


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 Lockets, 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

Shop At THE BIKE SHOP

BOOTS and SKATES	LADIES GENTS KIDDIES	\$2.98 To \$13.95
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GIFTS TODAY
Sporting Goods will be cherished Gifts for a thousand tomorrows. Make your selections from our stock.
For Everyone On Your List

SKIS	FLASHLIGHTS
HOCKEY	GAMES
BADMINTON	TOBAGGANS

C.C.M. JOYCYCLES
The REAL GIFT From SANTA



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 hustle of buying gifts for everyone on the list, don't forget yourself! 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.

THERE'LL ALWAYS BE A CHRISTMAS
GIVE GROCERIES THIS YEAR — THE MOST PRACTICAL GIFT

EGGS Grade B 35c — Grade C doz. 28c
FLOUR Five Roses Reg. \$3.25 \$3.10
PRUNES 4 lbs. — 25c

Bulk ROLLED OATS 5c Per Lb. — 43c	10 Lbs. — 39c	WALNUTS Broken, Lb. — 25c	PICKLES Palm, 34 oz. — 25c	Campbell's TOMATO SOUP 3 for — 25c	SOAP, Dollard 10 Bars — 25c	JELLO Pkg. — 7c	CORN FLAKES Pkg. — 8c	SHORTENING Solite, 2 lbs. — 25c	Golden Wax BEANS, Tin — 10c	JAM, Strawberry, 32 oz. — 32c	SWANSDOWN CAKE FLOUR Reg. 27 — 24c	LARD Per Lb. — 11c
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IVORY SOAP Large Cake 2 for 15c
CARROTS 10 Lbs. — 19c
PEACHES, Tin — 15c

Merry Christmas Specials

STOP AND SHOP AT THIS STORE. WE HAVE EVERYTHING YOU NEED.

Mixed Nuts, 2 lbs. — 45c	Mixed Candy, lb. — 19c	Cranberries, lb. — 19c	Shortening, 2 lbs. — 25c	Walnuts, 1-2 lb. — 19c	Prunes, 2 lbs. — 19c	Mixed Cookies, 2 lbs. — 29c	Apples, 4 lbs. — 19c	Oatmeal, 4 lbs. — 19c
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PURITY FLOUR
BEST FOR ALL YOUR BAKING
Price 3.19

Onions, 10 lbs. — 25c	Carrots, 10 lbs. — 21c	Potatoes, peck — 15c	Parsnips, 10 lbs. — 29c	Beets, 10 lbs. — 25c	NEW CROP SUNKIST ORANGES thinner skin, more juice 29c — 39c — 59c doz.
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Pork Hocks, fresh, lb. — 6c
Fresh Bacon, lb. — 21c
Roast Pork, lb. — 19c
Pork Chops, lb. — 25c
Roast Beef, lb. — 14c

Free Delivery **CASH and CARRY STORES** PHONE 747 - 718

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 584

CUDMORE BROS.

LET US SOLVE YOUR GIFT PROBLEMS

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




PJYAMAS in Broad-cloth and Flannelette. All new Stock. \$1.39, \$1.75 and \$2.25

SHIRTS BY BRILL with the original Fused Collar. 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

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

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... the wrappings torn away... 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

We have Gifts for Everyone!

Bring your shopping list here and we'll help your cross off every name! Just tell us whom the gift is for and we'll give you dozens of suggestions. It's as simple as that because we have everything you'll want!

Ladies Cosmetic Sets
BY YARDLEY LENTHERIC ARDENNE EVENING IN PARIS GARDENIA and JASMINE of Southern France DUBARRY HOUBIGANT CHARLES OF THE RITZ CASHMERE BOUQUET THREE SECRETS 25c to \$22.50

SOAPS
BRONNLEY'S FINE ENGLISH SOAPS
In Special Gift Packages From 50c Up
Also many other soaps by famous makers such as YARDLEY, DUBARRY, ETC.

MILITARY BRUSH SETS and DRESSING CASES \$1.29 to \$15.00

RONSON LIGHTERS CASID PIPES BRLAR PIPES

POPEYE BRUSH and COMB SETS For Children \$1.00

BOYS' POCKET WATCHES \$1.35 — \$1.75

Mexicali Spice BATH OIL 16 oz. painted Stone Jar \$1.98

CUTEX and REVILON MANICURE SETS 39c to \$4.50

MEN'S SHAVING SETS 25c to \$6.00
HOUBIGANT LENTHERIC YARDLEY BACHELOR WOODBURY COLGATE PALMOLIVE MENNENS — Also — After Shave Lotions Gillette Razors and Razor Sets Electric Shavers in Gift Boxes

for CHRISTMAS
HAVE • GIVE • SEND the famous **Laura Secord CANDIES**

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

The Nicer Gifts Go First BUY NOW