

REPEATED BY POPULAR DEMAND The Greatest Reading Bargain Ever Offered!

THE GUARDIAN'S

ECONOMY

READING

PLAN!

LOOK WHAT
45¢
A WEEK
WILL BUY

HERE'S HOW IT WORKS:

- 1 You receive The Guardian.
- 2 And you have free selection of any four of the 53 magazines listed—or alternatively you may choose Life Magazine plus any one other magazine from the list.
- 3 One payment of 45c weekly, at our carrier's regular collection period, covers the entire cost of both the newspaper and magazines.
- 4 Your Guardian will be delivered by our carrier and your magazines will come by mail.
- 5 Your order will be acknowledged by The Guardian with a postcard. Keep this card because it will show you when to make your first and last magazine payments.
- 6 We fully guarantee each order.
- 7 Allow four to eight weeks for first magazine to arrive.

The offer is open to residents where regular Guardian carrier-service is maintained.



Mark an "X" before any Four Magazines

<input type="checkbox"/> New Renewal	McCALL'S 3 yrs.	<input type="checkbox"/> New Renewal	SPORTS CAR ILLUSTR. 3 yrs.
<input type="checkbox"/>	GOOD HOUSEKEEPING 3 yrs.	<input type="checkbox"/>	TRUE STORY MAGAZINE 3 yrs.
<input type="checkbox"/>	CALLING ALL GIRLS 3 yrs.	<input type="checkbox"/>	LIVING FOR YOUNG 3 yrs.
<input type="checkbox"/>	MODERN PHOTOGRAPHY 3 yrs.	<input type="checkbox"/>	HOMEMAKERS 3 yrs.
<input type="checkbox"/>	MACLEAN'S MAGAZINE 3 yrs.	<input type="checkbox"/>	OUTDOOR LIFE 3 yrs.
<input type="checkbox"/>	POPULAR SCIENCE 3 yrs.	<input type="checkbox"/>	ESQUIRE 3 yrs.
<input type="checkbox"/>	MONTHLY 3 yrs.	<input type="checkbox"/>	AMERICAN HOME 3 yrs.
<input type="checkbox"/>	CORONET 3 yrs.	<input type="checkbox"/>	WEEKLY SCOTSMAN (Edinburgh) 3 yrs.
<input type="checkbox"/>	CANADIAN HOMES & GARDENS 3 yrs.	<input type="checkbox"/>	MADMOISELLE 3 yrs.
<input type="checkbox"/>	LOOK (every other week) 3 yrs.	<input type="checkbox"/>	PARENTS' MAGAZINE 3 yrs.
<input type="checkbox"/>	MODERN SCREEN 3 yrs.	<input type="checkbox"/>	CHILDREN'S DIGEST (Ages 8-12) 3 yrs.
<input type="checkbox"/>	ARGOSY (The Men's Magazine) 3 yrs.	<input type="checkbox"/>	POPULAR GARDENING 3 yrs.
<input type="checkbox"/>	HUNTING AND FISHING IN CANADA 3 yrs.	<input type="checkbox"/>	CHARM 3 yrs.
<input type="checkbox"/>	CHATELAINE 3 yrs.	<input type="checkbox"/>	COMPACT 3 yrs.
<input type="checkbox"/>	LIBERTY 3 yrs.	<input type="checkbox"/>	MODERN ROMANCES 3 yrs.
<input type="checkbox"/>	SATURDAY-NIGHT 3 yrs.	<input type="checkbox"/>	ROD AND GUN IN CANADA 3 yrs.
<input type="checkbox"/>	U. S. CAMERA 3 yrs.	<input type="checkbox"/>	TODAY'S HEALTH 3 yrs.
<input type="checkbox"/>	FRONT PAGE DETECTIVE 3 yrs.	<input type="checkbox"/>	SPORT 3 yrs.
<input type="checkbox"/>	FREE PRESS WEEKLY 3 yrs.	<input type="checkbox"/>	TRUE ROMANCE 3 yrs.
<input type="checkbox"/>	P. FARMER 3 yrs.	<input type="checkbox"/>	INSIDE DETECTIVE 3 yrs.
<input type="checkbox"/>	HUMPTY DUMPTY (Ages 2-7) 3 yrs.	<input type="checkbox"/>	SPORTS AFFIELD 3 yrs.
<input type="checkbox"/>	FLOWER GROWER 3 yrs.	<input type="checkbox"/>	ATLANTIC ADVOCATE 3 yrs.
<input type="checkbox"/>	MONTREALER 3 yrs.	<input type="checkbox"/>	PHOTOPLAY 3 yrs.
<input type="checkbox"/>	CHRISTIAN HERALD 3 yrs.	<input type="checkbox"/>	FIELD & STREAM 3 yrs.
<input type="checkbox"/>	AMERICAN GIRL 3 yrs.	<input type="checkbox"/>	LE SAMEDI 3 yrs.
<input type="checkbox"/>	HI FI REVIEW 3 yrs.	<input type="checkbox"/>	LA REVUE POPULAIRE 3 yrs.
<input type="checkbox"/>	POPULAR BOATING 3 yrs.	<input type="checkbox"/>	LA REVUE MODERNE 3 yrs.

OR FOR 3 YEARS Plus One of Above

NOTE: If you wish to choose Life Magazine for three years, you can choose only 1 other magazine from the above list.

Do Not Write Here

Carrier's Name _____

Carrier's Route No. _____ Date _____

I hereby agree to subscribe for or extend my present subscription to The Guardian for 36 months and the Magazines chosen for the term as indicated. I agree to pay 45c weekly for 36 months, with the understanding that this amount represents full payment for not only the Magazines, but also for the Newspaper.

Should unforeseen circumstances result in an increase in the rate of the CHARLOTTETOWN GUARDIAN or the magazines, the 45c weekly charge will be increased accordingly.

NAME _____ Apt. No. _____

ADDRESS _____ Phone No. _____

CITY _____ PROVINCE _____

ORDER TAKEN BY _____

ALL MAGAZINES MUST BE DELIVERED TO THE SAME ADDRESS

NEW NEWSPAPER SUBSCRIBER OLD NEWSPAPER SUBSCRIBER

NOTE: If you are already subscribing to one of the magazines as chosen, the new term as indicated will be added on to the copies you still have coming.



Hand Coupon to
Your Carrier or
Mail To-Day!
NO MONEY DOWN!

Mark an "X"
Before The Magazines
of Your Choice!
FILL OUT THE COUPON TO-DAY