

PICK-A-PRESENT

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



Have Santa Call Daily!

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 6211

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 3355

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.
129 KENT STREET CHARLOTTETOWN

Visit HI-STYLE MILLINERY NEW WINTER HATS & JERSEYS The Prettiest Christmas Corsages in town! 25c - 65c "OPEN EVENINGS" 163 1/2 Gt. George Dial 4628

IDEAL CHRISTMAS GIFT
For student, home or office, steel desk, chair, lamp, dictionary and encyclopedia 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 Perfume 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, those wonderful helpers - Travel 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 tartans

\$6.00 to \$10.75

CONDON WOOLLEN MILLS

65 Queen Phone 8712

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 81 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 Pownall 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

16 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 4551

CHRISTMAS TREES

Spruce and Var 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
349 Queen St. Phone 6016

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 Traveling 49.95.

Steering Wheel Muffs, Scotch Plaid .85.

Car Block Heaters. Instant heat for you: Car 1.95 Up.

Car Visors, Stop glaring Headlights 2.99.

FANTON'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 - 27.95 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

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

FOX - BELTS - TIES FRED SMITH'S Kent Street Phone 3215

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

LADIES' 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

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 and Fountain Pens Bridge Sets and 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 1-3 less to operate than electricity.

Reg. \$336.00 only \$250.00

ARNFAST FUELS LIMITED

Great George St. Dial 6553

LADIES' DEPT.

the latest in lovely lingerie styled just for you

aby 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.

A gift that is always appreciated is a bed jacket of nylon, arnel and tricot. Sizes S. M. and L. Priced from \$2.98 to \$8.98.

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 CHESTER-FIELD 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.

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.

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Only \$9.98

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