



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 family newspaper. It's own staff writers, working in its own news bureaus across the island, linked with its state-wide telegraphic work, 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 lucidness 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 special emphasis of this paper is on Today's News Today, covered 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 news paper 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 news-reporting 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 8306; Summerside 8031; Montague 97-2; Souris 22-3; Alberton 86-2.

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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now on display at

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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

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See our large selection of toys for boys and girls — the finest display ever shown

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Bibles, prayer-books Sacred music Religious "best sellers" Mottoes, plaques Religious novelties Greeting cards

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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!

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

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For all the New Year Give them their daily rations of

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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.

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CERTIFICATES \$5 — \$10 — \$15

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At Prices you can't Equal

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

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CENTRAL ROYALTY PRESENTS A

PRACTICAL CHRISTMAS GIFT GUIDE

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F - R - E - E

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31 Jewel, Swiss Movement. Valued at \$42.00.

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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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the latest in lovely lingerie

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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 \$8.98 to \$5.98.

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EVERY HOME CAN USE MORE CHAIRS . . . SO BRIGHTEN UP YOUR HOME FOR CHRISTMAS.

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Table Model complete with legs

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