

\$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 doing business with us.
COFFIN & CO.
230 Grafton Street
Phone 100.

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

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

MISSING WORDS
Butter Your Remember Units Estimate
Great Really Cheerier On Enjoy
Specialize Offered Handling Repairing

TWO DEPARTMENTS
For choice groceries at lowest market prices, phone 747, and for quality meats at equally low prices, phone 748.
Our delivery service is speedy and efficient.
CASH & CARRY STORES
W. R. Dennis, Prop.

The Only Store
In Prince Edward Island dealing wholly in sport goods. When considering sport equipment
THE BIKE SHOP
183 Great George Street
Phone 941

Going To Move ?
Then phone 1042 and have our truck call. We move furniture and household effects anywhere in the City.
H. MacFarlane & Co.
167-169 Kent Street

THAT SATURDAY NIGHT DISH !
Why, Beans, of course, and we wonder if you have yet tried STEWART'S BAKED BEANS, served with STEWART'S BROWN BREAD. If not, why by all means purchase them at our store today and Saturday night will mean more helpings of your favorite dish.
STEWART'S BAKERY

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 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.

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.

DID YOU EVER THINK ?
Where your money goes when you buy your necessary household commodities? We don't know where it all goes, but we do know that when you buy DAVIS & FRASER FRESH PRODUCTS your dollars stay in Prince Edward Island to buy hogs from the farmer and to maintain a working staff of Island employees.
And when highest quality products are isn't it logical to specify D & F?
DAVIS & FRASER
Charlottetown, P. E. I.

FROZEN PIPES
Are dangerous to meddle with so we suggest you phone 661-L and have us right on the job.
BEVAN BROS.
Plumbing and Heating

HAIR CUTS
Keep well groomed by regular visits to
McKinnon's
Kent Street

At Your Service
Our two stores, one on each corner, are ready to supply your needs in Groceries, Dry Goods and Coal.
E. N. KAYS
16-18 Upper Queen Street

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.

SERVICE
With a smile and a cheery word thrown in; we selling choice groceries and welcome you to sample our service.
S. N. KAYS
87 Pownal St. Phone 65.

Missing Words
There are missing words in some of these advertisements on this page, but there is nothing missing from the service we offer and the quality of our meals or lunches.
Drop in and enjoy a quiet hour.
Mayfair Tea Rooms
Prince and Kent Streets

HANDBILLS

QUICKLY and CAREFULLY PRINTED

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

DURING 1935
Make a resolution to send wearing apparel regularly to
Geo. C. Cudmore
Individual Dry Cleaners
Your appearance will justify the small expense.
Burhoe's Grocery
Weymouth and Fitzroy Sts.

TWO PHONES
For your convenience; if one line is busy, Central will call the other, so you have no delays in service when dealing with us. The numbers are 871 and 872 and these numbers spell economy in groceries and meats.
Burhoe's Grocery
Weymouth and Fitzroy Sts.

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 868.

Auto Ignition
Ignition is very important during the cold weather; if you have trouble starting your car, call to
Mallett's Battery Service
ELMER W. MALLET, Prop.
207 Gt. Geo. St. Phone 968.

CHESTER A.
For High Class Watch Repairing
Good Work. Low Prices.
Chester A. Campbell
157 Queen Street
Next Fennell & Chandler

THESE COLD MORNINGS !
Wouldn't it be a luxury to hurry down to the kitchen, turn a valve, apply a match, and have your range going full blast in a few seconds? No messing, no manual labor, no rooting or shaking!
That's what it means to have a HOME IDEAL OIL BURNER installed in your kitchen range or base burner.
T. G. IVES
210 Great George Street. Phone 1117.

PRIZE WINNERS
1. Mrs. Parker Wood, Southport.
2. Miss Elsie Hooper, Milton.
3. Mrs. G. C. Vaughan, 274 Sydney Street.
4. Miss Dora E. Walsh, 182 King Street.

THE SICK ROOM
Is made brighter and the patient feels so much better when the fragrance of flowers is in the room. When friends are ill, phone 269 for prompt floral service.
JAMES TAIT
FLORIST

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

You Can Win !
Send in Your Reply Today.

MEAT DISHES
There are a variety of meats, and to fully know the possibilities of varied meat menus, we suggest you call at our store.
THOS. H. MILLS
135 Hillsboro St. Phone 334.

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

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.

Your Appearance
Can be left in our hands with confidence, for we specialize in beauty culture and can offer helpful suggestions. Phone 1245.
ROSE MARIE HAIRDRESSING PARLOR
Pearson Building

Interior Painting
We do interior work, wood graining and paper hanging. You'll find our work and charges satisfactory.
J. A. DOYLE
Painting Contractor
Grafton Street

Angus MacEachern
MACHINIST — CYLINDER HONING
GENERAL AUTO REPAIRS.
39 Pownal St.
Phone 22.

TENDER JUICY STEAKS
Our reputation for only the choicest of meats is your assurance of quality in purchasing meats here.
Wouldn't a nice steak be appreciated these cold days?
ROCPS LIMITED
Phones 389-390
Grafton Street.

GARDEN CITY BUTTER
Delightfully rich and smooth-spreading and manufactured from the finest and purest of materials.
Garden City is pasteurized too, for your added protection.
Use the wrapper from our Butter to enter the Contest.
THE PURE MILK CO.
Phone 584

MEATS
Phone 1301 for quality meats at prices that are cut to the bone. Prompt delivery service.
QUEEN MEAT MARKET
WM. MacNEIL, Prop.
233 Queen Street

Solution to Last Week's Contest
Advertiser's Name—H. MacFARLANE
MISSING WORDS
Home —T. G. Ives
May —Imperial Biscuit Co.
And —Mayfair Tea Rooms
For —Thos. H. Mills
Call —Queen Meat Market
Requirement —Burhoe's Grocery
Another —Rocps Limited
Looking —James Tait
Enter —Davis & Fraser
New —M. E. Griffin
Appreciate —Bruce Stewart & Co., Ltd.

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.

Drug Sundries
Our stock includes all the leading brands of drug store sundries and we can supply you with everything a good drug store should have.
C. C. HEESCHEN
175 Queen Street. Phone 772.

EXPERTS
Only experts are employed here in the work of remodeling and furs of all kinds. Our work will please you.
Eastern Furriers
J. D. KENNEDY
Brace Building

Choice Selection
Of potted plants and cut flowers await your inspection here. Flowers for all occasions—local delivery and telegraph delivery service.
Estate Mrs. John Williams
18 Upper Prince Street

The name of quality with years of satisfactory production.
IMPERIAL FOX BISCUITS

Furnace Repairs
Nothing so troublesome in cold weather as furnace troubles. We will gladly do the repair work.
H. H. KING
Tinsmith
Kent Street

Electric Refrigeration
Protects our perishable foods and assures you of freshness at all times, regardless of the season. Choice groceries to meet your every need.
Angelina B'ncnar.
General Groceries
24 King Street. Phone 1140.

ALL HEAT
There is very little waste to the coal we're selling now; it burns freely and cleanly and gives more heat to the pound. Order yours now. Phone 176 for prompt service.
W.D.GILLIS & CO.
COAL DEALERS

QUALITY
There is no substitute for quality, and we believe our customers appreciate the high quality of our goods and the high standard of service we render. Phone 1048 and place a trial order.
W. A. JENKINS
Queen and Kent Streets

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 the Island.
Write or call for estimates on Welding Work.
Bruce Stewart & Co.
Charlottetown, P. E. I.

Pleased To Meet You
And pleased to serve you with fresh groceries and fresh meats. Dependable cash and carry service.
M. E. GRIFFIN
99 Sydney Street
Phone 1254-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.