

# THE NEW SHOP WORD CONTEST

## AN AMUSING AND PROFITABLE STUDY OF THE VALUE HIGH LIGHTS OF THE WEEK.

OPEN TO ALL OUR READERS—YOUNG AND OLD

\$216.00 IN PRIZES \$216.00

DEAL WITH THESE FIRMS AND WIN YOUR SHARE OF THE PRIZES

- 1st. PRIZE — — — \$3.00
- 2nd. PRIZE — — — \$1.50
- 3rd. PRIZE — — — \$1.00
- 4th. PRIZE — — — 50c

1	2
INSIST	TROUT

3	4
CONVENIENT	STARTER



**WE HAVE**  
all the latest up to date Electric Fixtures also new style Bed Lamps.

The new Electric Baby Clothes Washer. Also all other electric equipment such as HEATING PADS, BABY BOTTLE WARMERS, DOOR BELL CHIMES, MIXMASTERS, IRONS, TOASTERS and a thousand other electrical appliances

TELEPHONE 1440

### CHAPPELL & CO.

Licensed Electrical Contractors  
164 QUEEN STREET CHARLOTTETOWN

### READ THESE CAREFULLY

Write your entry ON ONE SIDE of a sheet of paper, giving the particulars in this manner:

#### SOLUTION TO LAST WEEK'S CONTEST

1. Imperial Biscuit Co. Ltd.
2. Queen Street Meat Market.
3. The Pure Milk Co. Ltd.
4. Chappell & Co.

Fred J. Chappell Proprietor  
164 Queen Street, Electrical Contractors, Electrical Fixtures, and Appliances, Electric Razors, Bathroom Scales, Electric Clocks, Toasters, Irons, Etc.

#### CONTEST

In the numbered spaces in the heading of this contest there appear slogans and phrases which may be found in some of the advertisements in this section. To qualify the reader is required to find the advertisement in which these "SHOPWORDS" appear.

#### HOW TO ENTER

Read the ads thoroughly. Write down the number of the "Shopword" as it appears in the heading. Then opposite the number write the name of the advertiser in whose space you have found the phrase. In the case of the fourth "Shopword" it is required that you state in addition to the name of the firm, the name of the manager, the location of the business premises and the lines carried.

Then attach to your reply a receipt from any one of the sponsors of this contest showing that business has been transacted with at least one of them.

Also be sure to state the name of the firm from which you wish to receive your prize.

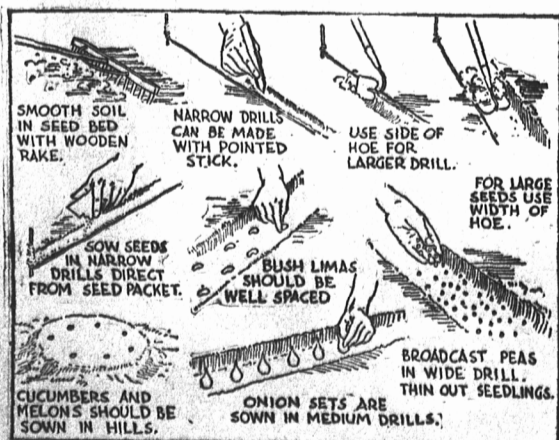
All correct replies have equal chances of winning. The winning entries are drawn for and the prizes will be awarded in the order in which they are drawn.

All prizes are awarded in the form of orders on the advertisers indicated in the replies and are NOT TRANSFERABLE.

All replies must reach this office not later than noon on Thursday. Send in as many replies as you wish but be sure to attach an entry slip to each reply.

Address all entries to the EDITOR, SHOPWORD CONTEST, The Charlottetown Guardian

### Four Garden Rules to Give Professional Finish



#### TECHNIQUE OF SEED SOWING IN GARDEN ROWS

Skilled gardeners do not make plants grow, they let them grow. Experience soon teaches that fusing and pampering is more likely to harm than help. The real task of the gardener is to provide a favorable environment for the plant, as to soil, sunshine and moisture. Then devote himself to removing any obstacles to thirty growth that may develop. Nature will do the rest.

In the vegetable garden the program of care may be reduced to five rules which, if accepted and lived up to, will advance any amateur to a degree of skill which few amateurs attain. They are:

1. Plant in straight rows, running north and south.
2. Do not plant more space than you can cultivate well.
3. Thin out mercilessly plants too thickly sown.
4. Fertilize.
5. Spray to prevent disease and insect attacks.

These things may seem so simple as to amount to little; but only good gardeners observe them. When the gardening fever is especially a first attack it seems a bother to stretch a line and see that seeds are planted exactly upon it, each row parallel to the next. But when plants have grown and we come to push a wheel hoe between the rows, then we realize that five minutes spent in aligning the seeds would have saved weary hours in following the zig-zag lines with the cultivator, to say nothing of the unsightly appearance of a slovenly planted garden as compared to the just pride we take in straight rows of well-developed vegetables cleanly cultivated.

No one escapes the annual temptation to undertake more garden work than he can reasonably handle. We are eager in April to cultivate all the land we can plant and wish for more; in July the seeds are likely to grow unhindered in much of the garden and...

#### PRIZE WINNERS LAST WEEK

1. Mrs. Ernest Dollar, New Wiltshire.
2. Mr. Willard Brehaut, Village Green.
3. Mrs. Vernon Larter, 16 Alley Street.
4. Mr. Bert Hooper, Milton.

#### FREE SERVICE!

### WHITLOCK TIRE SERVICE

Will change your flat tire anywhere within city limits.

No Extra Charge.

TELEPHONE 908.

#### SAY IT WITH FLOWERS

We send your orders by wire to any part of the world.

Delivery within a few hours.

### JAMES TAIT

FLORIST

57 Villa Ave. Phone 269  
Member Florists' Telegraph Delivery Association Int.

#### TREAT YOURSELF AND YOUR FAMILY TO "GARDEN CITY" Chocolate Milk

Pure whole Garden City Milk—filtered, clarified and pasteurized.

Best quality imported ground Chocolate.

Finest grade granulated sugar.

All combined to give you the best drink you could wish for. Order a generous supply today. Serve it Cold or Hot.

Phone 884

### THE PURE MILK CO. LTD.

Cor. Fitzroy & Grt. Geo. St.

#### IT TAKES MORE THAN SKILL!

Filling Prescriptions is a trust. On our work depends the recovery of many sick people. So we stress exactness and integrity in order to be worthy of that trust.

PHONE 86

### REDDIN BROS.

Leo M. Doucette Roy M. Smallman

#### Get our Quotations on INTERIOR REMODELLING

Hardwood Flooring laid or re-surfaced. Experienced workmanship—Modern equipment.

### MACAULAY & BOISNER

Telephone Connections  
A. E. MacAulay, C. D. Boisner

#### ELECTRIC WELDING

ACETYLENE WELDING AND CUTTING

Track frames reinforced. Best Workmanship—Better Rates

### PROUD & MORESIDE

Phone 813-J. 223 Grt. Geo. St.

#### QUALITY

We carry a full stock of best quality food. Our delivery service is prompt and satisfactory. Our prices are as low as you will find. Try an order here and save money.

### ECONOMY GROCERY

Kent at Hillsboro. Phone 1210

#### ARCHER SHOTS GOLF FAIRWAYS

REGINA, April 27—(CP)—Les Airth, Regina golfer, has become a Robin Hood of the links, touring the course with a bow and arrow. Ken Ouf used the regulation golf balls but Airth used a bow and arrow in a match which started recently and had to be abandoned after two holes because of a high wind.

#### LACEY'S FOR CLEAN READING MATERIAL

All Magazines carefully censored. General information and employment service.

### LACEY'S BUREAU

213 Great George Street

#### KEEP IN STEP WITH STYLE!

Call and see our new display of Ladies Shoes.

All the new colors and styles—open toes, etc.

### PURDIE-FERGUSON SHOES LTD.

Sunnyside Phone 522  
Charlottetown

#### Our Restaurant is now open and you are invited to call and see us any time.

We aim to maintain the best of service, highest quality foods, and reasonable charges.

### GEORGE TULL — Proprietor

#### THE CHARLOTTETOWN BOWLING ALLEY'S

Phone 1000  
Market Building Basement

#### Two Dozen GIRLS' ORGEE DRESSES

Regular \$3.98 and \$2.98

CLEARING AT \$1.49

### THE MISSIS HOLMES & BRADLEY

152 Queen St. Phone 92

#### See our NEW — SMART — up-to-date WALL PAPERS

NOW is the time to have your furniture upholstered by experienced workmen.

### WE BUY NEW GOOSE AND DUCK FEATHERS

(Not Mixed — and Free of Quills)

### HENRY MACFARLANE

Phone 1042 167 Kent St.

#### DOUBLE-DECK JOY RIDE

(By The Canadian Press)

MALLENSTONE, Eng. — Prompted by spring, or the spirit of adventure, a young man got into the cab of an empty double-decker bus, smashed into two cars, and got eight miles into the country before capture.

#### ALL-FOOLS CAMEL

(By The Canadian Press)

LONDON—April First is more than a date—the name of a camel born at Whipnade Zoo. He was born on that day.

#### POSTAGE CENTENARY

(By The Canadian Press)

LONDON—The Post Office Department is planning a commemorative issue of stamps to mark the centenary of penny postage as instituted by Sir Rowland Hill in 1840. The King will choose final designs.

Keep Minard's in the home.

#### CRISTAL TEA ROOM

Laura M. Clark, Proprietress  
Phone 577 511 Queen St.  
NEXT TO FIRE HALL.

#### QUEEN STREET MEAT MARKET

Free Delivery — Phone 1301  
Henry Peters, Proprietor

#### CRAIGAVON IN CEYLON

(By The Canadian Press)

COLOMBO—Viscount Craigavon, Premier of Northern Ireland, recently came to Ceylon for a 10 days' holiday.

Use Minard's for dandruff.

#### RIX'S TIPS

"Nabob" Coffee, per lb. — 45c  
WHL 7 oz. Tin FREE

SEA TROUT, per lb. tin 20c  
"Refugee" Green Beans  
3 tins — — — 85c

"Banquet" Fish Cakes  
10 oz. tins, 2 for — 25c

"Sunshine" Grapefruit Juice  
46 oz. can — — — 25c

Aymer's Pumpkin, per tin 15c  
"Non-Such" Enamel Cream  
for cleaning Enamel, Woodwork, Porcelain, Brass, Etc.  
— — — 15c and 25c

### RIX'S GROCERY BOTH STORES

Telephones  
Longworth Avenue 1021—1023  
Queen Street 1801—1802  
Up-to-date News Stand  
At Our Longworth Ave. Store

#### BE PHOTOGRAPHED IN YOUR OWN HOME!

PORTRAITS, GROUPS, FAMILY CIRCLE, FIRESIDE SCENES, CHILDREN AT PLAY IN THEIR OWN ROOMS.

ASK US ABOUT THIS NEW SERVICE

There is no extra charge. Make an appointment today and have us call at your home when convenient to you.

Phone 272-L.

### CRASWELL Studio

There are many reasons why successful ranchers always insist on

### IMPERIALS

Imperial Biscuits are the year-round feed for your flocks.

"From Pup to Pelt"

### IMPERIAL BISCUIT CO. LTD.

101 Longworth Ave. Phone 711

#### NEW PRINT DRESSES

Arriving Daily  
Sizes 14 to 44  
Price \$2.95.

### THE GLORIA

Phone 614  
Cor. Queen and Richmond Streets

#### THE ROGERS HARDWARE COMPANY, LIMITED.

Phone 105

#### THOROUGHNESS is our watchword.

Have us check your radiator, battery, generator, starter and general ignition system.

Bring your car to us today.

### MALLET'S BATTERY SERVICE

Gas, Oil, Grease, Tires, Accessories  
207 Grt. Geo. St. Phone 960

#### DOUBLE-DECK JOY RIDE

(By The Canadian Press)

LONDON—April First is more than a date—the name of a camel born at Whipnade Zoo. He was born on that day.

#### PELL INTO CHIMNEY

(By The Canadian Press)

SLOUGH, England—Working at the top of 146-foot chimney, a sleepjacker, according to fellow workers, "simply disappeared." He had fallen inside the chimney and died shortly after.

#### WHITE RAJAH'S HEIR

SARAWAK, Malaya — (CP)—Nephew of Sir Charles Brooke, "white rajah" of Sarawak, Andrew Walker Dyball Brooke has been named "Rajah Muda" (Crown Prince). Previously Sir Charles' brother had been "Rajah Muda" (their presumptive).

#### TIPPIE and "CAP" STUBS



#### Thimble Theatre, Starring POPEYE



#### By Edwina

