

# SHOP EARLY in the day in the month

Avoid that nerve-wracking last minute shopping ordeal by doing your Christmas Shopping Early. You'll find your Christmas will be much Happier and Merrier.

## Choose Your Christmas Gifts From the BIKE SHOP



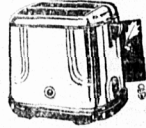
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|-----------|----------|
| BADMINTON | HOCKEY   |
| SKI       | TENNIS   |
| BASEBALL  | BICYCLES |
| TRICYCLES | GAMES    |
| SLEIGHS   | WAGGONS  |

**— OPEN EVENINGS —**

*A Small Deposit Will Hold Any Article Till Christmas*

ONLY 23 SHOPPING DAYS

SHOP NOW



**AUTOMATIC TOASTER.** Drop in two slices and when done, automatically pop out.

Why not give her something that will ease her household tasks? She'll love you for your thoughtfulness and use your gift constantly throughout the year. Come in and see our wide range of beautiful, practical and useful gifts.



**GLASS COFFEE MAKER.** 8-cups. Heat proof. Chromium-plated stove.

We have a wide display of items that will make work lighter, home pleasanter.

### LAMPS

Just the thing for mother. Styling and designing are so appealing and prices so moderate that they are in reach of everyone.

It is the Early Shopper who gets the best values. Come and See our display.



**WAFFLE IRON.** Makes perfect waffles! Automatic controls. Chrome-plated.

Bring Christmas cheer to every home you know. Our vast display is bound to please. Our goods give perfect service.



**ELECTRIC IRON.** Light in weight, makes easy ironing. Automatic heat control.

Give Electrical Gifts. They Are Best!

## CHAPPELL & CO.

164 Queen St.

ELECTRICAL CONTRACTORS

Phone 1440

## Come In And See Our New Stock of Christmas Gifts

### Electrical Gifts:

Electric Irons, Waffle Irons, Silex Coffee-maker, Toasters, Grillette, Heating Pads, Bed Lamps, Desk Lamps, Percolators, Hot Plates, Heaters, Broilletes, Mix-Master, Christmas Tree Lights, Eveready Flash-lights and Batteries, Electric Clocks.

### English Dinnerware:

Glassware, Sherbets, Sherbet Plates, Goblets, Cocktail Glasses, Water Sets, Vases, Carving Sets, Community Plate Silverware, English Pocket Knives, English Table Cutlery, Pyrex Ware.

### Shaving Needs:

Gillette Razors and Blades, Gillette Razor Sets, Auto Strop, Schick Razors and Blades.

### Fireplace Hardware

- SCREENS
- BRASS COAL HODS
- FIREPLACE SETS
- and
- IRONS

### Sport Goods

Skis, Ski Harness and Poles, Hand Sleighs, Children's Wag-gons, Skates and Boots in Sets, Hockey Sticks, Toboggans.

## Better SHOP EARLY Folks!



### Miscellaneous Gifts

Westclox Clocks and Watches, Wrist Watches, Christmas Tree Stands, Carpet Sweepers, Varied Assortment of Novelty Goods in China-ware—Fancy Teapots, Household and Bath-room Scales, Coleman Lamps, Lanterns and Irons.



## The Rogers Hardware Company Ltd.

WHOLESALE & RETAIL

FREE CITY DELIVERY

PHONES 105 - 1308



GIVE

## Jewelry

THIS CHRISTMAS



### BIG PRIZE OFFER

With every \$1.00 purchase made at this store up to Christmas the purchaser will receive a coupon which entitles him or her to a chance to win either a lady's or gen's watch given absolutely FREE.

### Elgin Watches

See our beautiful display of Ladies' and Gen's **ELGIN WATCHES** in all the latest designs They will take your eye immediately

Priced from **\$29.75** up

**J. R. WILLIAMS**

Gt. Geo. St. Ch'town

### Doric Watches

ANOTHER SENSATIONAL display of the best line of watches we have ever offered. All colors and styles with a price range to suit every customer. Also other makes ranging from

**\$4.95**

**J. R. WILLIAMS**

"The Friendly Jeweller"

Next Door to KELLY & McINNIS

### More Values

Signet rings from \$3.95 up. Also lockets, rosaries, brush, comb and mirror sets, compacts, Waterman Pen and Pencil Sets.

**J. R. WILLIAMS**

DIAMOND RINGS

We carry the famous bridal Wreath Diamond insured against loss.

## — SHOP —

Now while sales people have more time to assist you in buying appropriate gifts!

## — EARLY —

Shoppers discover the best bargains because they have a wider choice of gift stocks!

These merchants are ready and willing to serve you NOW!

## CHRISTMAS GIFTS from GIFT HEADQUARTERS

# GENERAL ELECTRIC

GIFT APPLIANCES FOR CHRISTMAS

Signify Highest Quality

## Maritime Electric Company, Ltd.

ELECTRICAL GIFT HEADQUARTERS

139 Grafton Street



Charlottetown

