

THE NEW

SHOP WORD CONTEST

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

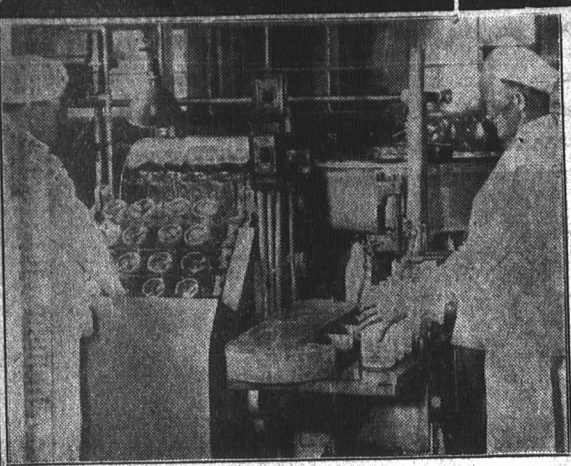
OPEN TO ALL OUR READERS—YOUNG AND OLD

\$216.00 IN PRIZES \$216.00

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

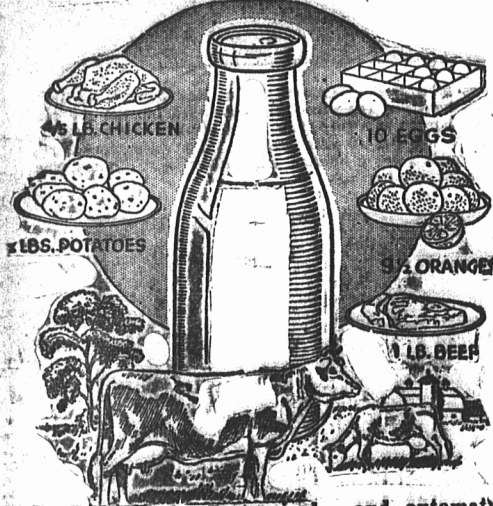
DEAL WITH THESE FIRMS AND WIN YOUR SHARE OF THE PRIZES

3	4
LIMITS	TEMPERATURE



Interior scene at the "Garden City" Dairy showing the automatic bottle sterilizer, filler and capper, all bottles are put through three cleansing processes and thoroughly sterilized.

There is no more economical food than GARDEN CITY MILK



Filtered, Clarified, Pasteurized and automatically sealed in thoroughly sterilized bottles.

Unexcelled in food values—Supreme in Purity. Leading in quality

The Pure Milk Co. Ltd.

Cor. Great George and Fitzroy Streets PHONE 584

Don't Ruin Your CARPETS!

Beating injures the fabric and breaks the stitching. Hire our latest model HOOVER VACUUM CLEANER.

Furniture carefully moved at reasonable charges. HENRY MACFARLANE

Phone 1042 167 Kent Street

STOCK SPRAYS

STOCKRAID FLY OIL
CRENOID CATTLE SPRAY

FLIT Household Fly Spray

New Shipment. Lowest Prices.

THE ROGERS HARDWARE COMPANY LIMITED

Wholesale and Retail FREE DELIVERY PHONES 105 and 1308

SEND FLOWERS BY WIRE

We can have your order delivered to any part of the world in a few hours.

JAMES TAIT FLORIST

37 Villa Avenue Phone 269

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

SPECIALS—

Boxed Writing Paper, reg. 50c for 25c

Schick Razor with 8 special blades and 25c tube of Palmolive Shaving Cream all for 45c

Cashmere Bouquet 2 cakes 11c

REDDIN BROS.

The Old Reliable Drug Store Phone 88

Victoria Row Richmond St. Sunnyside

SHOES—

Special reduction on LADIES' WHITE SHOES

New shipment of SNEAKERS CAMP SHOES AND OUTING FOOTWEAR

All our stock is NEW and priced right.

PURDIE-FERGUSON SHOE LTD.

Phone 522

Richmond St. Sunnyside

Secure Your BABY CHICKS

from us and be sure of quality. We carry a full stock of all Brooder Equipment, Feeds, Etc.

Ask us about the famous "JAMES-WAY" Oil Burning Brooder. It will pay you to see us.

P. E. I. CO-OPERATIVE

EGG & POULTRY ASSOCIATION

Candler Station and Stores at 201 Weymouth St. Phone 575.

We are now carrying a COMPLETE STOCK

OF

CAMERA FILMS

FOR EVERY STYLE SIZE AND MAKE OF CAMERA

CRASWELL Studio Great Geo. St. Phone 272-1.

RIX'S TIPS

Known Economy

Clark's Assorted Soups 3 tins 25c
Tip Top Tomato Juice 3 cans 25c
Leland Tomato Juice No. 10 tin — 25c
X L Catsup, 12 oz. bottle 10c
26 oz. bottle — 15c
Wax Paper, 100 feet — 45c
Nabob Coffee, per lb. — 45c
with 7 oz. tin FREE.
Natures Best Marmalade, 22 oz. — 27c
Ivory Soap, 2 large cakes — 15c

RIX'S GROCERY BOTH STORES

MOTORISTS—

Remember that we offer to change your tires free of charge, anywhere within the city limits, when we do the repairs.

Call and look over our stock of Accessories, Tires, Tubes, Batteries, Etc.

WHITLOCK TIRE SERVICE

162 Kent St. Phone 909

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READ THESE RULES CAREFULLY

Through the co-operation of the sponsors, whose advertisements appear in connection with the contest, The Charlottetown Guardian is publishing the Shopword Contest for thirty-six consecutive weeks, and prizes are being awarded each week as listed above, in the form of service or merchandise orders.

CONTEST RULES

Any readers of the Charlottetown Guardian may participate. (Excepting employees of the Guardian Publishing Co., and members of their families.) It is important that each reply shall be accompanied by a receipt from any one of the firms whose announcement appears in the contest. It is also important that you state on your entry which of these firms you wish to draw your prize from.

EXPLANATION OF 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 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 business premises and the lines carried.

SOLUTION TO LAST WEEK'S CONTEST

1. Rix's Grocery
2. L. S. Coffin
3. Reddin Bros.
4. The Pure Milk Co. Ltd.

Corner of Great George and Fitzroy Streets, C. M. Cox, Manager, Garden City Dairy Products including Milk, Blend, Cream, Butter, Cheese, Buttermilk, DeLuxe Ice Cream, Chocolate Milk, Orange Drink and Homogenized Products.

SHOPWORD CONTEST

Write your entry ON ONE SIDE of a sheet of paper, giving the particulars in this manner: SOLUTION TO LAST WEEK'S CONTEST
1. Rix's Grocery
2. L. S. Coffin
3. Reddin Bros.
4. The Pure Milk Co. Ltd.
Corner of Great George and Fitzroy Streets, C. M. Cox, Manager, Garden City Dairy Products including Milk, Blend, Cream, Butter, Cheese, Buttermilk, DeLuxe Ice Cream, Chocolate Milk, Orange Drink and Homogenized Products.

Choice Strawberries

Daily at Lowest Prices.

Rhubarb, 7 lbs. for — 25c

Soda Biscuits, per lb. — 15c

Choice DAIRY BUTTER per lb. — 30c

P. J. MacDONALD

Free Delivery. Phones 882-889

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KEEP COOL!

When hot weather gets you down you'll appreciate the comfort of a cool breeze in your home or cottage.

See our complete line of Electric Fans all sizes and prices

CHAPPELL & CO.

164 Queen Street Phone 1440

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JUST ARRIVED—

New shipment of Cotton HOUSE DRESSES in large range of styles. Sizes 14-44. Price \$1.00

Also other Cottons in stock. Sizes 14 to 52 at \$1.49 to \$1.95 including long sleeves.

THE GLORIA

Corner Queen & Richmond Streets

Corner Queen & Richmond Streets

Corner Queen & Richmond Streets

Corner Queen & Richmond Streets

Corner Queen & Richmond Streets

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