



—Announcement—

# THE GUARDIAN — PATRIOT

*Classified*

## GIFT-SPOTTER

Is Coming!

**Bigger and Better Than Ever!**

Monday, December 7th thru Wednesday, December 23rd.

*Santa's Biggest Helper Since the Reindeer!*

Hundreds of shoppers use the GIFT SPOTTER page as a handy guide to time saving and simple shopping because it's

- EASY TO FIND IN THE CLASSIFIED SECTION EVERY DAY
- HANDY, SYSTEMATICALLY ARRANGED FOR QUICK, EASY SHOPPING
- COMPLETE — GIFTS FOR EVERYONE PLUS SEASONAL SUGGESTIONS

**"PLUS BUSINESS"**

*during the "Holiday Season"*

Merchants in 1958 found this series of stimulating GIFT SPOTTER ads highly successful.



Home Gifts

Gifts for Mom

Gifts for Dad

Gifts for Her

Gifts for Him

Gifts for Baby

Gifts for Girls

Gifts for Boys

Gifts for Students

Sweetheart Gifts

Religious Gifts

Gifts for Newlyweds

Do-it-yourself Gifts

Gifts for Pets

Trees and Trim

Holiday Food

To be sure your message appears in the FIRST edition of THE GIFT SPOTTER phone the Classified Department of The Guardian-Patriot on or before Thursday, December 3rd. THE GIFT SPOTTER GIRLS will be pleased to help you.

You will be pleasantly surprised at the special low rates for the GIFT SPOTTER.

**DIAL 8506**

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