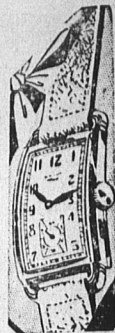


BUSY BUSINESS SECTION READY FOR CHRISTMAS

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

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

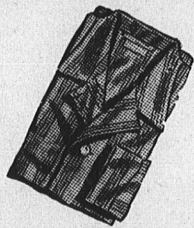
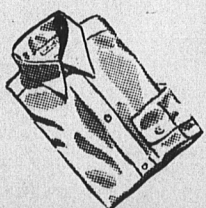
Bulk ROLLED OATS 5c Per Lb. — 43c 10 Lbs. — 43c	CORN FLAKES Pkg. — 8c SHORTENING Solite, 2 lbs. — 25c Golden Wax BEANS, Tin 10c JAM, Strawberry, 32 oz. — 32c SWANSDOWN CAKE FLOUR Reg. 27 — 24c LARD Per Lb. — 11c
WALNUTS Broken, Lb. 39c PICKLES Palm, 34 oz. 25c Campbell's TOMATO SOUP 3 for — 25c SOAP,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

PEACHES, Tin — **15c**

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 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, Pileskin, 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



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

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

THE FASHION SHOPPE

141 Gt. Geo. St. Phone 55

Shop At THE BIKE SHOP

SKATES and BOOTS

LADIES' WHITE — — — \$3.99 up
KIDDIES' OUTFITS — — — \$2.98
MEN'S AMATEUR — — — \$3.98
MEN'S PROFESSIONAL — \$5.25

WE HAVE THE LARGEST STOCK OF BOOTS and SKATES ON P.E.I. A BOOT FOR EVERY FOOT. A PRICE FOR EVERY POCKET.

PLAY-THINGS

BICYCLES
TRICYCLES
SKIS
TOBOGGANS
AIR RIFLES
SLEIGHS
BADMINTON RACKETS
TENNIS RACKETS
HOCKEY SUPPLIES
BOXING GLOVES
FISHING GEAR

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.

Esquire

THE STORE FOR MEN

JACK CAMERON Great George St.



Photographs are always welcome gifts. They represent a lot of planning and careful thought and please anyone who receives them.

GRASWELL STUDIO

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

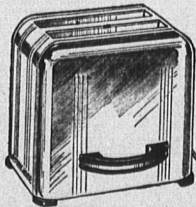
Phone 584

Electrical Gifts



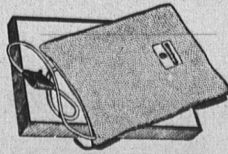
Beautiful, convenient, finest quality — **\$9.95**
Other lines **\$3.75** UP

BY WESTINGHOUSE
ELECTRIC WASHERS
To build a washer of Westinghouse quality demands the finest precision standard in the entire washer industry. Every part of highest quality; every working part machined and assembled with the accuracy of a fine automobile. Priced from — **\$92.50**



TOASTER
Latest design, two slices both sides at once. Switch on cord. Price at **\$9.95**

Also at — **\$4.40**



HEATING PADS
Four thermostats instead of the usual two provides just the right temperature waterproof electric inner lining protects the electric element — **\$6.75** to **\$8.25**



WAFFLE IRONS
from **\$7.95** up

COFFEE MAKER
Chrome plated base, bakelite handle. 8-cup capacity **6.95** to **9.95**

MILLER BROS.

147 Great George Street

Phone 555.

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 — \$5c 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

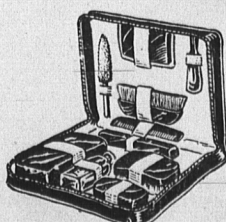
WOMEN'S ATTRACTIVE UMBRELLAS. These smart Oiled Silk Umbrellas have strong 12 ribbed frames and contrasting novelty handles and tips. In colours of blue and white, wine and white, brown and white, black and white with a variety of patterns. — \$2.25

KENNEDY'S Ladies' Ready to Wear

154 Great George St. Phone 1766



Grand GIFTS for Everyone on Your List!



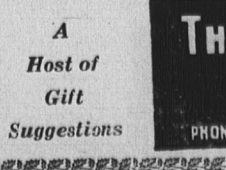
FOR HER
Gift Sets By Cutex
A Complete range of this always Popular Gift
MANICURE LINE
From 39c to \$6.95



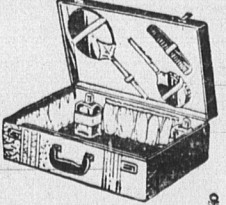
PERFUMES
TOILET WATERS
BATH OILS
BATH DUSTING POWDER
VANITY CASES
These make delightful gifts. You're sure to find her favorite in our Wonderful Display.



FOR HIM
PIPES
RAZOR SETS
LIGHTERS
Genuine Leather Bill Folds
Cigarette Cases
Lotions



FOUNTAIN PEN and PENCIL SETS
For Ladies' and Gentlemen
Parker — Sheaffer — Eclipse
MILITARY BRUSH SETS
BOXED and IN LEATHER CASES
With one, two or three Brushes
\$1.29 - \$2.19 to \$10.00



Shell travel in comfort with this smart fitted case. Roomy and beautifully lined. Only — **\$9.95**

LADIES' BRUSH, COMB and MIRROR SETS

3 piece — — — \$2.98
Others up to — — \$25.00

GIFT SETS FOR LADIES

YARDLEY'S LAVENDER LENTHERIC SETS in Tweed, Miracle and Shanghai
DUBARRY EVENING in PARIS GARDENIA and JASMINE of Southern France and Loveliest of all ADRIENNE from \$1.00 to \$15.00

A Host of Gift Suggestions

THE JENKINS PHARMACY

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

See This Great Display Today