

\$300.00 in Prizes

# Ideal Business Service

107 Awards \$1.00 to \$25.00

### Protection

You know when you phone 106 that you're order will be delivered promptly and contain just what you ordered. Our name is your protection and assurance of a better grocery service.

**COFFIN & CO.**  
230 Grafton Street

### EVERY MEAL

Served here is carefully prepared with a view to your satisfaction.

Drop in for Dinner or Supper, or in the evening and enjoy our hospitable service.

**OLD SPAIN TEA ROOMS**  
151 Kent Street

### Ask For A Receipt

And enter 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

### MISSING WORDS

Enjoy Selling Our  
Bring At Right  
But Nothing Value

### 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. Gerald Procter, 213 Prince Street.
2. Miss Katie McKenna, 78 Edward Street,
3. Mrs. Leith Stewart, 110 Elm Avenue.
4. Miss Elsie Mills, 41 Prince Street.



### 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.**

### HOUSE COMES DOWN STANDS 125 YEARS

GRIMSBY, Ont., April 23—(C.P.)—Long known as a landmark in the St. Ann's district, the home of J. B. Heaslip, built by Adam Mingle, great-great-grandfather of the present owner, 125 years ago, is to be torn down this spring to be replaced by an up-to-date modern home. Mr. Heaslip's ancestors were among the earliest settlers in 1793-94. The land on which the house stands was obtained by Crown deed in 1793, and has never been out of the hands of the family.

### ASK RECOGNITION BY THEIR PARTY

MONTREAL, April 25—(C.P.)—Proposals that the Liberal party in Quebec give recognition to women in politics were expressed at the annual meeting of the Provincial Federation of Liberal women here when resolutions demanded: "That the Liberal party respect the rights of women by giving them adequate representation on all nominating committees, where conventions are to be held. That, as in 1930, the Liberal party nominate women as official Liberal candidates in the next federal campaign. That, as in 1930, a women be named official organizer, to cooperate with the federal organization."

LONDON—(Canadian Press)—The Royal Institution has established a professorship of astronomy, to which the members have nominated Sir James Jeans as the first professor in the Institution.

### OUR NEW DELIVERY TRUCK

Can take more of a little comment and the service we render with it is similar to the truck itself—speedy and reliable. Phone 747 or 748 for stable groceries and quality meats at prices that spell real economy.

**CASH & CARRY STORES**  
W. R. Dennis, Prop.

### BASEBALL

Is in the air again, and we have just received a complete assortment of baseball equipment. Come in and look around.

**THE BIKE SHOP**  
183 Great George Street  
Phone 941

### ACHING FEET

Can take more joy out of life than many things we could mention. During the dancing season, be assured of painless feet by having minor ailments adjusted. Reasonable charges.

**Sunnyside BEAUTY AND CHIROPODY PARLOR**  
PHILLIPS BLDG.

**PROMPT EFFICIENT SERVICE!**



PHONE 240

### Expert Upholstering

Upholstering is a business that can only be mastered by years of experience. The accomplished tradesmen at our shop have served their apprenticeship as upholsterers and have been engaged in this work for many years. If you want pleasing results call.

**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**

### PHONE 661-L

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

**BEVAN BROS.**  
Plumbing and Heating  
92 Weymouth Street

### No New Dress?

For that bridge party or dance—well, a mighty good second best is to phone 662-L and have your wardrobe freshened through efficient dry cleaning. Reasonable charges.

**Geo. C. Cudmore**  
Individual Dry Cleaners  
166 Great George Street

- 4 packages Figs ..... 25c
- Strawberry Jam, bottle .. 10c
- Pea Soup, large tin 2 for 25c
- Corn Flakes, .... 3 lbs. 19c
- Corn Beef ..... 2 tins 25c
- Instant Postum, tin ..... 45c

**Burhoe's Grocery**  
Fitzroy & Weymouth Streets

**FOR PROMPT EFFICIENT SERVICE PHONE YOUR RADIO DOCTOR 1232**

**V. C. Smallwood**  
Radio Laboratories  
North River Road

### FISHING SUPPLIES

Attention fishermen! Whatever your needs in fishing equipment, we can supply you with quality gear at prices that mean true economy.

Lobster Rope, Rubber Suits, Fishing Boots, Dory Rollers, Oars and Rowlocks, Marine and Copper Paints, Herring Nets and many other commodities.

**Bruce Stewart & Co., Ltd.**  
(Kennedy Branch)  
18-20 Queen Street

### DAILY MEAT MARKET

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

**THOS. H. MILLS**  
135 Hillboro Street  
Phone 234

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

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

### THERE IS A DIFFERENCE

The knowledge of handling and cutting meats is gained only through experience, and the men who serve you in our store are qualified in every way to give you better service. We cut meat the way you like it, and you're sure of freshness always.

**ROOPS LIMITED**  
Grafton Street.  
Phones 389-390.

### Would Put Brakes On Hasty Wedlock

EDMONTON, April 25—(C.P.)—Discussion in the Alberta legislature on prevention of hasty marriages, brought many to their feet. Amendments to the Marriage Act were under consideration. F. C. Moyer, Drumheller, independent leader, said: "Young people are rushing into marriage too speedily. There are young 'whipcrackers' who go out to a baseball game, get married, and come back thinking they have done something smart." Children who were married in this way often added themselves on their parents, while this province was developing a record for divorce actions. When publication of bans of marriages was discussed, H. G. Farthing, Calgary, criticized the attitude of the present registrar, who, he claimed, discouraged the publication of bans in order to get more revenue for the province through issuing licences. He thought the act should be clearly defined as to what "the calling of bans means."

Objection to publishing the bans of every marriage was registered by A. M. Matheson, Vegreville. "It would be a backward step," he said, "I don't see why any church should be allowed to exploit marriage by the publishing of bans. Why put any or all churches in

### Wheel Alignment

Have the wheels of your car accurately checked by our up-to-date equipment; if they are out of order we can speedily adjust them.

**Angus MacEachern**  
39 Pownall St. Phone 322.

### Toilet Articles

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

**C. C. HEESCHEN DRUGGIST**  
175 Queen Street

### Our Low Overhead

Allows us to sell just a little cheaper — without sacrificing quality—and be sure to ask for a receipt and draw your merchandise orders here.

**Angelina Blanchard**  
General Groceries  
35 King St. Phone 1146.

### Customers Say

That the coal we are is giving real satisfaction and the price is lower too. Phone 176 and order your bin filled now. Hard soft coal and Household Coke.

**W. D. Gillis & Co.**  
COAL DEALERS

### MEATS AND PROVISIONS

We carefully select our meats from superior stock and sell them to you lowest market prices; quality provisions also.

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

### For All Occasions

When flowers express your thoughts as well will, phone 429 and we'll be of immediate service.

**ESTATE Mrs. John Williams FLORIST**  
18 Upper Prince Street

### Visit Our Store

And see for yourself how attractive our goods are and how attractive the prices range. Cash and Carry.

**M. E. GRIFFIN**  
89 Sydney Street  
Phone 1354-J.

### ALWAYS WELCOME

Everybody loves flowers and they are welcome arrivals on any occasion, but some times are appreciated more than others. When the occasion arises, phone 269 and we'll deliver promptly.

**JAMES TAIT**  
Florist



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

### EXPERIENCED OPERATORS

At your service in styling and dressing your hair the way you like it. Phone 1243 for appointment.

**ROSE MARIE HAIRDRESSING PARLOR**  
Pearson 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

Solution to Last Week's Contest  
Advertiser's Name — JAMES TAIT  
MISSING WORDS

- Enter —Stewart's Bakery
- Anything —The Exchange Store
- Made —James Tait
- Service —Burhoe's Grocery
- Just —Cash and Carry Stores
- Try —E. N. Kays
- To —Easter Furriers
- In —Angus MacEachern
- Are —Queen Meat Market

### Start Them Right

Feed your fox pups **IMPERIAL** Fox Biscuits and you'll be pleased with the results. **Imperial Biscuit Co. Ltd.**

### THE CLEAN UP

In the Spring discloses many odd jobs we can perform satisfactorily for you. Call and see us.

**H. H. KING**  
Tinsmith Kent Street

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, meats are priced as low as possible.

**W. M. MUISE**  
70 Spring Park Road  
Phone 491-L.