

\$300.00  
in  
Prizes

# Ideal Business Service

107  
Awards  
\$1.00 to  
\$25.00

**Confidence**  
During many years of fair dealing with the public, an atmosphere of confidence has grown with our business. You can order here with safety and be assured of quality groceries at reasonable prices.  
**COFFIN & CO.**  
230 Grafton Street

**HOME LIKE**  
Describes the meals you are served here. We have always developed the home-like atmosphere, and our customers appreciate this angle of our service.  
Regular meals, lunches at all hours.  
**Old Spain Tea Rooms**  
151 Kent Street

**SPECIALS**  
Mixed Cookies, 2 lbs. .... 25c  
Mixed Nuts, 2 lbs. .... 25c  
Cranberries, 3 lbs. .... 25c  
Island Buckwheat Flour 5 lbs. .... 25c  
**DEVEREAUX CASH GROCERY**  
Phone 1210. 224 Kent St.

## MISSING WORDS

Of Pleasing Upon  
Regular Equipment Knowledge  
In Low Meat  
Clean

## 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 Myrtle White, 146 Hillsboro St.
2. Mrs. Fulton Sanderson, North River.
3. Mrs. John Stockman, Winsloe Station
4. Mrs. A. J. Boundy, P. O. Box 445, Summerside.

## LUMPS OF COMFORT!

When you burn hard coal, you not only secure a 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.**

**Best for baby**  
The Doctor Knows!  
The inestimable value of pure, rich milk to baby's healthy growth, and hundreds of people know that GARDEN CITY MILK, pasteurized and clarified is the safest milk to use for all purposes. Phone 584 and let us have our driver call.

**THE PURE MILK CO.**

**PLUMBING**  
**MODERN FIXTURES**

Whether you plan to build, are remodeling 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.

**Largest Grocery in the Maritimes**  
The grocery buying public is a very discerning body. To please it, the go-ahead grocer must carry a very large stock of goods, and must handle everything that may be asked. We have been catering to this need ever since we started and have had to continually enlarge our premises until today it is the largest grocery store in the Maritimes. Our clerks are thoroughly efficient and will serve you with the utmost courtesy.  
**CASH & CARRY STORES**  
187 Great George Street Phone 747-748.

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

**Expert Upholstering**  
Upholstering is a business that can only be mastered by years of experience. The accomplished tradesman at our shop have served their apprenticeship as upholsterers and have been engaged in this work for many years. If you want results call  
**H. MacFarlane & Co.**  
147-149 Kent Street

**PURITY QUALITY**  
You'll Enjoy Stewart's Bread To The Last Crumb  
From your grocer or at our retail store.  
**Stewart's Bakery**  
Phone 211

**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 612 for appointment.  
**SUNNYSIDE BEAUTY AND CHIROPODY PARLOR**  
Phillips Bldg.

**HAM**  
There is a great difference in Hams, and you'll say a delightful difference in DAVIS & FRASER Hams. Freshly cured from Prince Edward Island stock, you can be sure D & F Hams are always fresh and pure and that your dealer always can supply your need. Order D & F today and support Home Industry.  
**DAVIS & FRASER**  
Charlottetown

**Quiet and Restful**  
Just around the corner from the main street, you'll enjoy the quiet and restful atmosphere of our Tea Room.  
Come in and spend a little while with "Her" over a cup of coffee and a sandwich.  
**Mayfair Tea Rooms**  
Prince and Kent Streets

**Our Telephone**  
Is at your service and we suggest you call 661-L when in need of plumbing or heating service.  
**BEVAN BROS.**  
Plumbing and Heating

**HAIR CUTS**  
Keep well groomed by visits to  
**McKinnon's**  
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

**GROCERIES**  
High in quality, and in price is the combination that brings so many customers to our store. Phone 65 for prompt service.  
**S. N. KAYS**  
87 Pownall Street

**FOR BARGAINS**  
In new and used furniture, clothing and sundries, it will pay you to see us first.  
**The Exchange Store**  
B. BENJAMIN, Mgr.  
108 Richmond St. Phone 860.

**Auto Accessories**  
Anti-freeze, auto chains, fan-belts etc. Gas and Oil. Ignition work a specialty.  
**Mallett's Battery Service**  
ELMER W. MALLET, Prop.  
207 Gt. Geo. St. Phone 980.

**HANDBILLS**  
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 198

**FOR PROMPT EFFICIENT SERVICE PHONE YOUR RADIO DOCTOR**  
1888  
**V. C. Smallwood**  
Radio Laboratories

**STAINS**  
clothing can be removed permanently through dry cleaning methods. You'll be delighted at the renewed appearance of soiled or even worn garments.  
**Geo. C. Cudmore**  
Individual Dry Cleaners  
156 Great George Street Phone 692-L.

**Thrifty Prices**  
The volume of our business enables us to sell at money saving prices.  
The thrifty housewife deals at  
**Burhoe's Grocery**  
Weymouth and Fitzroy Sts.  
Phones 871-872.

**ASK YOUR NEIGHBOR**  
You probably have a neighbor or friend who is enjoying the luxury and convenience of a HOME IDEAL OIL BURNER, either in range or base burner. Inquire as to its satisfaction, and then phone 1117 for full particulars of installation and operating costs.  
**T. G. IVES**  
219 Great George St.

**CUT FLOWERS**  
Whenever the occasion arises where floral tributes are appropriate, phone 269. The F. T. D. emblem is your assurance of prompt telegraph delivery anywhere.  
**JAMES TAIT**  
FLORIST

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

**WHEN IN NEED**  
Of expert jewelry service call on us. Quality work at moderate cost.  
**Chester A. Campbell**  
187 Queen Street  
West Fennell & Chandler

**EFFICIENCY**  
In the cutting of meats is gained through experience and of various cuts. Try our workmanship and be convinced.  
**THOS. H. MILLS**  
135 Hillsboro St. Phone 334

We now have in stock a complete line of hooking knives, stamped mats, warp and all kinds of dyes, all at good prices.  
**NEXT WEEK'S SPECIALS**  
4 lbs dates ..... 19c  
1 lb tea ..... 39c  
**McGuigan & Boyle**  
Telephone 5. Hunter River

**CHOICE CUTS**  
Of your favorite meat available here; you can order with perfect safety over the phone—call 1301.  
**QUEEN MEAT MARKET**  
WM. MacNEIL, Prop.  
223 Queen Street

**Look Your Best**  
And you'll feel your best; when you phone 1243 you make the first step toward a better appearance.  
**ROSE MARIE**  
HAIRDRESSING PARLOR  
Pearson Building

**Solution to Last Week's Contest**  
Advertiser's Name - ROOP'S LIMITED  
**MISSING WORDS**

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

**CUTTING MEAT**  
Is a business with some people, but it is an art with us. Our clerks know how, and that is one reason so many people call 389 or 390 to order their meats and provisions.  
**ROOPS LIMITED**  
Grafton Street

**So Many Occasions**  
Are appropriate for the presence of flowers - birthdays, weddings, funerals, etc., that you'll find 429 a convenient phone number.  
**Estate Mrs. John Williams**  
FLORIST

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Are appropriate for the presence of flowers - birthdays, weddings, funerals, etc., that you'll find 429 a convenient phone number.  
**Estate Mrs. John Williams**  
FLORIST

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

**Stencil Cutting**  
Is one of our specialties; consult us at any time.  
**H. H. KING**  
Kent Street, Charlottetown

**MODERN TOOLS**  
Enable us to give you expert service in the repairing of engines and general auto repair work. Skilled workmen at your service.  
**Angus MacEachern**  
59 Pownall St. Phone 352.

**A Good Drug Store**  
Is a real asset to the community and carries so many things you need constantly. Buy your drugs and toilet requirements at  
**C. C. HEESCHEN**  
175 Queen Street. Phone 712.

**YOUR FUR COAT**  
May be a little out of style but that's no reason to have to purchase a new one. Bring it to us and we'll quote you an estimate on remodeling and restyling it.  
**Eastern Furriers**  
J. D. KENNEDY  
Brace Building

**Best for baby**  
The Doctor Knows!  
The inestimable value of pure, rich milk to baby's healthy growth, and hundreds of people know that GARDEN CITY MILK, pasteurized and clarified is the safest milk to use for all purposes. Phone 584 and let us have our driver call.  
**THE PURE MILK CO.**

**Small Or Large**  
We appreciate your orders just the same and give you the best groceries at bargain prices. Phone 1140.  
**Angelina Blanchard**  
General Groceries  
55 King Street.

**COAL**  
Every customer receives full weight, prompt service and maximum heat units in his coal. Phone 176 and order yours today!  
**W.D.GILLIS & CO.**  
COAL DEALERS

**Cheerfulness**  
Doesn't cost a thing and we have plenty to give away here. You'll appreciate our cheerful service, as well as the low cost of shopping at our store.  
Quality groceries - prompt delivery service - phone 1045.  
**W. A. JENKINS**  
GROCER  
Queen & Kent Sts.

**PLUMBING**  
**MODERN FIXTURES**  
Whether you plan to build, are remodeling 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.

**Our Neighborhood**  
It's nice to be friendly and neighborly, and we try to create that spirit in our service in selling fresh groceries and meats at honest prices.  
**M. E. GRIFFIN**  
99 Sydney Street  
Phone 1254-J.

**Be sure to attach a Receipt from any Merchant on this Page.**

**Friendly Service**  
Ours is a neighborhood store serving the needs of our other tried-in and fish. Our prices are to any. Phone 491-L; prompt delivery.  
**W. M. MUISE**  
70 Spring Park Road