# PICK-A-PRESENT

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

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.

And on the Island it is particularly easy to make the newspaper you send exactly the right gift, the one that will be appreciated above all others, with a choice between two outstanding papers, each with distinctive special qualities.

THE GUARDIAN

Covers The Island

Like The Dew

The whole province is the community served by this favorite family newspaper. It's 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, tailored 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 carries 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 buy, 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 — when 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 8506; Summerside 8031; Montague 97-2; Souris 32-3, Alberton 68-2.

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CECIL DOWLING SAYS . . .

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

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SANTA'S TOY FAIR

now on display at

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FIRESTONE Home & Auto Co. Ltd.

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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

BIKE SHOP and SPORT LODGE

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The Prettiest Christmas Corsages in town! 25c - 65c

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ARMCHAIR SHOPPING FOR CHRISTMAS GIFTS With The PICK - A - PRESENT PAGE

Items For Anyone . . . Everyone On Your Christmas List

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

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Deluxe Bicycles
Regular $57.25 Now
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Visor Packs,
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Chocolates—all assortments
Candy—in packages
Mixed Nuts — Nylons
Also Christmas Turkeys — all sizes

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FOR YOUR PET SUPPLIES

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Tropical Fish, Budgies Canaries, Lizards and baby Alligators.
Bird Cages, Pet Supplies.
Complete line of Information Booklets.
Budget payments— Will hold 'till Christmas
Come in and enjoy them now.

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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
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WE WILL ALSO SEND A GIFT CARD ON YOUR BEHALF.

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SAY IT WITH FLOWERS

Est. of Mrs. John Williams

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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.

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Take an appointment early with one of our well-trained operators, to look your prettiest this Christmas.

CERTIFICATES $5 — $10 — $15

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GIFTS FOR ALL THE FAMILY

At Prices you can't Equal

158 Queen St.

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CHRISTMAS GIFTS TO PLEASE

SPECIAL

Portable Transister Radios for car or home. With Ear Phone Convenient for Travelling 49.95.

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Children's

COAT SETS and TEEN COATS

Fur Trims

25% OFF

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New styles and materials
DRESSES and PARTY DRESSES
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Newest colors
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TO DELIGHT A BOY'S HEART

SPORT JACKETS
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A variety of colors
$12.95 to $19.95

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$1.69 to $2.75

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YOUR ONE STOP SHOPPING CENTRE

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CENTRAL ROYALTY

PRESENTS A

PRACTICAL CHRISTMAS GIFT GUIDE

TOYLAND

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.

. HOW TO WIN .

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 purchas required.)

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FREE PARKING

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Bendix Propane Gas CLOTHES DRYER By Moffat

Wrinkle free and fully automatic.
Dries 35% faster than all other dryers.
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Economical . . . costs 1- less to operate than electricity.

Reg. $336.00
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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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SALE OF KROEHLER CHAIRS

Regular $19.95 to $149.00

ON SALE FOR $15 to $100

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NO DOWN PAYMENT

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Beautiful sweaters with full fashion sleeves. Colours of Blue, Red, Brown, Orange Ice and Rust. In sizes 34 to 40.

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In Quilted . . . short and long style . . . Pink and Blue with metallic thread . . . all sizes

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