

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

MISSING WORDS

Display	Real	Us
Vogue	Early	Xmas
Expect	Easily	Are

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 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. Harold MacInnis, Kensington Road.
2. Mrs. Ira M. Brown, 244 Cumberland St.
3. Miss Katie McKenna, 78 Edward St.
4. Mrs. Lee Darrach, 187 Kent St.

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.



A Great Nightcap!
Taken before retiring, milk will prove a very soothing drink and aid towards a sound night's sleep.

For children and grown ups, GARDEN CITY MILK is perfectly pure pasteurized and clarified, and contains a full percentage of rich "top milk."

Order GARDEN CITY MILK today.

THE PURE MILK CO.

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 gasolines or steam engines, pumps, boilers, tanks, or any kind of machinery or we can make anything to your order on short notice and save you money.

BRUCE STEWART & CO. LTD.
CHARLOTTETOWN, P. E. I.

NOTHING OVERLOOKED!

We have stocked every single item necessary to the preparation of Christmas and New Year dinners. You can secure your entire supplies at the

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

Gift Suggestions

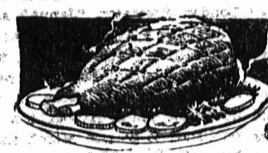
For the boy and outdoor girl. Hockey Boots and Skates, Hockey Sticks, Sweaters, etc.

THE BIKE SHOP
183 Great George Street
Phone 941



If your feet pain you, phone 612 for an appointment. It may be some slight ailment adjusted.

SUNNYSIDE
Beauty & Chiropody Parlor
Phillips Bldg.



Give a D & F HAM

What a treat! A tender juicy DAVIS & FRASER HAM for a Christmas present. It's one the entire family will appreciate.

Served with sweet potatoes there is nothing more delicious.

DAVIS & FRASER
CHARLOTTETOWN

Festive Meals

Christmas and New Year Dinners are part and parcel of the festive occasions—and of course we are fully prepared to supply the choicest of groceries at moderate charges.

Coffin & Co.
230 Grafton Street

ALWAYS APPRECIATED

The standard gift—a box of Chocolates—is still very much in and you'll be very pleased with our wide selection this year.

Give her Chocolates, and you know her Christmas will be that much happier.

Old Spain Tea Rooms
151 Kent Street

SPECIALS

Oranges—25c doz. Regular 35c
Carrots 10 lbs. for 15c
Parasnis 10 lbs. for 25c
Onions 10 lbs for 15c

DEVEREAUX CASH GROCERY
Phone 1210. 224 Kent St.

LINOLEUM

Our range of Linoleum and Oil Cloths is particularly pleasing and you'll find the price pleasing too. Come in and inspect them.

H. MacFarlane & Co.
167-169 Kent Street

MINCE

What would Xmas be without them? And you'll enjoy



PIES!

them so much more when baked by us.

PHONE 211 AND ORDER TODAY!
STEWART'S BAKERY

DON'T WAIT!

Until troubles grow bigger and more expensive. Phone 661-L today and we'll be glad to estimate on the job.

BEVAN BROS.
Plumbing and Heating
92 Weymouth Street



Ladies!
Qualified barbers at your service at
McKinnon's
Kent Street

SIMPSON

SELLS FOR LESS
Money Back Guarantee
99 Queen Street

RADIO

Keep your radio smooth working order by correcting defects the moment they appear. Phone 1252 for prompt, efficient radio service.

V. C. Smallwood

FOR CHRISTMAS

Have your suit, overcoat, hat, etc., freshened and made to look like new. You'll enjoy Xmas more!

Geo. C. Cudmore
Individual Dry Cleaners
156 Gt. Geo. St.
Phone 692-L.

Everything You Need

For your Xmas and New Year Dinners can be secured here. Fresh, plump poultry, table supplies, cake ingredients, nuts, raisins etc. Simply call 871 or 872 for prompt efficient service.

Burhoe's Grocery
Weymouth and Fitzroy Sts.

A MOST PRACTICAL GIFT

Husbands who consider the comfort and pleasure of their wives have installed in the kitchen range a HOME IDEAL OIL BURNER. When thinking of her gift this reflect on the practicability of modernizing your kitchen stove and what it means in time and labor for her. We are pleased at all times to discuss the matter with you.

T. G. IVES

219 Great George Street. Phone 1117.

Watches & Clocks

Wrist and Pocket Watches, Alarm and Mantle Clocks in pleasing variety and priced attractively.

Chester A. Campbell
JEWELLER
157 Queen Street

You Can Win!
Send in Your Reply Today.

It's Not Too Late!

To order your Christmas Turkey—we will be pleased to have you inspect our superior assortment. Phone 334.

Thos. H. Mills

135 Hillsboro Street

McGuigan & Boyle

We have a very large assortment of Christmas gifts suitable for all members of the family, also lots of toys for the children.

NEXT WEEK'S SPECIALS
4 lbs. Dates 15c
1 lb. Mixed Candy and 1 lb. Mixed Nuts, both for 25c
Buying Oats, Dressed Hogs, Chicken and Fowl daily.
Phone No. 5. Hunter River

CHRISTMAS POULTRY

Our refrigeration plant keeps our Christmas stock fresh and sanitary and you'll find an exceptionally attractive display of Turkey, Goose, etc., in our show cases.

Just to be sure, phone 389 or 390 and have us reserve a bird for you for later delivery.

ROOPS LIMITED.

Grafton Street

New Equipment

That will put your steering gear and wheels in perfect alignment is now at your disposal here. Drive in and let tell you all about it.

Angus MacEachern
39 Pownall Street
Phone 322.

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.

Yardley, Potter & Moore's

Lavender Lins, Hudnut's Toilet Articles—now priced lower than before.

C. C. HEESCHEN

DRUGGIST
175 Queen Street

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

Xmas Groceries

We have a large of special Christmas supplies this year, which you will find surprisingly low in cost and high in quality.

Angelina B'anchard
55 King Street

Winter Comfort

The home is homier in the cold weather, and when your fuel bin is well filled, your winter comfort is assured.

Phone 176 today and place your order with us. Quick service and low prices.

W.D. GILLIS & CO.
COAL DEALERS

Xmas Groceries

We are ready to supply you with all your Christmas needs in groceries and poultry.

Shop or let us put away your Turkey for you. Phone 1048 for prompt delivery.

W. A. JENKINS
Queen and Kent Streets

GIVE YOURSELF A GIFT

Have your hair looking it's best this Christmas by phoning 1243.

Rose Marie
HAIRDRESSER
Parlor
Peardon Building

SIGN PAINTING

No matter how big or small the job may be, we assure you of competent workmanship and moderate charges.

J. A. DOYLE
Painting Contractor
Grafton Street

XMAS GIFTS

Our dry goods store may help you in choosing gifts this year. Drop in and see our displays.

E. N. Kays

16-18 Upper Queen Street
Phone 381-L.

Solution to Last Week's Contest

Advertiser's Name—COFFIN and CO.

MISSING WORDS

- | | |
|--------|---------------------------------|
| Now | —C. C. Heeschan |
| Chérie | —Coffin & Co. |
| Order | —Thos. H. Mills |
| Done | —Geo. C. Cudmore |
| And | —Rose Marie Hairdressing Parlor |
| In | —V. C. Smallwood |
| No | —Estate Mrs. John Williams |
| Our | —E. N. Kays |
| Fox | —Imperial Fox Biscuit Co., Ltd. |
| Cater | —Queen Meat Market |
| Find | —Mayfair Tea Rooms |

XMAS TURKEY

Our stock this year is particularly fine, and we are offering high quality birds at the lowest prices possible.

Order yours today. Free delivery.

QUEEN MEAT MARKET
WM. McNEIL
223 Queen St. Phone 1301.

A Happy Thought!

Choose a bouquet of beautiful cut flowers as a remembrance this Christmas. Reasonably priced and wired anywhere.

Estate Mrs. John Williams
Phone 429
18 Upper Prince Street

Feed Your Foxes

IMPERIAL FOX BISCUITS

Carefully prepared to give better results.

Imperial Fox Biscuit Co., Ltd.

At Your Service

In performing work in Sheet Metal, Tinsmithing and electrical Cutting—Reasonable charges.

H. H. KING

Tinsmith, Kent St.

XMAS SPECIALS

You can save money by shopping here for your Xmas supplies. Cash and carry mean economy.

M. E. GRIFFIN
99 Sydney Street

Be sure to attach a

Receipt from any Merchant on this Page.

IF YOU'RE LATE

In securing your Christmas Goose or Turkey, remember we're ready to serve you up to the last minute. But by phoning 491-L, we'll have one reserved for you.

W. M. MUISE

79 S. Park St.