



PICK-A-PRESENT

The Easy Way to Gift Shopping

Have Santa Call Daily!

There is one gift that strikes 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 Evening Patriot

The special emphasis of this paper is on Today's News Today, followed particularly to the taste of the 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—the only publication in the province to provide these plus-values.

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.

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 **BIKE SHOP and SPORT LODGE**
183 GREAT GEORGE ST. DIAL 6811

CHRISTMAS GIFTS FOR HER!
FALL COATS Sizes 8 - 20
DRESSES Sizes 8 - 24 1/2
CAR COATS Sizes 8 - 20
OPEN EVENINGS

THE FASHION SHOPPE
141 GREAT GEORGE ST. DIAL 3356

GIFTS FOR THE HOME FROM SIMPSONS - SEARS
COLDSPOT AUTOMATIC DEFROST REFRIGERATOR \$279.95
SILVERTONE CONSOLE 21" TELEVISION SET \$249.95
KROEHLER PLATFORM ROCKERS \$ 46.66
KROEHLER RECLINER CHAIRS \$ 74.95
SILVERTONE RECORD PLAYERS — 4 SPEED \$ 29.95
SILVERTONE MANTEL RADIOS \$ 29.95
TELEVISION LAMPS ASSORTED STYLES \$ 4.95

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

Visit HI-STYLE MILLINERY NEW WINTER HATS & JERSEYS The Finest Christmas Corages in town! 25c - 65c "OPEN EVENINGS" 183 1/2 Gt. George Dial 4628

IDEAL CHRISTMAS GIFT
For student, home or office, steel desk, chair, lamp, dictionary and encyclopedis 49.50 or complete with typewriter \$129.50.
CUDMORE BUSINESS EQUIPMENT
179 Grafton St. Charlottetown DIAL 5631

Gifts with Meaning!
Bibles, prayer-books Sacred music Religious "best sellers" Mottoes, plaques Religious novelties Greeting cards
Items From 10c Up

THE BIBLE HOUSE
(Opposite Eaton's)

EXCITING GIFTS TO GIVE

Famous French Perfumes Cosmetics by Houbigant Laura Secord Candies 1 to 5 lb. Boxes \$1.25 per lb.
Samson Heating Pads \$6.95 to \$9.95
English Briar Pipes
For those who travel, these wonderful helpers — Trena Cosmetic Bags

THE JENKINS PHARMACY
150 Great George Street Phone 4219

WARMTH AND BEAUTY ARE GIFTS OF LOVE

Island Made Blankets. Beautifully gift packaged. Shipped anywhere in Canada.
\$9.00 to \$15.00
Auto Robes in a variety of arts
\$6.00 to \$10.75
CONDON WOOLLEN MILLS
5 Queen Phone 8712

CHRISTMAS GIFTS FOR HER!

FALL COATS Sizes 8 - 20
DRESSES Sizes 8 - 24 1/2
CAR COATS Sizes 8 - 20
OPEN EVENINGS

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SIMPSONS-SEARS LTD.
109 KENT STREET CHARLOTTETOWN

ARMCHAIR SHOPPING FOR CHRISTMAS GIFTS

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

Items For Anyone... 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. PHONE 8917

Deluxe Bicycles Regular \$57.25 Now \$39.95
Electric Drills, 1/4 inch Regular \$29.75 Now \$21.95
Visor Packs, Special Price \$1.98
Car Cushions .98

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 3465

"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.
PHONE 4525

Say Merry Christmas With a Singer Sewing Machine or a Singer Vacuum Cleaner.
"Easy Terms" SINGER SEWING CENTRE
164 GREAT GEORGE ST. DIAL 4561

CHRISTMAS TREES
Spruce and Fir
Phone 5341
Legion Parking Lot

CHRISTMAS TIME IS BEAUTY TIME
Make an appointment early with one of our well-trained operators, to look your prettiest this Christmas.
CERTIFICATES \$5 — \$10 — \$15

MARION'S BEAUTY SALON
249 Queen St. Phone 601

The K. & R. Shoe Store Have GIFTS FOR ALL THE FAMILY At Prices you can't Equal
158 Queen St.

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 you! Car 1.95 Up.
Car Visors, Stop glaring Head lights 2.99.

TANTON'S Accessories Ltd.
152 Great George Street 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 — 29.95
Newest colors HOUSECOATS and LOUNGING PYJAMAS 7.95 — 15.95
New shipments SWEATERS and BULKY KNITS 5.95 — 19.95
Special purchase CAR COATS 9.95 — 15.95

KENNEDY'S LADIES' WEAR
166 Queen St. Dial 8925

FRED SMITH BOYS' WEAR
TO DELIGHT A BOY'S HEART **SPORT JACKETS**
Harris Tweeds — Worsteds A variety of colors \$12.95 to \$19.95
SWEATERS
Cardigans, Pullovers \$2.95 to \$5.95
DRESS SHIRTS
\$1.69 to \$2.75
SOX — BELTS — TIES
Kent Street Phone 321

YOUR ONE STOP SHOPPING CENTRE

ELLIS BROS.
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 purchase required.)

CHRISTMAS GIVING IS MADE EASY AT ELLIS BROS.

ELLIS BROS.
CENTRAL ROYALTY
FREE PARKING
OPEN NIGHTS TILL 8:30 AND 9:30

PROWSE BROS. LADIES' WEAR

CHRISTMAS SPECIAL
from **KEITH CARMICHAEL**
Belvedere Corner & Brackley Point Road

McCULLOCH CHAIN SAWS
SPECIAL PRICE TILL CHRISTMAS
Only \$145.00
PHONE 6423

H. M. SIMPSON LTD.
PORTABLE TYPEWRITERS

Note Papers Playing Cards
Fountain Pens and Bridge Sets
Ball Point Pens Brief Cases

COUTTS HALLMARK CARDS
—AND—
COUTTS HALLMARK GIFT WRAP

H. M. SIMPSON LTD.
138 GREAT GEORGE STREET

Special Christmas Offer From

ARNFAST LTD

Bendix Propane Gas

CLOTHES DRYER
by Moffat

Wrinkle free and fully automatic. Dries 35% faster than all other dryers. Automatic interior light. Economical... costs 1/2 less to operate than electricity.

Reg. \$336.00 only \$250.00

ARNFAST FUELS LIMITED
Great George St. Dial 6552

From Our... **LADIES' DEPT.**

the latest in lovely lingerie styled just for you

NO DOWN PAYMENT PAY NEXT YEAR

Lovely Gift Ideas From Our Ladies' Wear Dept.

BAN-LON CARDIGANS

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

only \$7.98

REVERSIBLE SKIRTS

The famous pleated reversible skirt... famed for its fit and quality. Wide assortment of plaids in shades of Red, Brown and Green. Sizes 8 to 18.

\$25.00

HOUSECOATS

In Corduroy... short style Red and Blue... sizes 12 to 18
In Nylon... short style Pink and Blue... sizes 12 to 18
In Quilted... short and long style Pink and Blue with metallic thread... all sizes

Only \$9.98

HOLMAN'S

of Prince Edward Island

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

SALE OF KROEHLER CHAIRS

Regular \$19.95 to \$149.00

ON SALE FOR \$15 to \$100

Trade - In Your Old

CHESTERFIELD SUITE

up to \$100 Allowance

NO DOWN PAYMENT

PAY NEXT YEAR

Lovely Gift Ideas From Our Ladies' Wear Dept.

BAN-LON CARDIGANS

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

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