



# OUR FIRST BIRTHDAY SALE

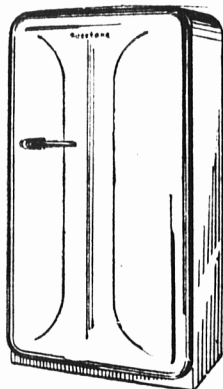
**FIRESTONE**  
**BRYENTON and MacKAY CO.**  
Phone 747 - 187 Great George St. - Phone 747

**FOR TEN DAYS**  
We offer this Special Sale to the people of P. E. I. as a fair way of passing along our Thank You in real savings to you.  
We ship to any part of the Island.  
**SALE DAYS, Oct. 17th to 29th inclusive.**

For Hundreds of Wonderful Customers we can only say **THANK YOU** for the grand way you have purchased our First Quality Merchandise at Lowest Possible Prices.

## FREE

Here's Your Chance To Get  
A NEW 1953  
**FIRESTONE ELECTRIC REFRIGERATOR**



Large deep freeze, modern styling top to bottom. Easily adjustable shelves, adjustable legs for easy installation. 5-year warranty.

Lowest Prices from

### 269.50

UP

**THE SIMPLE RULES TO FOLLOW:**

If you are considering purchasing a Refrigerator now or any time before next June, WITH THE DOWN PAYMENT OF ONLY \$10.00, we will deliver any refrigerator you may choose from our 5 beautiful Firestone models. Delivery will be made anytime between now and June 1953. We will place all names in a hat and the lucky purchaser will receive a beautiful Firestone A-53 Refrigerator free of charge, delivered to any part of the Province without charge.

**OFFER GOOD TO THE FIRST 25 CUSTOMERS ONLY**

**REMEMBER**—this is for the Island, any part of it may be the winner, so if you are considering that new beautiful refrigerator this year or next spring, here is the opportunity you have been waiting for, to get it **FREE.**

The odds are good, be sure to get your order in early.

Send your order with the \$10.00 down payment. You can choose your model anytime. You do not have to take delivery until you want it, but to get in on the Free Refrigerator—Come in and see them or Mail your Order within 10 days. Do it today.



## Bargain buys for our pre-CHRISTMAS LAYAWAY Sale!

### YES, WE ARE READY!!

WITH THE BIGGEST, FINEST SELECTION OF GOOD LOW PRICED TOYS EVER SHOWN ON THE ISLAND  
Beautiful Dolls that talk and walk; Doll Carriages; Strollers; Tables and Chair Sets; all size Mechanical Toys; Tricycles; Sport Cars; Pandas; Electric Trains; Games for every age and all occasions; also, Cut-out and Coloring Books; Movie Projectors; Television Sets; Cowboy Suits; Holster and Gun Sets. Thousands of Toys you will have to see to believe.

A SMALL DEPOSIT WILL HOLD ANY ARTICLE UNTIL CHRISTMAS

3-Way Electric

HEATING PADS

Extra Special \$5.95

### SHOPPING SERVICE

We offer this year to any person not able to come in to shop. Just send your shopping list with the details such as the age group, price, and giving us the idea. We will gift wrap and mail it anywhere.

HEY POP! What a wonderful gift for this Christmas.  
**SEA BREEZE PORTABLE IRONER**, reg. \$89.95—Sale Price ... **72.95**  
Irons everything from Shirts to Sheets.

A BIG STRONG GUARANTEED **WASHERS** sale price **129.95**  
**FIRESTONE ELECTRIC**  
Delivered anywhere on the Island — 24 Months to Pay — Low Down Payment.

For Real Comfort This Winter, All Sizes — **FIRESTONE**  
**OIL SPACE HEATERS**, priced from ..... **83.50**

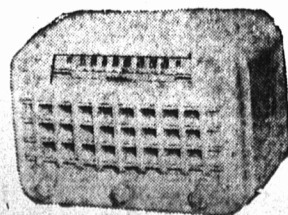
New Styles to choose from—  
**RANGES—Wood, Coal, Gas, Electric, Combination—** **\$123**  
PRICED FROM .....

For Fall — Cleaning Leaves, Grass, etc.  
**BROOM RAKES**, reg. \$1.60—Sale Price ..... **59c**

**RADIO POWER PACKS** . . . . . **\$9.95**

**Electric TOASTERS** .. \$4.90 | **Electric IRONS** ..... \$4.95

## TRADE - IN TODAY



We can safely say our Trade-in Allowance will surprise you. Our new modern Console Table Model Radios and three-speed Record Players priced from \$129.95 up.

**SALE SPECIAL**  
**FIRESTONE 5-tube Table Model — \$27.95**  
Stock Limited — Be Early

**FRIGITONE PERMANENT ANTI-FREEZE**

**5.95** per gal.  
Installed

A Beautiful Snow and Bug  
**DEFLECTOR**

and Hood Ornament  
Regular \$2.75  
**SALE PRICE**

**1.49**

**FIRESTONE**  
**CAR RADIOS**

**64.95**

A Real Radio Value—  
We can install them

**EXTRA SPECIAL**  
**13-Plate — Long Life BATTERY**

**10.95**

And your Old Battery

Read How You Can Get That **FIRESTONE** Refrigerator  
A Beautiful **FREE** **FIRESTONE REFRIGERATOR** **FREE**  
READ THE RULES - BE ONE OF THE FIRST 25 TO ORDER



**FOR 10 DAYS ONLY**  
**FIRESTONE STUDDED TIRES**

For Safe, Sure Fall and Winter Driving.  
We will allow \$5.00 for any old tire—  
in trade for a new **FIRESTONE** first line  
**TIRE.**

Don't Put Off Getting In On This Exceptional Offer

Firestone Car and Tractor  
Heavy Duty, Long Life **BATTERIES**

For this Sale Only -- up to **\$7.00**

**Trade-in Allowance for your old Battery -- any condition**

**FOR RENT**

- Electric Floor Sanders
- Electric Floor Polishers
- Electric Vacuum Cleaners
- Electric Refrigerators
- Electric Radios

## FIRESTONE BRYENTON and MacKAY CO.

YOUR FRIENDLY FIRESTONE DEALER  
**187 Great George St. Charlottetown Phone 747**  
Wholesale and Retail

**FREE NEW CATALOGUE**

Just drop us a card.  
We will be pleased to mail you our beautiful colorful big Fall Catalogue.