

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

GROCERIES

That's our business and we enjoy doing it; also we cordially invite your account and are sure you will enjoy joining business with us.

COFFIN & CO.
230 Grafton Street
Phone 106

Confectionery Fruit

Always a choice display of confectionery and fruits to meet your needs.

Smokers' supplies too—cigars tobacco and cigarettes.

Old Spain Tea Rooms
151 Kent Street

CONVENIENCE

We offer many little conveniences to our customers, and to have that neighborly spirit that makes business more pleasant.

E. N. KAYS
16-18 Upper Queen Street

Picture Molding

Our stock includes a distinctive display of modern picture molding in many shades and designs. Bring your pictures in and select your molding.

H. MacFarlane & Co.
Phone 1042
167-169 Kent Street

STEWART'S BREAD

Is baked particularly for you and can be secured in a variety of kinds—white, cream, whole-wheat, brown—whatever your tastes may be. Ask your grocer.

And remember you can use wrappers from any STEWART product to this contest.

STEWART'S BAKERY

MISSING WORDS

Enter Service To
Anything Just In
Made Try 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 announcement 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. Dan MacKenzie, Malpeque Road.
2. Miss Mildred Murray, Clyde River.
3. Miss Mary A. Andrews, Winsloe South.
4. Miss Ella Thomson, Cornwall.



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.

PHONE 661-L

And your heating and plumbing problems will be solved. Expert workmen, moderate charges.

BEVAN BROS.
Plumbing and Heating
22 Weymouth Street

Smart Appearance

Is not an expensive matter, but rather a careful one; by having your garments dry cleaned, they will look fresher and last longer.

Geo. C. Cudmore
Individual Dry Cleaners
156 Great George Street

Complete Service

We maintain a very complete grocery service — meats and fish. Two Telephone lines for your convenience, 871 and 872. Place a trial order now. Quick, efficient.

Burhoe's Grocery
Weymouth & Fitzroy Streets



MODERN FIXTURES

Whether you plan to build, are remodelling or merely replacing worn out equipment, we invite your inspection of our up-to-date plumbing fixtures and assure you of quality at reasonable cost.

BRUCE STEWART & CO.
Charlottetown, P. E. I.

Watches & Clocks

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

Chester A. Campbell
157 Queen Street
Next Fennell & Chandler

DAILY MEAT MARKET

Fresh meat at all times — you can be sure of quality at reasonable cost at our store.

THOS. H. MILLS
135 Hillsboro Street
Phone 334

We now have a large assortment of the following lines, floor and table oilcloth, paint, wallpaper, men's work boots, Shoes, Caps, Ties, Dress Shirts, Work Shirts, all are the latest patterns and priced right.

WEEK'S SPECIALS
25c Toilet Soap for 19c
1 lb. Red Rose Tea 43c
McGuigan & Boyle
Phone 5 Hunter River

WE SPECIALIZE

In meats and meat products and our store is equipped to render the finest possible service to you. Refrigeration assures you of freshness always and the quality of our meats is maintained on a high standard. Phone 389 or 390 for prompt delivery service.

ROOPS LIMITED
Grafton Street

YOU CAN WIN!

Send in Your Reply TODAY

AUTO REPAIRS

Of all kinds on all makes of cars; drive and let us check your engine—it will pay you.

Angus MacEachern
39 Fownal St. Phone 322.

Toilet Articles

In a wide variety of makes, styles and prices, but you are sure of getting full value when purchased here.

C. C. HEESCHEN DRUGGIST
175 Queen Street

Our Store Is Small

But our service to you is our biggest asset. When you shop here, you'll always be sure of friendly, neighborly service and groceries that are priced to save you pennies.

Angelina Branchat
General Groceries
55 King St. Phone 1146

ALL HEAT

There is very little waste to the coal we're selling now; it burns freely and cleanly and gives more heat units to the pound. Order yours now. Phone 176 for prompt service.

W. D. Gillis & Co.
COAL DEALERS

Ireland Spurts In Shoe Making

(By Joseph Dennigan, Canadian Press Correspondent)
DUBLIN, April 19.—Expansion of the boot and shoe industry of the Irish Free State during the past few years was shown in a paper read before the Statistical and Social Inquiry Society of Ireland. Whereas in 1924 there were six factories employing 850 persons, there are now 18 factories providing work for 3,000 employees. Nine of the factories are in Limerick, four in County Louth, six in Munster and one in County Monaghan.

Between 1924 and 1930 production rose from seven percent of the Free State's total requirements to 14 per cent. Since then the number of pairs of boots and shoes produced in the country has increased to 1,912,000 compared with 1,747,000 imported last year. Imports fell from \$5,670,000 in 1927 to \$3,510,000 in 1934 but while actual production of the home factories was 1,903,000 pairs last year, it is estimated that existing factories are capable of producing 2,783,000 pairs.

ton to train local workers. The absence of tanneries in the Free State makes it necessary to import the greater part of the raw materials though the Free State is a large producer of hides and skins. Imported boots and shoes are now subject to a scale of tariffs ranging from 20 per cent to 60 per cent as well as very stringent quota restrictions. Within the last two months, a factory has started the making of infants footwear, all of which has hitherto been imported.

King To Review Air Manoeuvring

(Canadian Press)
LONDON, April 19.—Units of the home defence command of the Royal Air Force are already brushing up for the Silver Jubilee review by the King July 6—the first grand review by His Majesty of the British air services in its history. An historic day for the R.A.F., all units of the command will be concentrated at Duxford and Mildenhall airfields about 25 miles apart. The King will take the salute at Duxford, which is near Royston. Elaborate plans are being made for the greatest mass formation flight ever seen in Britain. Incidentally it is pointed out the

King has never worn the R.A.F. blue, though he is chief of this as well as other branches of the defence forces. It is the only service rank for which he has no uniform; moreover, no uniform for this rank exists. It is expected the uniform to be made for the King will follow the general lines of that of an air marshal with certain distinctive features. When the King went to Birmaham Newton airbase last year on Empire air day he wore a bowler hat and lounge suit. It was the first time he had made an official visit to a service airbase since the war, except the Hendon pageants. The Prince of Wales, who flies constantly, is an Air Chief Marshal, and the Duke of York an Air Vice-Marshal.

BUCHAN STORY ON SCREEN

(Canadian Press)
LONDON, April 19.—"Thirty-nine Steps" from the story by John Buchan, next Governor-General of Canada, is being screened here.

FIVE SENTENCED TO DEATH

HYDERABAD—(C. P.)—The Appellate Court has dismissed the appeal on behalf of five men sentenced to death for the murder of a neighbor family of eight after a quarrel over land.

TWO DEPARTMENTS

For choice groceries at lowest market prices, phone 747, and for quality meats at low prices, phone 748. Our delivery service is speedy and efficient.

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

Bicycle Repairs

Skilled, experienced workmen at your service in the repairing of all makes of bicycles.

THE BIKE SHOP
183 Great George Street
Phone 941.

GOING TO A DANCE?

Then phone 612 beforehand and make an early appointment to have your hair dressed. Prompt, efficient service at reasonable prices.

Sunnyside BEAUTY AND CHIROPODY PARLOR
PHILLIPS BLDG.

IF YOU BURN SOFT COAL

You'll secure exceptionally good heating value in our Screened Coal. There's heat in every lump.

A. PICKARD & CO.

Easter Chocolates

There are plenty of chocolate animals around our show cases these days, waiting to be taken home to the kiddies. Come in and make your selection early.

MAYFAIR TEA ROOMS
Prince and Kent Streets

SUMMER FURS

May require some attention since last worn. Bring your furs up for repairing and remodelling.

Eastern Furriers
J. D. KENNEDY
Brace Bldg.

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 Fownal Street

We Buy And Sell

If you have you have no use for in clothing, furniture, etc., call in and see us.

The Exchange Store
R. BENJAMIN, Mgr.
106 Richmond St. Phone 869.

Leaky Radiators

Bring them in to us and if your radiator can be fixed, we can do it. Modern equipment, prompt efficient work.

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

THE SICK ROOM

Is brighter and cheerier and the patient feels so much better when the fragrance of flowers is in the room. When friends are ill, phone 289 for prompt floral service.

JAMES TAIT
Florist

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

Up To The Minute

Our equipment is very modern and our operators trained to give you the finest service. Phone 1243 for appointment.

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, Chester A. Campbell MISSING WORDS

- | | |
|----------|----------------------------|
| Early | —Mayfair Tea Rooms |
| Take | —Bevan Bros. |
| Expert | —J. A. Doyle |
| By | —Geo. C. Cudmore |
| Probably | —W. M. Muise |
| Creamery | —Stewart's Bakery |
| Laid | —Cash and Carry Stores |
| Every | —Coffin & Co. |
| Are | —Old Spain |
| Small | —E. N. Kays |
| Require | —H. MacFarlane & Co. |
| Healthy | —Pure Milk Co. |
| Make | —Rose Marie |
| Call | —Queen Meat Market |
| And | —Estate Mrs. John Williams |
| Low | —H. H. King |

INCREASING BUSINESS

Can mean only one thing—no giving satisfactory service. Phone 1301 and place your order; prompt delivery.

Queen Meat Market
WM. MacNEILL, Prop.
223 Queen Street

Delivery Service

Simply phone 429, place your order, and we'll be pleased to make delivery anywhere in the City, as well as wire to any outside points.

Estate Mrs. John Williams
FLORIST
18 Upper Prince Street

IMPERIAL FOX BISCUITS

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

DO IT NOW

If you need repair work done in our line, call on us now. Prompt, efficient service.

H. H. KING
Tinsmith Kent Street

Pleased To Meet You

And pleased to serve you with fresh groceries and fresh meats. Dependable cash and carry service.

M. E. GRIFFIN
59 Sydney Street
Phone 1254-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