

# Ideal Business Service

\$300.00  
in  
Prizes

107  
Awards  
\$1.00 to  
\$25.00

## MISSING WORDS

In Sell Light  
We'll Done Loaf  
If Groceries

### 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. Miss Margaret Chandler, Oyster Bed Bridge
2. Mrs. W. H. Phillips, 114 Kent Street.
3. Mrs. F. E. Mutch, Mount Herbert.
4. Mrs. Fulton Sanderson, North River.

### GARDEN CITY BUTTER

Delightfully rich and smooth-spreading and manufactured from the finest and purest of materials.

Garden City Butter is pasteurized too, for your added protection.

Use the wrapper from our Butter to enter the Contest.

The Pure Milk Co.

**PHONE 106**  
For prompt, courteous service supplying your grocery needs. Quality and efficiency are the key note of our service and you'll enjoy shopping here.  
**COFFIN & CO.**  
230 Grafton Street

**After The Show**  
Drop around and enjoy a dainty lunch amidst social surroundings. It certainly balances the evening's enjoyment.  
Meet your friends at  
**Old Spain Tea Rooms**  
151 Kent Street

**WE BELIEVE**  
We sell our dry goods and groceries at rock bottom prices, but you can see for yourself by calling. We handle Coal also.  
**E. N. KAYS**  
16-18 Upper Queen Street

**Upholstering**  
Phone 1043 and we will call for that chair or other furniture in need of overhauling. Expert workmanship gained through years of experience.  
**H. MacFarlane & Co.**

**KIDDIES LOVE IT!**  
Good old bread and molasses; after school and during the day when hungry kiddies need nourishment, always have a loaf of  
**STEWART'S BREAD**  
ready. There's a difference!

**DON'T WAIT!**  
Until troubles grow bigger and more expensive. Phone 661-L today and be glad to estimate on the job.  
**BEVAN BROS.**  
Plumbing and Heating  
82 Weymouth Street

**No New Dress?**  
For that bridge party or dance—well, a mighty good second best is to phone 932-L and have your wardrobe freshened through efficient dry cleaning. Reasonable charges.  
**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, 371 and 372. Place a trial order now. Quick, efficient service.  
**Burhoe's Grocery**  
Weymouth & Fitzroy Streets

**LOTS \$500.00**  
Price is determined by LOCATION—nothing adds more to the value of your Home to be than its location on one of the Smallwood strictly residential Home Sites. Prices Right—Easy Terms. Apply to  
**V. C. Smallwood**  
AGENT.  
122 North River Road.

**THOSE BROKEN PARTS**  
In your engine or mechanical equipment can be securely welded together again by acetylene or electric methods.  
We specialize in Welding and our Electric Welding Equipment is the only one of its kind on the Island.  
Write or call for estimates on Welding Work.  
**Bruce Stewart & Co., Ltd.**  
Charlottetown, P. E. I.

**OUT OF ORDER**  
When watches or clocks become erratic in telling time, bring them to us and we'll make them truthful again.  
**CHESTER A. CAMPBELL**  
157 Queen Street

**Sunday Roasts**  
Deliciously appetizing, and enjoyed by the whole family. Economical, too, for our prices are planned to save you money.  
**THOS. H. MILLS**  
135 Hillsboro Street  
Phone 334

Just arrived 5 dozen Ladies Dresses selling at 75c and 90c. All latest patterns.  
Farmers book your order for seeds with us now at lowest market prices.  
**McGuigan & Boyle**  
Phone 5 Hunter River

**YOU CAN WIN!**  
Send in Your Reply TODAY

**TO SUIT YOUR PURSE**  
Our wide range of meats and meat cuts enables you to secure the kind of meat you want at the price you wish to pay.  
Quality meats at honest market prices. Prompt, courteous delivery service.  
**ROOPS LIMITED**  
Grafton Street

**Wheel Alignment**  
Have the wheels of your car accurately checked by our up-to-date equipment; they are out of order we can speedily adjust them.  
**Angus MacEachern**  
39 Pownall St. Phone 332.

**MODERN**  
We have made our drug store the very latest in convenience to the customer and efficiency in serving you. Come in and let us be of service.  
**C. C. HEESCHEN**  
DRUGGIST  
175 Queen Street

**Our Low Overhead**  
Allows us to just a little cheaper—without sacrificing quality—and be sure to ask for a receipt and draw your merchandise orders here. Phone 1146.  
**Angelina Blanchard**  
General Groceries  
55 King St.

**SERVICE**  
Our policy of rendering the finest possible service in selling the finest possible coal is one reason our customers enjoy doing business with us. Phone 174 today and place a trial order.  
**W. D. Gillis & Co.**  
COAL DEALERS

**AVONLEA WOMEN'S INSTITUTE**  
Twenty-four members and friends of Avonlea Women's Institute met at the home of Mrs. R. G. Fleming, Rustico, on May 7th for their monthly meeting. The Vice-president, Mrs. M. J. Doyle conducted the meeting, which opened with the usual exercises. The business period followed and a number of subjects were brought up and discussed. Plans were completed for the luncheon, which the Institute is giving the delegates to the Federated Convention at Cavendish Beach on June 28th.  
A number of letters were read and discussed, among which was a letter regarding the potato bonus. This was received most unfavorably by the ladies and also by the men present who were asked to vote on this subject.  
It was moved and seconded that the Institute send \$1.00 to the Red Cross, also \$1.00 to the Cancer Fund. A letter from the Children's Aid Society was favorably received and the members expressed their willingness to help in some way this most worthy welfare work.  
A committee consisting of Mrs. Smith, Anita Webb, Lucy Woolner and Mrs. Fleming was appointed to arrange necessary program of the District Convention.  
The monthly committee gave satisfactory reports. It was decided to purchase fruit for two sick friends in Rustico, also on motion it was decided to procure two window blinds for Rustico School. Cavendish Committee asked that the

trustees be asked to have the school cleaned and muresood before the end of May, rather than leaving it till the end of the school year, also that a greater effort be made to improve the grounds, and that flowers and trees be planted.  
An invitation from Mrs. F. C. Stewart for the June meeting was accepted, the roll call to be "Ways to cook and serve fresh fish." A humorous reading was given by Jennie MacNeill, which was much enjoyed. An interesting part of this meeting was a demonstration of home weaving, given by the hostess, Mrs. Fleming, who showed very beautifully made samples of scarves, towels, skirting materials and rugs, which she has woven during the past few months.  
A bountiful lunch was served and the meeting closed with the National Anthem.  
**REVENUE DERIVED IN 1933**  
ST. JOHN'S Nfld.—(CP)—Revenue derived in Newfoundland during April, 1933, amounted to \$791,090 compared with \$664,978 for the same month in 1934, according to figures released by A. W. Mews, Secretary for Finance. The increase was mainly due to certain income tax payments being made in April instead of March.

**NOTICE**  
**STALLION OWNERS**  
Owners are hereby notified that all STALLIONS offered for service in this Province must be enrolled in the records of the Provincial Department of Agriculture. Horse owners who neglect this requirement are liable, under the Act, to a fine.  
The necessary fee of \$2.00, together with particulars regarding the name, description and breeding of the Stallion, should be mailed immediately to the  
**PROVINCIAL DEPARTMENT OF AGRICULTURE**  
L7673-5-18-27-23

**PHONES 747 AND 748**  
Are kept ringing steadily and customers are getting splendid value and prompt service. You would do well to call either of these numbers too, and order your grocery and meat supplies from the  
**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

**Permanent Waves**  
Fashioned along the latest styles and executed by efficient operators; enjoy the satisfaction of beautiful hair by having us care for it. Phone 613 for appointment.  
**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.**  
Phone 240

**SAVING STEPS**  
Patronize your neighborhood store; you'll find our prices will meet competition and we extend that friendly service of the "corner store."  
**S. N. KAYS**  
87 Pownall Street

**Make Yourself At Home**  
meals served at regular hours. Cheerful surroundings will make you feel at home here; and lunches at any hour.  
**THE MAYFAIR TEA ROOMS**  
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 Bldg.

**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.

**Exide Batteries**  
Dependable, durable and built to give many miles of satisfactory service.  
**Mallett's Battery Service**  
ELMER W. MALLET, Prop.  
207 Gt. Geo. St. Phone 980.

**HANDBILLS**  


We have the best in Gladiolus bulbs, in either mixed or separate colors. Order at once. Now is the time to plant them.  
**JAMES TAIT**  
Florist  
Phone 269  
Member F. T. D. A.

**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

**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

**The Murle Method Of Permanent Waving**  
Is the most comfortable. No heaters on the head. An all steam wave. We invite you to call and see the machine in action.  
**ROSE MARIE**  
HAIRDRESSING PARLOR  
Pearson Building

**Solution to Last Week's Contest**  
Advertiser's Name—J. A. DOYLE  
**MISSING WORDS**  
You Anything —Thos. H. Mills.  
Like —The Exchange Store.  
Expert —S. N. Kays.  
Delivery —Sunnyside Beauty and Chiropody Parlor.  
One —Cash and Carry Stores.  
Judge —E. N. Kays.  
—Eastern Furriers.

**MEATS**  
Phone 1301 for quality meats at prices that are out to the bone. Prompt delivery service.  
**Queen Meat Market**  
W.M. MacNEILL, Prop.  
223 Queen Street

**FOX BISCUITS**  
Form an important item in your fox diet. "Imperial" contain all necessary ingredients carefully blended.  
**Imperial Biscuit Co. Ltd.**  
Phone 721

**DO IT NOW**  
If you need repair work in our line, call on us now. Prompt, efficient service.  
**H. H. KING**  
Tinmith  
Kent 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

Be sure to attach a Receipt from any Merchant on this Page.  
**M. E. GRIFFIN**  
99 Sydney Street  
Phone 1394-J.

**The Small Store**  
With the cheerful, neighborly service and quality meats at low market prices. Phone 491-L.  
**W. M. MUISE**  
76 Spring Park Road