

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

PHONE 106

For prompt, courteous service in supplying your grocery needs. Quality and efficiency are the note of our service and you'll enjoy shopping here.

COFFIN & CO.
230 Grafton Street

HOME LIKE

Describes the meals you are served here. We have always developed the like atmosphere, and our customers appreciate this angle of our service.

Regular meals, lunches at all hours.

Old Spain Tea Rooms
151 Kent Street

Ask For A Receipt

And this interesting contest, then, if you are successful, draw your prize order here.

E. N. KAYS

Groceries, Dry Goods and Coal
16-18 Upper Queen Street

CHOICE WALLPAPERS FOR SPRING

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



Dainty Pastries

For your Bridge Party, or on occasions when you want things phone 211 and place your order. Prompt service.

STEWART'S BAKERY

Kent Street

Leaky Furnace?

Simply phone 661-L and we'll have that fixed promptly. All work efficiently performed.

BEVAN BROS.

Plumbing and Heating
92 Weymouth Street

No Exceptions!

All your garments can be dry cleaned with safety with our modern equipment. Phone 692-L for prompt service.

Geo. C. Cudmore

Individual Dry Cleaners
156 Great George Street

Burhoe's Grocery

Weymouth and Fitzroy Sts.

A MEAT AND FISH MARKET

SOUPS, 4 lbs. for 25c
COOKING APPLES, peck 40c
FANCY COOKIES, lb. 19c
CORN BEEF, lb. 9c

PROMPT EFFICIENT SERVICE PHONE YOUR RADIO DOCTOR

V. C. SARGENT
Radio Laboratories
River Road

ENGINES REPAIRED

Our workmanship and equipment for the work of repairing engines of all makes is thoroughly modern and our workmen skilled and experienced.

When your engine—motorboat, donkey, automobile or any possible type—needs expert attention, get it touch with us.

Bruce Stewart & Co.

Charlottetown, P. E. I.

NO RISK

You take no risk in bringing broken watches or jewelry to us—workmanship is guaranteed and our prices low.

Chester A. Campbell
157 Queen Street

QUALITY

We believe in giving our customers quality meals consistent with market supplies. When you order here, you may be sure of the best.

THOS. H. MILLS

135 Hillsboro Street
Phone 334

We now have in stock a complete line of Sunworthy and other grades of wall paper, also murex and full assortment of D-T paint. Now is the time to get your Spring requirements while there is a good stock to pick from and our prices are right.

NEXT WEEK'S SPECIALS
3 lbs Tomatoes for 25c
2 lbs. Mixed Cookies 25c

McGuigan & Boyle
Hunter River
Phone 5

YOU CAN WIN!
Send in Your Reply TODAY

ROCPS LIMITED

The name that is synonymous with fresh, quality meats at honest prices. When you phone 389 or 390, you know your order will be filled just the way you wish it and that our delivery service will be prompt and courteous.

Georgetown

The Georgetown Maple Leafs played the Montague Junior Primroses in the first game of hockey at the Montague rink on Tuesday night. The score was 1-0 in favor of the Junior Primroses.

On Wednesday night an "all star" Montague team went down to defeat to the tune of 8-1 when they met the Georgetown Maple Leafs at our local rink. The Carnival put on by the rink management on Thursday night was well patronized and some very good costumes were in evidence. The ladies' prize went to Miss Lillian Walker as the Nurse of the Dione Quintuplets. Miss Walker in charge of the quintuplets and accompanied by Dr. D'Arce (Ted Jenkins) created quite a sensation.

The whole group made up a very interesting impersonation. Mr. Chas. Jenkins won the gentlemen's prize. He skated in a clever potato-sack costume representing "Depression." Other masqueraders worthy of note were Miss Marion Rafuse as "Old Mother Hubbard" and Miss Evelyn Hessian as "Red Cross Nurse."

Miss Nora Bateson, Carnegie Libraries Supervisor was in Georgetown on official business last week.

Rev. J. T. Payne returned on Monday from Cherry Valley where he had spent several days last week conducting Lenten Services.

Prescriptions

From any doctor skillfully and carefully compounded by graduate druggists. Bring yours to us!

C. C. HEESCHEN

175 Queen Street. Phone 772.

Spring Tune - Up

When you take your car out for the first time after the winter lay-off, drive straight for 39 Pownal Street and have the car thoroughly checked.

Angus MacEachern
39 Pownal St. Phone 322.

Small Or Large

We appreciate your orders just the same and give you the best groceries at bargain prices. Phone 1140.

Angelina Benchar
General Groceries

Merchandise Orders

We invite you to draw your prize order on us and at the same time remind you that for quality coal at low prices phone 178.

Prompt service—courteous drivers.

W. D. Gillis & Co.
COAL DEALERS

MISSING WORDS

Specialized Perfect If Key Home Enter Better Our

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. Mrs. A. H. Burke, Market Building.
2. Miss Ausie Stevenson, Wheatley River.
3. Miss Lillian Coffin, 114 Edward Street.
4. Miss Jessie Harper, East Royalty.



Start The Day Right

Early in the morning, at noonday, or late in the evening, GARDEN

CITY MILK is nourishing, healthy and appetizing for old and young alike.

And remember, GARDEN CITY MILK is pasteurized and clarified for your utmost protection.

The Pure Milk Co.

Miss Emma McCormack, R. N., Charlottetown, is at present on professional duty at the King's County Hospital, Montague.

Little Everett Lewellen is gradually recovering from his recent serious illness.

Mr. Louis Fougere who was so critically ill with pneumonia is now convalescent.—G

MT. ALBION SCHOOL

Report of Mt. Albion School for the month of February:—
Grade X—1 Cedric Ballam
Grade IX—1 Mina Jenkins.
Grade VIII—1 Arthur Ballam 2 Lawson Jenkins
Grade VI—1 Ruth Jardine 2 Searle Jardine 3 Margaret Ballam.
Grade V—1 Vera Jenkins 2 Thelma Myers 3 Eddie Myers.

Grade II—(Sp)—1 Dewar Ballam 2 Jack Jenkins.
Grade II—(Gr)—1 Johnna Myers and Alma MacNeill (equal)
2 Elta Jenkins.
Grade II—(Gr)—(b)—1 Catherine MacNeill 2 Ora Ballam, 3 Marion Myers.

Grade I—(Gr)—1 Morris Jenkins, and Ewen Myers (equal).
Grade I—(Gr)—1 Anne Jenkins 2 Chester Jenkins.
Perfect Attendance:— Arthur Ballam, Earle Jardine, Ruth Jenkins, Vera Jenkins, Jack Jenkins, Dewar Ballam, Johnna Myers, Elta Jenkins, Alma MacNeill, Catherine MacNeill, Morris Jenkins.
Edythe C. Lawton, teacher.

HARTSVILLE SCHOOL

Honor Roll for Hartsville School for February:—
Grade X—1 Mary MacKenzie, 2 Margaret MacLeod 3 Lillian MacLeod.
Grade IX—1 Jennie Murray, 2 Mary Callaghan 3 Lloyd Nicholson.
Grade VIII—1 Elva Bryanton, 2 Joseph Clarken.
Grade VI—1 Leslie Nicholson, 2 Manford Nicholson, 3 Oliver MacLeod.
Grade V—1 Catherine Frizzell 2 Alexander Frizzell.
Grade IV—1 Jennie Nicholson, 2 Donald MacKenzie 3 Sheldon Nicholson.
Grade III—1 Ehyll Callaghan, 2 Gertrude MacLeod.

HELPING MOTHER

John, dear, said Mabel, as her lord and master entered the house, I've just had a letter from mother, and she is coming to spend Christmas with us. It is a pretty expensive trip for Mummy, and I wondered if we couldn't help her out a little. Of course we can, said John, giving his wife a generous kiss. Just you write and tell her that I'll be only too glad to pay for her railway ticket back home again as soon as she decides to go.

Youth—The e's something dove-like about that girl you introduced me to last night.
His Pal—Yes, she's pigeon-toed and she can coo, too

EARLY OR LATE

Whether you are the first or last customer, you'll find the same friendly courteous service extended, and also groceries and meats at prices that spell "economy." Phone 747 or 748. Prompt delivery

CASH & CARRY STORES
W. R. DENNIS, Prop.

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



Expert Treatment

Of all foot complaints painlessly done; if your feet trouble you at intervals or regularly, phone 612 for an appointment.

SUNNYSIDE Beauty & Chiropody Parlor
Phillips Bldg.



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.

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 Pownal Street

MAYFAIR TEA ROOMS

Can offer you a delightful service in the way of light lunches. You can always be certain of getting the most delicious sandwiches, pastry and coffee as well as a wide variety of soft drinks, fruit, candy and smokers supplies. When you are looking for a high class Tea Room, try the

MAYFAIR
Prince and Kent Streets

SPRING FURS

Bring them to us for restyling, remodeling or repairing. We assure you of expert workmanship and moderate charges.

Eastern Furriers
J. D. KENNEDY
Brace Building

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

BRIGHTEN YOUR HOME

With flowers and potted plants. Our range is wide and you will be delighted to learn how much a little will buy.

Phone 269 for enquiries.

JAMES TAIT
Florist

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.

A New Battery?

We handle Exide and Presto-lite batteries and guarantee both to give you excellent service.

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

CONTESTANTS PLEASE

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

PHONE 1243

And make an appointment to have your hair dressed. It means so much to your appearance to be well groomed.

ROSE MARIE
HAIRDRESSING PARLOR
Pearson Building

PAINTING

In all its branches—exterior, interior, lettering, sign painting, wood graining—expert service—reasonable cost.

J. A. DOYLE
Painting Contractor
Grafton Street

Solution to Last Week's Contest

Advertiser's Name—ROSE MARIE MISSING WORDS

- Our
- Sunnyside Beauty & Chiropody Parlor
 - Eastern Furriers
 - James Tait
 - Henry MacFarlane & Co.
 - S. N. Kays
 - Mayfair Tea Rooms
 - Cash and Carry Stores
 - Stewart's Bakery
 - Rose Marie

IMPERIAL FOX BISCUITS

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

Stencil Cutting

Is one of our specialties; consult us at any time.

H. H. KING

Tinsmith Kent Street

For All Occasions

When flowers express your thoughts as nothing else will, phone 429 and we'll be of immediate 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
89 Sydney Street
Phone 1854-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.