


# GREAT GEORGE STREET BUSY BUSINESS CENTRE


YEAR IN AND YEAR OUT OLD-ESTABLISHED FIRMS ON GREAT GEORGE STREET HAVE BUILT UP A REPUTATION OF SERVING CUSTOMERS EFFICIENTLY. THIS YEAR, AS ANOTHER CHRISTMAS SEASON APPROACHES THESE FIRMS ARE AGAIN READY TO SERVE YOU. SCAN CLOSELY THE ADS APPEARING ON THIS PAGE; YOU WILL BE SURE TO FIND A VARIETY OF CHRISTMAS GIFTS UNEXCELLED IN QUALITY AND PRICE.

**C. W. PATTERSON**  
JEWELLER  
130 Gt. George Street



Has a very attractive stock of Ladies' and Gent's watches made by most reliable makers. Prices range from \$10.00 to \$35.00.

Bridal Wreath Diamond Rings, Signet Rings and coloured Stone Set Rings, new style settings at moderate prices. Also a large and varied line of Locketts, Bracelets, Rosaries, Pen and Pencil Sets. Any of the about articles make a lasting and useful Christmas present.



**STOP!  
LOOK!!  
LISTEN!!!**

If it is Christmas values you want, then don't fail to visit these stores

**GUDMORE BROS.**  
Quality — Cleanliness — Service

- NUTS MIXED 23c**
- ORANGES 29c - 39c 60c Doz.**
- APPLES EATING 29c - 39c**
- CANDY MIXED 25c - 30c - 35c**
- GRAPES 18c**
- PLUM PUDDINGS 39c-75c \$1.00**

**GIFTS FOR THE BOYS SERVING THE EMPIRE**

Thoughts of boys now serving in Their Majesty's Forces will be straying to home as Christmas approaches. What could be more appropriate than a gift from our stock.

We have khaki sweaters, all styles, khaki shirts and ties, scarves, braces, handkerchiefs, flannelette pyjamas, gloves and everything that will add to their comfort. Also see our complete line of Christmas gifts in better-known lines of wearing apparel.

Start Shopping For Christmas BEAUTY In the haste of buying gifts for everyone on the list, don't forget yours!! You owe yourself a permanent or individualized hair-style.

MAKE APPOINTMENTS EARLY  
PHONE 1243  
**ROSE MARIE**  
BEAUTY PARLOR  
168 Great George Street

**Esquire**  
THE STORE FOR MEN  
JACK CAMERON Great George St.

**Let Us Help You Finish That List We Have Gifts For Everybody**

GAMES BOOTS and SKATES JOYCYCLES BICYCLES WAGGONS SLEIGHS Badminton RACKETS	TENNIS RACKETS PUNCHING BAGS BOXING GLOVES AIR RIFLES FLASHLIGHTS HOCKEY UNIFORMS HOCKEY GLOVES	TOBOGGANS SNOW SHOES SKIS SKI HARNESS SKI POLES SKI BOOTS SKI MITTS
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**Priced Right Too**  
**Shop At THE BIKE SHOP**

**GIFTS OF GLAMOUR!**

No woman can resist the loveliness of these dainty silken things. HOUSE COATS and DRESSING GOWNS in Satin, Quilted Satins and Striped Taffeta — \$5.50 to \$11.50

NIGHT GOWNS and PYJAMAS. In printed Sheers and Satins — \$1.98 to \$2.98

SLIPS. These may be had in tailored types, plain or lace-trimmed — 85c to \$1.15

HOSIERY is one thing that a woman has never too much of. Crepes, Chiffon, and Semi-Service Weights. — 69c, 75c and \$1.15

WOMEN'S ATTRACTIVE UMBRELLAS. These smart Oiled Silk Umbrellas have strong 12 ribbed frames and contrasting novelty handles and tips. In colours of blue and white, wine and white, brown and white, black and white with a variety of patterns. — \$2.25

**KENNEDY'S Ladies' Ready to Wear**  
154 Great George St. Phone 1766

**SANTA PRESENTS**  
The "Gift Of Health"  
"GARDEN CITY MILK"




The children of wise parents will receive this Christmas the best gift they could get! When you buy "Garden City" Products — Milk — Cream — Blend — Ice Cream — Chocolate Milk — you may be sure you are buying an all-year round gift of Health.

**THE PURE MILK CO., Ltd.**  
191 Great George Street Phone 581

**LET US SOLVE YOUR GIFT PROBLEMS FOR MEN**

MAY WE SUGGEST JUST A FEW OF OUR MANY CHRISTMAS ITEMS NOW ON DISPLAY




**PJYAMAS** in Broadcloth and Flannelette. All new Stock. \$1.39, \$1.75 and \$2.25

**SHIRTS BY BRILL** with the original Fused Collars. Smart new patterns, and colors, nicely Boxed — \$1.65 and \$1.95 Other lines from — \$1.19 up




**GLOVES**, Pigskin, Buckskin and Suede at \$2.75 and \$3.00 All Nicely Boxed

**TIES** A large assortment to choose from 35c, 50c, 75c and \$1.00

**THE GREENDAL COMPANY**  
MEN'S AND BOYS' WEAR  
144 Gt. Geo. St. Phone 1500

**Last Minute GIFT GUIDE**

It's not too late to get perfect gifts at JENKINS PHARMACY! We still have a grand selection left. Lovely things for every person, young or old. Check the items in this ad... shop for more at our store!

**FOR HIM**

- SCHICK ELECTRIC SHAVERS — \$9.95
- MILITARY BRUSH SETS — \$4.00 to \$14.50
- SHAVING SETS — 25c up
- BRIAR PIPES
- Frank Medico \$1.25 — Sashar — \$1.00
- GILLETTE MILORD TECH One-piece Razor with 5 Blades — \$1.50
- KEYSTONE BRUSH SETS — \$3.50 — \$7.25
- PARKER & SHEAFFER PEN & GIFT SETS
- RONSON LIGHTERS
- CIGARETTE CASES See Our Smart New Line
- FLASHLIGHTS — \$1.00 - \$1.25
- WRIST AND POCKET WATCHES

**FOR HER**

- WEEK-END CASE Fitted with Brush, Comb and Mirror \$9.95
- CUTEX MANICURE SETS — 39c to \$6.95
- MIMZY, PINK, APPLE BLOSSOM, COLOGNES 50c, 75c, \$1.25 and \$1.75
- PERFUMES — 50c to \$27.50
- ADRIENNE TOILET SETS — \$1.25 to \$10.00
- MEXICALI SPICE BATH POWDER — 9c
- KODAKS
- PHOTO ALBUMS
- DUBARRY TRAVEL KITS — \$6.50 - \$9.50
- BRONNLEY'S BATH SOAP and 6 BATH CUBES — \$1.00
- JASMINE of Southern France MIRROR BALL FACE POWDER and MIRROR BALL PERFUME \$2.75

**CHRISTMAS CANDIES**  
Laura Secord SALTED NUTS 1-2 lb. box 50c

**THE JENKINS PHARMACY**  
THE Retail STORE  
Dispensing Chemists  
PHONE 219 COR. Gt. GEORGE & KENT STS. CHARLOTTETOWN, P. E. I.

*This Christmas... Give DOUBLE PLEASURE*  
THE JOY OF PLAYING RECORDS PLUS THE FINEST IN RADIO...

**RCA Victrola**



Imagine their joy when the ribbons are untied... to find that it's the "gift that keeps on giving"—an RCA Victrola. Give this gift, this year, and each time they play "the music they want when they want it" it's a reminder of you—the giver!

**RCA VICTROLA — Model VR-40**  
The lowest priced Victrola in RCA Victor history. Electro dynamic speaker, standard wave reception. Built in antenna, no ground or aerial. Smart, compact. Only... **\$44.50**

**MILLER BROS., LTD.**

**What to Give for CHRISTMAS**

Angora Gloves  
Lingerie  
Purses  
Phantom and Alladin Hosiery  
Scarves  
Striped Blouses  
White Satin Blouses  
Skirts, Sweaters, etc.

Black Swing Skirts with red velvet lining for skating  
Dresses, all prices  
New Shipment of House Coats, all colors and sizes.

Let us help you with your shopping from our new and up-to-date stock.

**THE FASHION SHOPPE**  
141 Gt. Geo. St. Phone 55

**Choose Yule Gifts By Stars Astrologist's Bright Idea**

NEW YORK, Dec. 18—Helen Paul, an astrological Santa Claus has a brand new system for selecting Christmas gifts.

"It's as simple as A, B, C," said Miss Paul. "If one studies the signs under which friends and relatives are born, no one need fear that their gifts will be exchanged after Christmas."

For eleven years Helen Paul has been drawing up horoscopes for business men and unhappy housewives. Last year she did her Christmas shopping the heavenly way, and believed that not a single present was exchanged after Christmas.

Here's her rating of Christmas satisfaction according to the zodiac:

Those born on Dec. 22 to Jan. 21 are the practical type. Capricorn is their sign—and they have a yen for leather goods.

The Aquarius boys and girls—born from Jan. 22 to Feb. 20—like the unusual, the Aquarius females hankering for ankle bracelets, the males, spats.

Those born under the sign of the fish (Pisces—Feb. 21 to March 20)—would be greatly pleased with wet goods—wines and liquor.

The Aries crowd—March 21 to April 21—go in for smoking. Ash trays, cigarettes, pipes, tobacco—for the men. For the women, a bright red sweater and cap.

The Taurus people—April 22 to May 21—would like nothing better than food—Taurus people never grow weary of eating.

Gemini—ers—May 22 to June 22—have literary preoccupations—girls would be thrilled by writing material, the men by a printing press or a pen and pencil set.

Those born under the sign of cancer—June 23 to July 22—are homy and would like domestic gifts such as lounging robes, cocktail sets or household equipment.

The Leo people—July 23 to Aug. 22—ar show-offs. The men go for startling ties no matter what they say—the women hope for something really fancy in jewelry or lacey underwear.

Virgo—ers—Aug. 23 to Sept. 22—are resolutely practical. The men really want handkerchiefs, and the women want a utility kitchen cabinet.

The Libra men want that handkerchiefs initiated. They're born from Sept. 23 to Oct. 22—and at heart they are eccentrics.

Scorpio men and women—Oct. 23 to Nov. 22—go in for the exotic. The men would be delighted with some chisels and a chunk of granite; the women want to get a kick out of exotic perfume, or some such.

The Sagittarius type—Nov. 23 to Dec. 21—long for a parlor bowling alley.

**PIGS FOR FINLAND**  
STOCKHOLM—(CP)—As a relief measure for the livestock farmers of the Finnish Karelian districts, disorganized by war a year ago, Sweden sent 2,500 live pigs to replenish the stock.

**DIES AT 101**  
SYDNEY, N.S. Dec. 17.—(CP)—John Walsh, 101, who conducted a fish business many years at North Sydney, died today.