



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

41 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.

129 KENT STREET CHARLOTTETOWN

Visit HI-STYLE MILLINERY NEW WINTER HATS & JERSEYS The Prettiest Christmas Corages 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 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, those 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 tartans

\$6.00 to \$10.75

CONDON WOOLLEN MILLS

65 Queen Phone 871

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
37 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 4551

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
49 Queen St. Phone 6012

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 49.95. Steering Wheel Muffs, Scotch Plaid .85. Car Block Heaters, Instant heat for your Car 1.95 Up. Car Visors, Stop glaring Headlights 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 - 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

FRED SMITH BOYS' WEAR TO DELIGHT A BOY'S HEART SPORT JACKETS
Harris Tweeds - Worsted 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 8315

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

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

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

McCULLOCH CHAIN SAWS
SPECIAL PRICE TILL CHRISTMAS Only \$145.00
PHONE 6428

H. M. SIMPSON LTD.

PORTABLE TYPEWRITERS

Note Papers Playing Cards and Bridge Sets 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 less to operate than electricity.

Reg. \$336.00 only \$250.00

ARNFAST FUELS LIMITED

Great George St. Dial 655

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

The latest in lovely lingerie styled just for you

Baby 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 patterned 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 Ice 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.

HOUSECOATS

In Corduroy . . . short style Red and Blue . . . sizes 12 to 18 . . . short style In Nylon . . . short style Pink and Blue . . . sizes 12 to 18. . . 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.

PIUSVILLE

Friends extend congratulations to Mr. and Mrs. Emmett St. Marks Church on Wednesday morning.

Mr. Robert MacGregor returned to his home in Boston after spending a few weeks at the home of Mr. and Mrs. Mrs. Corcoran.

Mr. and Mrs. Warrington and family were the guests of Mr. and Mrs. Murray, Mimosassa.

Friends of Mr. John P. are sorry to learn of his passing. He will be missed by all who knew him.

Mr. and Mrs. Peter J. returned to their home in Charlottetown after spending a few days with relatives in Montreal.

There is one gift that stirs 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 completeness of The Guardian in its Island news and world news is its great distinction. The responsibility and incisiveness of its editorial page, and the understanding and authority with which it discusses Island affairs, serve to cement its position of leadership as it truly "covers the Island like the dew."

The Evening Patriot

The special emphasis of this paper is on Today's News Today, tailored particularly to the taste of its 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.

THEY STAND ALONE

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.

royal Bank profits Up

OTTAWA (CP) - Royal Bank reported a 10% increase in profits for the year ending Nov. 30. The bank's earnings were \$2.79 a share, compared with \$2.54 a share in 1952. Total assets increased by \$1.2 billion to \$10.5 billion. Total deposits, including government securities, were \$10.5 billion, compared with \$9.5 billion in 1952. The bank's operating expenses were \$1.2 billion, compared with \$1.1 billion in 1952. The bank's return on assets was 1.2%, compared with 1.1% in 1952. The bank's return on equity was 12%, compared with 11% in 1952.

RCAC Member suffer Injuries

OTTAWA (CP) - The Red Cross Canadian Casualty Fund reported Saturday that it had received \$100,000 from the government to help defray the cost of caring for the 10,000 "flying home" air force personnel who are being discharged from the military service. The fund is also providing financial aid to the families of these personnel. The fund's total assets are \$1.5 million. The fund's income for the year ending Nov. 30 was \$1.2 million. The fund's expenses were \$1.1 million. The fund's return on assets was 1.2%, compared with 1.1% in 1952. The fund's return on equity was 12%, compared with 11% in 1952.

Christmas Trees in Short Supply

BRIDGEPORT, Conn. - Christmas trees are in short supply this year in the Bridgeport area. Dealers said prices are up and the selection for quality is limited. They blamed the heavy snow on the trees. The snow has been piled up in the woods and delivery to rail and truck areas, the dealers said. Prices in Bridgeport are up to \$7 for average trees.

Canadian Steel Output Higher

OTTAWA (CP) - Output of Canadian steel in the week ended Nov. 27 rose to 102,000 tons, the highest since the bureau started publishing weekly production totals last April. The bureau said output rose 13 percent over a week earlier and 10 percent over a week ago. Daily output was 14,600 tons, compared with 13,300 tons a week ago. The steel mills operated at 95 percent of annual rated capacity, compared with 93 percent a week ago and 87.1 percent a week earlier Nov. 27.

Maritime Fish Landings High

OTTAWA (CP) - The times catch of sea fish in November rose 21 per cent in volume and 50 per cent in value. The November total was 409,000 pounds compared with 338,000 in November, 1952. The landed value rose to \$1,361,000, from \$1,361,000, the fisheries department and the bureau of statistics said Tuesday in a release.

Landings of groundlings eight per cent to 27,000 lb. from 25,782,000, with value per cent to \$1,090,400 from \$1,090,400. Heavier landings of halibut, pollock, redfish and haddock than compensated for a good catch.

He is improved after having some time in Prince Hospital, Summerside, and received treatment.

On Tuesday evening the couple held their marriage reception at the home of Mrs. Ben DesRoches in the morning.

Mr. Robert MacGregor returned to his home in Boston after spending a few weeks at the home of Mr. and Mrs. Mrs. Corcoran.

Mr. and Mrs. Warrington and family were the guests of Mr. and Mrs. Murray, Mimosassa.

Friends of Mr. John P. are sorry to learn of his passing. He will be missed by all who knew him.

Mr. and Mrs. Peter J. returned to their home in Charlottetown after spending a few days with relatives in Montreal.