



PICK-A-PRESENT

... The Easy Way to Gift Shopping ...

SEND FLOWERS to far-away friends for Christmas
JAMES TAIT
Florist
Member Florists Telegraph Delivery Association.
Phone 3923

Have Santa Call Daily!

There is one gift that stirs renewed appreciation daily—that expresses the good wishes of the sender continuously throughout the year—the gift of a fine daily newspaper tailored exactly to the tastes and interests of the receiver.

THE GUARDIAN
Covers The Island Like The Dew

The whole province is the community served by this favorite family newspaper. Its own staff writers, working in its own news bureaus across the island, linked with its own private-wire telegraphic network, cover province-wide news in a way that is unmatched anywhere.

The completeness of The Guardian in its Island news and world news is its great distinction. The responsibility and incisiveness of its editorial page, and the understanding and authority with which it discusses Island affairs serve to cement its position of leadership as it truly "covers the island like the dew."

The Evening Patriot
The special emphasis of this paper is on Today's News Today, aired particularly to the taste of its urban audience, reached while the news is still fresh, in Summerside and Charlottetown.

It is urban in its tone and news emphasis, and modern in its presentation. It brings more news and pictures from the province's chief centres of population, Charlottetown and Summerside, than any other publication.

As the Island's best newspaper, The Patriot also features its full-color Weekend Magazine and a 16-page color comic section each Saturday—is the only publication in the province to provide these plus-values.

THEY STAND ALONE

While The Guardian and The Evening Patriot each have their distinctive, special qualities, they have equal distinctions which they share in common.

Both papers are served with the news reports of Canadian Press Associated Press and Reuters, the world's greatest news services, and Wirephotos from Canadian Press and Associated Press. All these distinguished services, which are a basic part of good newspapering in Canada, are exclusive with The Guardian and The Patriot on the Island.

Santa will get a heart-warming daily welcome—and daily appreciation will flow back to you. Can you make The Patriot or The Guardian your gift of the year?

Circulation Department
The Guardian
The Evening Patriot

Use these telephone numbers to order service: Charlottetown 5306; Summerside 8031; Montague 97-2; Souris 32-3; Alberta 68-2.

CECIL DOWLING SAYS . . .

A Golf Gift Certificate is the perfect gift for the Golfer on your list. From \$1.00 to any amount.

PHONE 7734

SANTA'S TOY FAIR

now on display at

"The White Hunter's"

FIRESTONE

Home & Auto Co. Ltd.

Great George Street

The Biggest Little Gift You Can Give
A Small Boy . . .

DINKY TOYS

Kids love Dinky toys . . . and we have a wide assortment from which to choose such as cars, trucks, sports cars, racing cars, buses, tractors, army trucks and cars, airplanes. They're on display now!

From 30c up

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FALL COATS
Sizes 8 - 20

DRESSES
Sizes 8 - 24 1/2

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Sizes 8 - 20

OPEN EVENINGS

THE FASHION SHOPPE

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- KROEHLER HOSTESS CHAIR, ASSORTED COLORS \$ 19.95
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- HASSOCKS, FABRILITE UPHOLSTERY ASSORTED COLORS AND STYLES. PRICED FROM \$ 4.95

See our large selection of toys for boys and girls—the finest display ever shown
SIMPSONS-SEARS LTD.
CHARLOTTETOWN
129 KENT STREET

Visit HI-STYLE MILLINERY NEW WINTER HATS & JERSEYS The Prettiest Christmas "OPEN EVENINGS" 163 1/2 Gt. George Dial 462

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The Ideal Christmas Gift is An Underwood Portable Typewriter
Special Terms if Desired
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Bibles, prayer-books
Sacred music
Religious "best sellers"
Mottos, plaques
Religious novelties
Greeting cards

Items From 10c Up

THE BIBLE HOUSE

(Opposite Eaton's)

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Famous French Perfume Cosmetics by Houbigant
Laura Secord Candies 1 to 5 lb. Boxes \$1.25 per lb.
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Phone 4219

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Island Made Blankets. Beautifully gift packaged. Shipped anywhere in Canada \$9.00 to \$15.00

Auto Robes in a variety of tartans \$6.00 to \$10.75

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65 Queen Phone 8712

ARMCHAIR SHOPPING FOR CHRISTMAS GIFTS

With The **PICK - A - PRESENT PAGE**

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Everyone On Your Christmas List

... Something At The Price You Plan To Pay!

"FOR CHRISTMAS ENTERTAINMENT" BUY LANE'S BREAD, CAKES and PASTRY.
LANE'S BAKERY LTD.

EASTERN AUTO SUPPLY

Car parts and Accessories
181 Great George St.
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Deluxe Bicycles
Regular \$57.25 Now \$39.95

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Special Price \$1.98

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SANTA SAYS . . . SHOP THESE SPECIALS!

Chocolates—all assortments
Candy—in packages
Mixed Nuts—Nylons
Also Christmas Turkeys—all sizes

S. N. KAYS
87 Pownal St. Phone 3463

PROMISE YOUR LIVESTOCK A PRESENT
For all the New Year Give them their daily rations of **MASTER FEEDS**

IVAN KERRY, Representative
PHONE 5455

"WHAT DO YOU HEAR FROM HOME?"

THIS QUESTION IS ASKED MANY TIMES DURING THE YEAR. Give the answer to your relatives and friends, who live away from home, by means of a GIFT SUBSCRIPTION to—

THE GUARDIAN or THE EVENING PATRIOT
THIS WELCOME YEAR ROUND GIFT IS A DAILY REMINDER OF HOME.
Just Write or Phone Your Instructions to the **GIFT SUBSCRIPTION DEPT.**
Guardian - Patriot
Charlottetown

RATES: P. E. I. Rural Routes . . . \$9.00 per year
Off Island . . . \$12.00 per year
WE WILL ALSO SEND A GIFT CARD ON YOUR BEHALF.

SAY IT WITH FLOWERS
Est. of Mrs. John Williams

18 Upper Prince St.
Delivered to any part of the civilized world

Order early and save telegraph charges.
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Say Merry Christmas With a Singer Sewing Machine or a Singer Vacuum Cleaner.

"Easy Terms" SINGER SEWING CENTRE
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Spruce and Fir
Phone 5341
Leisure Parking Lot

CHRISTMAS TIME is BEAUTY TIME

Make an appointment early with one of our well-liked operators, to look your prettiest this Christmas.
CERTIFICATES \$5 - \$10 - \$15

MARION'S BEAUTY SALON
49 Queen St. Phone 60

The K. & R SHOE STORE

Have GIFTS FOR ALL THE FAMILY

At Prices you can't Equal
158 Queen Street

CHRISTMAS GIFTS TO PLEASE SPECIAL

Portable Transistor Radios for car or home. With Ear Phone Convenient for Travelling \$9.95.

Steering Wheel Muffs, Scotch Plaid \$5.
Car Block Heaters, Instant heat for your Car 1.95 Up.
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WHOLESALE & RETAIL CHARLOTTETOWN, P. E. I.

GIFTS TO KEEP JACK FROST OUT!

Children's COAT SETS and TEEN COATS

Fur Trims
25% OFF

Holmes & Bradley
Queen St. Charlottetown

THE PERFECT GIFT for "HER"

New styles and materials DRESSES and PARTY DRESSES 9.95 - 27.95
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Special purchase CAR COATS 9.95 - 15.95

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TO DELIGHT A BOY'S HEART **SPORT JACKETS**

Harris Tweeds - Worsteds - A variety of colors \$12.95 to \$19.95

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YOUR ONE STOP SHOPPING CENTRE

ELLIS BROS.
CENTRAL ROYALTY

PRESENTS A PRACTICAL CHRISTMAS GIFT GUIDE

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With a Wonderful Selection of Toys for Boys and Girls. You'll see their eyes light up on Christmas morning when you give the children gifts from our Toyland. For boys we have Trucks, Graders, Friction Toys, Hockey Sticks and Equipment, Gun Sets, Games, etc. For girls you can choose from Dolls, Doll Buggies, Toy Pianos, Games Cut-outs, etc.

Free Prize Draw

F - R - E - E

LADY'S WATCH
21 Jewel, Swiss Movement. Valued at \$42.00.

Just pay our Toyland a visit and enter your name in the Ballot Box, for the FREE WATCH drawing on Dec. 24, at 2 p.m. (no purchase required.)

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FREE PARKING, OPEN NIGHTS TILL 8:30 AND 9:30

CHRISTMAS SPECIAL from **KEITH CARMICHAEL**

Belvedere Corner & Brackley Point Road
MCCULLOCH CHAIN SAWS

SPECIAL PRICE TILL CHRISTMAS
Only \$145.00
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PORTABLE TYPEWRITERS

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BRIEF CASES, SCHOOL BAGS, RING BINDERS

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—AND—
COUTTS HALLMARK GIFT WRAP

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ARNFAST LTD.

Therm-O-Matic Propane Gas RANGE

by Moffat

Clock controlled oven
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Automatic oven ignition
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Glass in oven door
Electric clock and Minute minder

Reg. \$314 only
\$255

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From Our . . .

LADIES' DEPT.
the latest in lovely lingerie styled just for you

Baby Doll Pyjamas in easy-care Arnel tricot in colors, melon, canton teal, Paris rose and mint, priced at \$7.98. Matching gowns in sizes S. M. and L. priced at \$6.98. Full length Pyjamas in nylon and arnel tricot in plain and tailored styles in sizes S. M. and L. Priced from \$3.98 to \$8.98.

Gowns in waltz length and long in a variety of lovely styles of arnel, nylon and tricot in the lovely new shades of melon, teal, rose and mint. All sizes including O.S. Priced from \$2.98 to \$10.98.

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clearing hundreds of Toys At

25% DISCOUNT

toys for boys and girls of all ages.

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ideal Last Minute Gifts.
BOXED JEWELLERY SETS

Necklace and Earrings,
Pins and Earrings

Reg. 4.00 & 2.00
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Christmas Boxed

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of Prince Edward Island

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SALE OF KROEHLER CHAIRS

Regular \$19.95 to \$149.00

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21" Picture Tube
Table Model complete with legs

Beautiful Walnut Finish
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