

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

The New Year
Our thanks for the patronage of past years and our assurance of continued service throughout 1935.
A HAPPY NEW YEAR!
COFFIN & CO. GROCERS

NEW YEAR GREETINGS
To customers and friends throughout the island, and we will welcome you at all times during the year 1935.
Old Spain Tea Rooms
151 Kent Street

SPECIALS
Oranges—20c doz. Regular 30c
Carrots 10 lbs. for 15c
Parsnips 10 lbs. for 25c
Onions 10 lbs for 19c
DEVEREAUX CASH GROCERY
Phone 1210. 224 Kent St.

MISSING WORDS
Home Call Enter
May Requirements New
And Another Appreciate
For Looking

Wishing You A Happy New Year
And reminding you of our desire to serve you most efficiently and economically during the Year 1935.
CASH & CARRY STORES
W. R. Dennis, Prop.

HELLO 1935!
Happy New Year is the wish we express this week, and may we be privileged with your business during 1935.
THE BIKE SHOP
183 Great George Street
Phone 941

BEST WISHES
For a good year during 1935. We're just as willing to be of service as in previous years and anticipate your continued patronage and good will.
H. MacFarlane & Co.
167-169 Kent Street

WELCOME TO 1935
And amongst your New Year Resolutions, just write down the name
STEWART'S BAKERY
and the phone number, 211, so as to remember where to secure the best baked products.

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.

IT IS OUR WISH THAT 1935 WILL PROVE A VERY HAPPY ONE TO ALL OUR PATRONS AND FRIENDS.
SUNNYSIDE BEAUTY AND CHIROPODY PARLOR
Phillips Bldg.

USE OUR WRAPPERS
To the Contest; inside wrappers you'll find delicious pork products, manufactured in Prince Edward Island from Island materials. Boost Home Industry by insisting on DAVIS & FRASER PORK PRODUCTS.
DAVIS & FRASER
CHARLOTTETOWN

THE NEW YEAR
We appreciate your patronage during 1934 and trust we may continue to serve you during 1935.
BEVAN BROS.
Plumbing and Heating
Phone 681-L.

1935
Resolve to have regular hair grooming service at
McKinnon's
Kent Street

SIMPSON
SELLS FOR LESS
Money Back Guarantee
99 Queen Street

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.

The New Year
Brings opportunity of further service to our customers and we wish them at this time a very happy 1935.
S. N. KAYS
87 Pownal Street

ANOTHER YEAR
one in which we hope to maintain your patronage and good will.
May 1935 bring you every happiness is the greeting of
The Mayfair Tea Rooms
Kent and Prince Streets

HANDBILLS


RADIO
Keep your radio smooth working order by correcting defects the moment they appear. Phone 1232 for prompt, efficient radio service.
V. C. Smallwood

WE THANK YOU
For your patronage during 1934 and wish you every good wish for 1935.
Geo. C. Cudmore
Individual Dry Cleaners
156 Gt. Geo. St.
Phone 692-L.

Happy New Year!
And we'll be just as ready to fulfill your grocery and meat in 1935 as in previous years.
Phones 871 and 872.
Burhoe's Grocery
Weymouth and Fitzroy Sts.

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.

HAPPY NEW YEAR
And Best Wishes for 1935.
The Exchange Store
B. BENJAMIN, Mgr.
108 Richmond St. Phone 968.

DURING 1935
Form the resolution of driving to 207 Great George Street for Tire and Battery Service, Gas, Oil, Ignition Trouble, etc.
Mallett's Battery Service
ELMER W. MALLET, Prop.
207 Gt. Geo. St. Phone 590.

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

Happy New Year
Best wishes for 1935 and when in need of Jewellery or Watch Repairs, think of
Chester A. Campbell
JEWELLER
157 Queen Street

A HOME RESOLUTION FOR 1935
"I hereby resolve to install in the kitchen range of my home, a IDEAL OIL BURNER, and thus make the first step toward giving added comfort and convenience to those who spend so much time in the kitchen." Signed—A Husband.
T. G. IVES
219 Great George Street. Phone 1117.

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.

A GLAD NEW YEAR
With thoughts ahead into another year, we are hoping the best for all and trust we may continue to serve you during 1935.
JAMES TAIT
FLORIST

You Can Win!
Send in Your Reply Today.

Your Resolution
To phone 334 your meat supplies during 1935 will help to make the New Year a happier one.
THOS. H. MILLS
Meat Market
135 Hillsboro St.

Next Week's Specials
3 lbs. Prunes 25c
Orange Pekoe ea, bulk ... 37c
Bring in your eggs, poultry, and oats and receive highest market price.
McGuigan & Boyle
Telephone 5. Hunter River

PRIZE WINNERS
1. Marion Gillis, Kings Square, City.
2. Mrs. N. L. Vessey, 200 Weymouth Street.
3. Mrs. John MacFarlane, Marshfield.
4. Mr. John A. Murray, Clyde River.

OUR WISHES FOR YOU
That 1935 will be a very happy one and our pleasant business relations continue.
ROSE MARIE
HAIRDRESSING PARLOR
Pearson Building
Phone 1243

HAPPY WISHES
For 1935 and our hope that the New Year will be a very prosperous one for all.
J. A. DOYLE
Painting Contractor
Grafton Street

TO PLEASE YOU
Is our resolution for 1935 and we hope you will give us the opportunity to serve you.
E. N. KAYS
Groceries and Dry Goods
16-18 Upper Queen Street

THE WINTER MONTHS
An ideal time to have your car overhauled when not in use—It'll cost you less and will be in A-1 condition to start in the Spring.
Angus MacEachern
39 Pownal Street
Phone 322.

A Happy New Year
Another year is about to end and you are about to begin; we wish all our customers and friends a Happy New Year and trust we may continue to enjoy your patronage during 1935.
ROCPS LIMITED
Grafton Street

DURING THE YEAR 1935
We trust to be favored with your continued patronage and extend to you cordial wishes for every happiness.
A. PICKARD & CO.

A HAPPY NEW YEAR
To everybody, and might we remind you to 1931 for quality meats during 1935?
QUEEN MEAT MARKET
WM. McNEIL
223 Queen Street

Solution to Last Week's Contest
Advertiser's Name—GEO. C. CUDMORE
MISSING WORDS
Greetings —Rocps Limited
Our —Burhoe's Grocery
Cheer —A. Pickard & Co.
Extends —Old Spain Tea Rooms
Upon —Cash & Carry Store
May —J. A. Doyle
Real —Bruce Stewart & Co., Ltd.
Coming —MacKinnon's Barber
Drop —Stewart's Bakery
Over —Bevan Bros.
Ever

Recently Opened
We offer the choicest of Meats at our new store at most reasonable prices. Your satisfaction is our object. Phone 55 for prompt service.
P. MacDougall
MEAT MARKET
Hillsboro & Richmond Sts.

Happy New Year
Is our message to all this week. During 1935 we will be very pleased to welcome you at all times.
C. C. HEESCHEN
DRUGGIST
175 Queen St. Phone 772.

A HAPPY NEW YEAR
And all that goes with it is greeting this week from the
Eastern Furriers
J. D. KENNEDY
Brace Building

WE WISH ALL OUR CUSTOMERS AND BUSINESS ASSOCIATES
A Happy and Prosperous NEW YEAR
THE PURE MILK CO.

NEW YEAR GREETINGS
And Best Wishes for 1935.
Estate Mrs. John Williams
FLORIST

Happy New Year
And your forces thrive to your satisfaction; to make sure, feed them
IMPERIALS

Our Best Wishes
Are extended for a very happy 1935. Our expert workmanship will be at your disposal at all times.
H. H. KING
Tinmith, Kent St.

THE NEW YEAR
Happy Greetings for 1935 and many thanks for the patronage we enjoyed during 1934.
Angelina Blanchard
General Groceries
55 King Street. Phone 1140.

Another Season
Gives us the opportunity of wishing you a Happy New Year and hoping 1935 will prove a banner year.
W.D.GILLIS & CO.
COAL DEALERS

NEW YEAR GREETINGS
May 1935 be a very happy and prosperous one for you and yours, and may we continue to have your patronage during the coming year.
W. A. JENKINS
Queen and Kent Streets

WELCOME 1935
We the coming of a New Year when we start a fresh page and we also appreciate the patronage we have enjoyed in past years and look forward to renewed relationships during 1935.
Bruce Stewart & Co.
Charlottetown, P. E. I.

Friendly Wishes
For the Year and our Resolution is to serve you even better in 1935 than previously.
M. E. GRIFFIN
Groceries and Meats
89 Sydney Street
Phone 1354-J.

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

NEW YEAR'S POULTRY
In a wide assortment of size at a price you'll appreciate. Have us reserve your Turkey now.
W. M. MUISE
70 Spring Park Rd.
Phone 491-L.