

FOR Mother

Treat Mother to the finest in gifts from your community stores! Give her the enchantment of dreamy lingerie... sparkling jewelry or gay accessories to enhance her costumes... a smart leather handbag... luxuriously sheer nylons... smart new shoes... or surprise her with a new coat or dress from our fashion stores. And—we have a multitude of handsome and practical gifts for the home that will be sure to please her.

MAKE IT EASIER FOR MOM!

Here are great gifts that bring happiness to any Mother... and make Mother's Day last throughout the year. General Electric Kettles, Polishers, Toasters, Vacuum Cleaners, Washers, Clocks, Stoves and Refrigerators all at BARGAIN PRICES

PALMER ELECTRIC

100 Fitzroy St. Dial 8543 - 8544

PLEASE MOTHER ON HER "DAY"

WITH A BEAUTIFUL

FIRESTONE ELECTRIC REFRIGERATOR PRICED FROM \$179.50 up

NOTHING DOWN — LOW MONTHLY PAYMENTS

EXTRA SPECIAL AUTOMATIC POP-UP TOASTER
A REAL BEAUTY. REG. \$29.95 **19.95**

Firestone Home and Auto Supply Co. Ltd.
DIAL 5547 "WE TRADE TIRES" 187 GT. GEO. ST.

REMEMBER MOTHER WITH

SUMMER SHOES FROM LePAGE'S

WHITE PUMPS, COLORED SANDALS, NYLONS

A PAIR OF NATURALIZERS WOULD BE A WONDERFUL AND WELCOME SURPRISE.

LePAGE SHOE CO. LTD.

OPEN FRIDAY EVENING FOR YOUR CONVENIENCE

BEST WISHES TO ALL MOTHERS ON THIS VERY IMPORTANT DAY



— DRUGGISTS SINCE 1810 —



CANDIES and TOILETRIES

LET US DISPENSE YOUR NEXT PRESCRIPTION

WORTH'S PHARMACY
142 PRINCE ST. DIAL 3424



MOTHER'S DAY GIFTS OF STRIKING BEAUTY

PATTERSON'S JEWELLERY

130 GT. GEORGE ST.



LEWYT

ROLES over door sills, rugs, floors
ROLLS with all tools! — PLUS \$3
New compact square shape! —
"Power Dial" for exact suction!
Instant dust disposal! — Extra rug
cleaning power! — Comes with
all tools!



LIMITED OFFER! HURRY IN!

Douglas Bros. & Jones Limited
155 Kent Street

ON HER DAY... SUNDAY

A TELEVISION SET FOR MOTHER'S DAY

MAKE IT A FAMILY GIFT!

Make this Mother's Day one for her to always remember. Give her a TV Set—a gift from the whole family.

For a Mother's Day TV Set let us help you at the

ISLAND RADIO CENTRE

136 GT. GEORGE ST. DIAL 6021

WONDERFUL GIFTS FOR MOTHER'S DAY

UMBRELLAS, HAND BAGS,
LINGERIE, SCARVES,
GLOVES and HOSIERY

SUNTER'S LADIES' WEAR

162 GREAT GEORGE ST. DIAL 6831

WITH MOTHER IN MIND

Let us help you choose your Mother's Day Gifts from our selection of Millinery, Handbags, Scarves, Gloves and Hosiery

at SPECIAL PRICES for

MOTHER'S DAY

NU-HAT SHOP

137 Kent St.

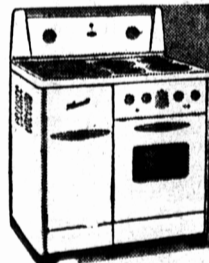
Dial 3616

Dine Out on MOTHER'S DAY

Sunday is Mother's Day — the traditional time to take mom out to dinner at The Rendezvous—where she can feel like a Princess and dine like a Queen... on luscious foods, perfectly prepared and tastefully served. On Mother's Day take Mother to the

Rendezvous

A BEAUTIFUL NEW FAWCETT COMBINATION RANGE



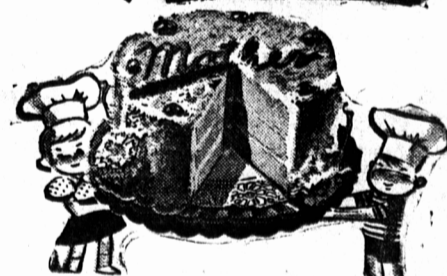
The ideal gift to Mother from the Family. Offers so many wonderful advantages, safe, quiet, clean, and labor saving.

CROCKETT & STOREY Ltd.

SOURIS

CHARLOTTETOWN

MOM WILL LOVE IT!



Bring Mother a luscious layer cake today... fresh-baked by STEWARTS—butter-cream icing—inscribed to her personally right on the cake! Special this week.

STEWART BAKERIES LTD.

Mother's Day GIFTS

REMEMBER MOTHER With Gifts From

REDDIN BROS.

TOILETRIES
FRENCH PERFUMES
BRUSH, COMB & MIRROR SETS

MOTHER'S DAY CHOCOLATES

Rowntrees Black Magic - Lowneys Page and Shaw Ganongs

MOTHER'S DAY GREETING CARDS

A large selection to choose from 5c to 1.00

REDDIN BROS.

L. M. Doucette

R. M. Smallman

Closed Saturday Afternoon

NORMA'S

Anniversary Sale!

NEW STOCK COATS, SUITS & DRESSES 20% off

SPECIAL RACK DRESSES AND HOUSECOATS — 1/3 off
ALL SPORTSWEAR

Last Season's Spring and SUMMER DRESSES — HALF

All Wool SWEATERS — PRICE

LOVELY BLOUSES — PRICE

Special On PURSES, up to \$6.95

1955 New Style PURSES 10% Off

SPECIAL ON NYLONS, reg. \$1.50 for 99c
Splendid Selection of Modern Lingerie

NORMA'S - Kent St.

Open Friday Night — Closed Saturday 12:30