

THIS AD IS DIRECTED TO OUR ADVERTISERS

NOW IS THE TIME TO ARRANGE YOUR CHRISTMAS ADVERTISING

The Christmas Shopping Season is opening much earlier than usual this year.

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Through the facilities of this up-to-the-minute Service Department,

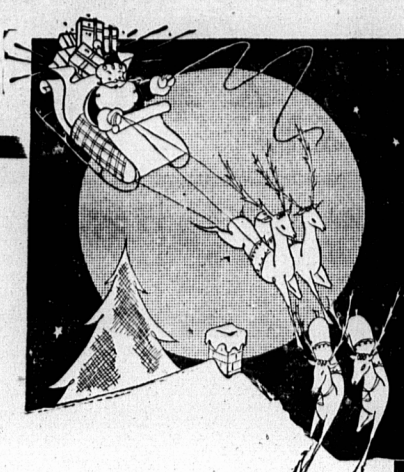
Advertisers in The Charlottetown Guardian are offered absolutely FREE:

CUTS. COPY. IDEAS. LAYOUTS. ART WORK READERS. WRITE-UPS. ILLUSTRATIONS PLANS. ESTIMATES. ETC.

Consultations by Appointment — DAY or NIGHT.

This department will be able to give you the utmost in satisfactory service and results if you co-operate by immediate negotiation before the big rush comes.

SIMPLY PHONE 132 OUR COPY-WRITER WILL CALL ON YOU



IF A BETTER ADVERTISING SERVICE COULD BE OBTAINED, THE Charlottetown Guardian WOULD HAVE IT

VEO'S THEATRE



HER BEST PICTURE BY FAR! SOURIS — Thurs. MONTAGUE — Sat. MATINEE — 3 P. M.

Through The Looking Glass

NOVEMBER DAYS The leaves lay in sodden drifts along the road gutters, the chill November day walks over to the Philosopher, but the few that were left scattered over his garden were crisp and brown. He was busily raking them.

CLOSING OUT THE STORE OCCUPIED BY PURDIE-FERGUSON SHOE CO. LTD. Has To Be Vacated At Once ABSOLUTELY EVERY PAIR OF FOOTWEAR Is Going To Be Cleared THE FIRM IS CLOSING OUT The Shelves Must Be Emptied

P. W. C. NOTES The topic debated in Section C on November 15th, was "Resolved that no one should be convicted on circumstantial evidence".

Chinese Meet With Success SHANGHAI, Nov. 17.—The Japanese made a reserved acknowledgment tonight that the Chinese counter-offensive in South China, near Canton, was having some success.

Notice To Hotels, Boarding Houses, Cottages, Garages, Service Stations, and others, Who Cater To Tourists Have your name listed, free of charge, in our new 24 page folder, which will be distributed at the New York World's Fair and the Travel Bureau, throughout Canada and United States.

Nelly Haley Killed In Car Crash

(Antigonish Casket Nov. 10) Rinaldo (Nelly) Haley, aged 31 son of Mr. and Mrs. Edward Haley Church street, Antigonish, was killed in a car accident on the Harbor road last Sunday afternoon about two o'clock.

quickly. In her house nearby Mrs. Margaret MacDonald heard the crash. With her sister, Mrs. Michael Gillis, she ran out and down towards the wreck. Some one shouted to get a doctor and priest, and hurrying to the home of Alexander MacDonald (Hector) she called Father Bernard Chisholm, of the Cathedral staff, and Dr. MacIsaac. She then notified her mother, Mrs. Will Dunn, Lanark, who went quickly to the scene of the accident, and while awaiting the arrival of the priest, recited the prayers for the dying. Priest and doctor arrived within ten minutes. The doctor found life extinct, and in his capacity as coroner gave instructions for the remains to be removed.

his brother Ronald A. Boyd. All were shaken up and bruised, Mr. Boyd himself having his upper lip cut deeply. He intended to return to the St. John's hospital, but will now have to remain for the inquest. Both MacIsaac and MacIsaac were cut about the head, but not seriously. Rinaldo Haley had been driver of the Imperial Oil Company tank truck for the past several years. A good steady worker, and a pleasant companion he had a great many friends, who were shocked to hear of his tragic and untimely death. His mother was visiting her sister Mrs. H. E. Cantwell, in Charlottetown when notified of the tragedy. She left for home on the first boat, Mrs. Cantwell accompanied her and was met at Tormentine by J. T. Bonner, so that she caught her Monday afternoon. Other members of the family are Roderick working with B. A. Oil Co. in Montreal, who got home Tuesday afternoon; and Edward, who spent the last week end in Halifax, and learned of his bereavement in a radio news broadcast.

Week End Excursions Going—Noon on Friday to 2.00 P.M. on Sunday Return Limit—Leave destination not later than midnight Monday following date of sale. Fare—One way first or coach class fare and one-quarter. T. B. ROGERS City Ticket Agent 181 Queen St. Phone 540

"KOLD PAK" FRESH STRAWBERRIES NOW ON SALE AT All Perfection Dealers PINT 25cts. Delicious when served as Chilled Fruit, with cream, as a sauce for Shortcake and Cake, Puddings, and Sundaes. The natural bright color and fresh picked flavor is retained by sub-zero temperature. CENTRAL CREAMERIES LTD. CHARLOTTETOWN P. E. ISLAND

Conquering After Sickness After many severe illnesses such as influenza, scarlet and typhoid fever, pneumonia, etc., or an operation, the patient is usually left in an extremely weak, nervous and exhausted condition. To all those convalescents who need a tonic to strengthen and build up their weakened system we would recommend Milburn's Health and Nerve Pills to assist them back to the full enjoyment of robust health. They supply the elements so necessary to build up the shattered nervous system, and bring back bodily strength and vigor. A trial will convince you of their merits. The T. Milburn Co., Ltd., Toronto, Ont.

A Thorough Examination with latest scientific instruments will give the prescription which allows you to use your eyes without strain. Avoid the headaches and irritations of even slight eye-strain. Know your eyes, consult G. F. Hutcheson

SAVINGS ARE PLENTIFUL IN OUR GREAT FALL FESTIVAL OF VALUES We urge you to take advantage of these Fall Festival Values — do your Christmas Shopping Now—and SAVE! A small deposit will hold your purchase. 7 DIAMOND BLUEBIRD \$75.00 Insured FREE against loss or theft! Perfect. BUFOVA "RANGER" A new 15 jewel Bulova. Fully guaranteed — \$24.75 4 DIAMOND BRIDAL SET \$75.00 A matched "Bluebird" Pair — perfect — Insured FREE. "Lady Bulova" A feminine 17 jewel model \$29.75 for ladies. Guaranteed. COMMUNITY PLATE \$39.75 Birthstone RINGS For Men and Women Assorted Stones \$3.95 W. W. WELLNER Jewelers Since 1868