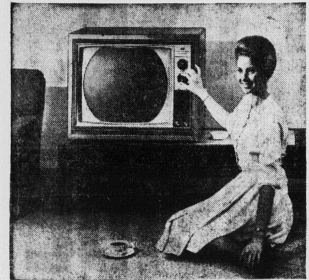


# Santa wisely advises it's time to get busy



A NEW, streamlined appliance will surely make Mom the happiest woman in the world.



A IDEAL Christmas gift. A new television set for the family.



A WASHER-dryer can save the lady of the house endless hours of toil.



## A WATCH OR A RING

The Most Acceptable Long Lasting Gift You Can Choose.

**GEO. T. CLARKE**  
Jeweller

10 Summer Street  
Summerside P. E. I.

Santa Claus has come to town in the wee hours of the morning, while everyone was sleeping soundly, he arrived with a sleighful of dazzling, delightful Christmas gifts for one and all. Now, those wonderful gifts are spread on the counters, racks and shelves of local stores, ready for viewing and choosing well in advance of Christmas.

Santa is making an early entrance with his gifts for very good reasons. He's eager to personally supervise the opening of the most fulfilled, exciting Christmas gifts shopping season this city has ever seen. What's more, he wants to help everybody take advantage of an important secret he has learned in his many years of joyful, successful gifting.

This secret is a simple one, but it makes an almost magical difference in added ease and pleasure for pre-Christmas preparations. Santa sums up his secret in just one sentence: "Wrap up Christmas early!"

**EARLY START PAYS**  
In every way, an early start on Christmas shopping really pays, Santa points out. It pays in convenience, for early shoppers have more time to shop leisurely and be sure of selecting exactly the right gifts for everyone on the Christmas list. It pays financially, for Santa's wise helpers who shop early can take advantage of Christmas Lay-Away Plans. Making it a rule to "Lay-Away a Gift a Day" greatly simplifies gift shopping. Convenient credit plans, too, help spread Christmas spending over a longer period.

**PLEASE EVERYONE**  
Gifts that bring happiness and comfort to everyone in the family take a high place on most Christmas lists. This year a mass spending over a longer period, appliances and home en-

tertainment aids bids for attention from Santa's helpers. These include the big gifts, such as a new sofa, an electric dishwasher, a color TV set or hi-fi stereo components, "from the family to the family," and smaller personal presents as well — perhaps a tea cart for Mother, or a portable transistor radio for almost anybody!

Jewelry stores, too, offer a Santa-inspired selection of fashionable gifts for the whole family or any of its members.

**PREVIEW THE NEWS HERE**  
When to begin? No later than tomorrow! And right now, turn the pages of this newspaper's Special Christmas Gifts Section to preview a wide variety of news and ideas.

These are literally hundreds of story and picture suggestions for gifts, and in addition, stores have taken advertising space to present the highlights of their Christmas collections, ready for your early selection.

Because Christmas and children go together, one logical place to begin shopping is in local Toylands, where parents as well as children will find much to marvel at. Talking, walking dolls, more lifelike than ever, often have complete wardrobes, furniture, cars — even their own pets. Toys and games inspire creativity, and are just for fun, too. Many toys have a historical story to tell, while others reflect today's living.

**LIVE LONGER**  
Life expectancy of North Americans in 1960 was 47.3 years compared with approximately 70 today.



**Brace MacKay Ltd.**  
For all the Joys of a Merry Christmas.

# HOME Gifts



A Home's Best Gift

## CHAIRS

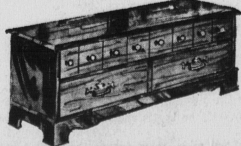
Priced \$12.95 From

- Hostess Chairs
- Colonial Chairs
- Swivel Rockers
- French Provincial Chairs

## CEDAR CHESTS

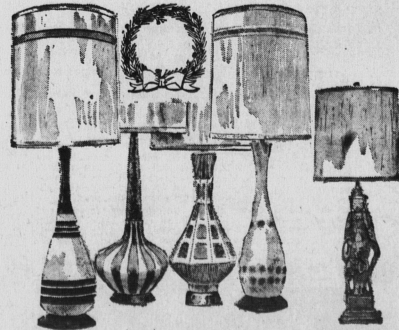
Come in and choose a Cedar Chest for your sweetheart while the selection is top.

Priced \$39.95 From



## GIFT COUNTER

The joyous holiday season is at hand. We celebrate with a list of gifts for you to look over — not little gifts such as everyone will think of — but gifts of SOME substance at least, the speak of family love and appreciation.  
COME SEE OUR GIFT ISLANDS — NO OBLIGATION. YOU MAY BE INSPIRED. WE THINK WE WERE.



## LAMPS

A Large Assortment Now In Stock

Here's a wonderful selection to help you light up every home on your gift list. Table lamps by the hundreds, bridge and floor lamps that are smart, and pole lamps for the modern room.

Our wonderful assortment of gift lamps has purposely been chosen to give you the widest possible choice of simple and beautiful lamps that would be suitable for ANY type of room. Have FUN choosing a lamp for every name on your list.

# BRACE MacKAY

Limited

"Your Quality Furniture Store."

SUMMER STREET SUMMERSIDE