
Grafton Street

Specials FOR LENT!

You can have a great variety in Lenten Fish Specials by dealing at the
Queen Meat Market
WM. MacNEILL, Prop.
223 Quen Street

So Many Occasions
Are appropriate for the presence of flowers — birthdays, weddings, funerals, etc., that you'll find 429 a convenient phone number.
Estate
Mrs. John Williams
18 Upper Prince Street

Solution to Last Week's Contest

Advertisers Name — JAMES TAIT

MISSING WORDS

Is	—Coffin & Co.
Too	—Old Spain
And	—E. N. Kays
Truck	—Cash & Carry
Edward	—The Bike Shop
Soot	—A. Pickard & Co.
Joy	—Sunnyside Beauty Parlor
Means	—Stewart's Bakery
Are	—Bevan Bros.

The name of quality with years of satisfactory production.
IMPERIAL FOX BISCUITS

H. H. KING
Sheet Metal Work of all kinds, Tinsmitihng and Stench Cutting. Efficient workmanship at reasonable cost.
H. H. KING
Tinsmith Kent Street

For Many Years
We've been doing business at 55 King Street and rendering the best possible service to our customers. You'll enjoy shopping here.
Angelina Blanchard
General Groceries
Phone 1140.

Customers Say
That the coal we are selling is giving real satisfaction and the price is lower too. Phone 176 and order your bin filled now. Hard, soft coal and Household Coke.
W. D. Gillis & Co.
COAL DEALERS

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
99 Sydney Street
Phone 1354-J.

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

Friendly Service
Ours is a neighborly store serving the needs of our district in meat and fish. Our prices are comparable to any. Phone 491-L; prompt delivery.
W. M. MUISE
70 Spring Park Road