

\$300.00 in Prizes

Ideal Business Service

107 Awards \$1.00 to \$25.00

MISSING WORDS

You Like Delivery
Anything Expert One
Judge

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 Verna Robinson, Brackley Point.
2. Mrs. A. MacLellan, 46 Prince Street.
3. Miss Lillian Robinson, Brackley Point.
4. Miss Alice Chandler, Wheatley 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.

THE SEASONS

In all her glowing splendor The Spring goes fleeting by, The green fields and the hillside, We see it with the eye.

The days are warm and sultry, Now and then a shower of rain, Which makes the trees grow stately All down the wayside lane.

The flowers they smile up at us And then a wren flits by, The robin and the blue-jay They do not care to fly.

Old nature in her beauty She paints all scenes so grand, She gives the earth its color We do not lend a hand.

Then on some quiet morning The summer takes its stand, With all her gorgeous beauty Throughout this bounteous land.

All unaware the autumn Comes down to close the glow, We miss the summer's splendor, But reap the summer's flow.

Then like some massive eagle, The winter storms sweep by, And all is glowing splendor, For it we should not sigh.

—Erma Bain, Cornwall

Bot fly and warble fly campaigns in Ontario in 1934 were the most constructive ever carried out in the province. This year, 1935, wider areas than ever will be covered.

TWO'S COMPANY

A doctor was called upon to attend the butler of an aristocratic but impetuous patient. When he arrived he found the man in bed, and a very superficial examination revealed the fact that there was nothing the matter with him. "It's like this, sir, said the butler in a hoarse whisper, 'er ladyship owes me \$6 in wages, and I'm goin' to stop 'ere until I get it. And a darned good idea, said the doctor. Move over. She owes me \$50.

See Missett's for Bites

EARLY OR LATE

Whether you are the first or last customer, you'll find the same friendly courteous service extended, and also groceries and meats at prices that spell "economy." Phone 747 or 748. Prompt

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

SERVICE

We not only sell the finest sporting equipment on the market, but keep you sold by offering any friendly service you may require.

THE BIKE SHOP
183 Great George Street
Phone 941

GLOSSY HAIR

You may have glossy, well groomed hair, too, if you have it well looked after. Phone 612 for hairdressing and permanents.

SUNNYSIDE BEAUTY AND CHIROPODY PARLOR
PHILLIPS BLDG.

LUMPS OF COMFORT!

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

Once A Patron Always A Patron

Because we always please. If you want a light lunch, sundaes, candy, or smokers supplies. Try

THE MAYFAIR TEA ROOMS
Prince and Kent Streets

EXPERTS

Only experts are employed here in the work of remodeling and repairing furn of all kinds. Our work will please you. us by our service.

Eastern Furriers
J. D. KENNEDY
Brace Bldg.

Visit Our Store

And you'll find the kind of grocery supplies you at prices you like to pay. Phone 65 for prompt service.

S. N. KAYS
87 Pownal Street

We Buy And Sell

If you have you have no use for in clothing, furniture, etc., call in and see us.

The Exchange Store
B. BENJAMIN, Mgr.
108 Richmond St. Phone 969.

AUTO ELECTRIC

Bring your ignition troubles to us. We are equipped to give you excellent service.

Mallett's Battery Service
ELMER W. MALLET, Prop.
207 Gt. Geo. St. Phone 980.

BRIGHTEN YOUR HOME

With flowers and potted plants. Our range is wide and you will be delighted to learn how much a little will buy.

Phone 269 for enquiries.

JAMES TAIT
Florist

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

At Your Service
Paper hanging, wood graining, lettering, general painting exterior and interior and sign painting.

J. A. DOYLE
Painting Contractor
Grafton Street

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
Fardon Building

THERE'S A DIFFERENCE

In meat stores and the goods they handle, and you'll see a delightful difference when you shop here. Phone 1301.

Queen Meat Market
WM. MACNEILL, Prop.
223 Queen 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
18 Upper Prince Street

Fresh Groceries

Our policy of Cash and Carry enables us to clear our stock quickly, at low prices, so you are sure to find Groceries and Meats always fresh at

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

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

FAIRNESS

We buy at good prices and sell to you the cheapest we possibly can. You'll never be overcharged here.

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

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 133

Solution to Last Week's Contest

Advertiser's Name—E. N. KAYS
MISSING WORDS

- Sport —The Bike Shop
- Every —Mallett's Battery Service.
- Kept —Coffin & Co.
- You —Geo. C. Cudmore.
- And —Thos. H. Mills
- Needs —E. N. Kays

Start Them Right

Feed your fox pups IMPERIAL Fox Biscuits and you'll be pleased with the results.

Imperial Biscuit Co. Ltd.
Phone 721

Broken Stoves

Can be repaired at a surprisingly low cost; consult us today about yours.

H. H. KING
Tinsmith Kent Street

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



Your Sunday Dinner
Form the habit of inviting your wife or sweetheart out to dinner on Sunday. You'll enjoy their appreciation. And of course you'll come to Old Spain Tea Rooms 151 Kent Street

At Your Service

Our two stores, on each corner, are ready to supply your needs in Groceries, Dry Goods and Coal.

E. N. KAYS

16-18 Upper Queen Street

Real Craftsmen

If you want a specially good job of upholstering we have both the men and the material to do the job.

We also have an exclusive line of wallpapers which we are sure will please you.

Our prices are reasonable.

H. MacFarlane & Co.
Phone 1042.



Dainty Pastries

For your Bridge Party, or on occasions when you want things better, phone 211 and place your order. Prompt service.

STEWART'S BAKERY

Kent Street

DON'T WAIT!

Until troubles grow bigger and more expensive. Phone 661-L today and we'll be glad to estimate on the job.

BEVAN BROS.

Plumbing and Heating
82 Weymouth Street

Smart Appearance

Is not an expensive matter, but rather a careful one; by having your garments dry cleaned, they will look fresher and last longer.

Geo. C. Cudmore
Individual Dry Cleaners
158 Great George Street
Phone 692-L.

Burhoe's Grocery

MEAT AND FISH MARKET

Canned Tomatoes 99c per doz.
Choice Bananas 25c per doz.
Oranges 29c per doz.
Package of Lux free when you buy one for 25 cents.

Fitzroy & Weymouth 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 it's kind on the Island.

Write or call for estimates on Welding Work.

Bruce Stewart & Co., Ltd.

Charlottetown, P. E. I.

NO RISK

You take no risk in bringing broken watches or jewelry to us — our workmanship is guaranteed and our prices low.

CHESTER A. CAMPBELL
167 Queen Street

QUALITY

We believe in giving our customers quality meats consistent with market supplies. When order here, you may be sure of the best.

THOS. H. MILLS
135 Hillsboro Street
Phone 334

Just arrived 5 dozen Ladies Dresses selling at 79c and 99c. All latest patterns.

Farmers book your order for seeds with us now at lowest market prices.

McGuigan & Boyle
Phone 5 Hunter River

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

YOU CAN WIN!
Send in Your Reply TODAY

New Equipment

That will put your steering gear and wheels in perfect alignment is now at your disposal here. Drive in and let us tell you all about it.

Angus MacEachern
39 Pownal St. Phone 322.

Prescriptions

From any doctor skillfully and carefully compounded by graduate druggists. Bring yours to us!

C. C. HEESCHEN
DRUGGIST
175 Queen Street

Golfer Achieves Fast Recoveries

VANCOUVER, May 10.—(CP)—Twelve years ago Dick Moore as a curly-headed Victoria lad received his first lesson in golf from Phil Taylor, newly arrived pro at Oak Bay club.

Seven years later the same youth surprised everyone, including himself, by winning the British Columbia amateur championship. He repeated last year after a lay-off of four years and won a place on the Canadian team touring England and Scotland. Dick Moore was born in Victoria 25 years ago. With an enthusiastic golfer for a father he was early impressed with the various merits of the divot game. When he was 11 years old his father took him to the Oak Bay club where he was enrolled as a junior member.

In 1927 Dick was attending college and was scheduled to write his first-year exam on the Monday following the Friday when the qualifying round of the B. C. amateur was scheduled. His parents away, Dick entered the tournament "for the fun of it." He not only qualified but went out to win the championship that ended his schooling for all time and his golf for four years.

After travelling across the continent he returned to British Columbia in 1931, settling with

A Friendly Store

Our door is open day and night to give a better service to our neighborhood. Choice groceries at lowest market prices.

Angelina Blanchard
General Groceries
85 King St.
Phone 1140

HARD OR SOFT

We are well stocked with hard and soft coals of the best quality that we are offering at low prices.

Phone 176 and place your order today.

W. D. Gillis & Co.
COAL DEALERS