

GIFT HEADQUARTERS

AN OPEN LETTER FROM ARCHER & MacDONALD LTD. IN PARKDALE

DEAR FRIENDS: —

We do not advocate that you buy now and pay next year. Quite the contrary, we invite you to come in now and do your Christmas shopping early, **BUT, FOR CASH.** After all, we do know that money talks and rather loudly at that. Let us help stretch your Christmas Dollars by giving you the **MOST FOR YOUR MONEY**, without **FINANCIAL HANGOVERS** next year.

Never in our four and a half year history have we offered such a wonderful variety of items for Christmas and never have we been so bold as to suggest that you **PAY CASH.** AND why do we do it now? Simply because we want you our valued customer to get the most for your cash dollar.

No matter what you buy from now until Christmas and regardless of what the price may be, you will be extended a better price for cash—yes, even with our terrific prices you will be given a legitimate and actual extra 5% for cash on each and every purchase. Yes — **\$5.00 ON EVERY \$100.00 SPENT.** It is truly said, a dollar saved is a dollar earned.

We would like to point out however, that your charge account is still there for your convenience if you wish to use it and our easy payment plan is available too for major items. We suggest that you bring your gift problems to us. With our **PERSONAL SERVICE** you should have no difficulty in finding just what you want. As usual we have a wonderful selection of gift items and at prices only we are in the habit of offering.

Gift Wrapping as usual, at no extra cost.

Sincerely,

ARCHER & MacDONALD LTD.

OPEN EVENINGS UNTIL 9:00

P.S. Lay-Away for Delivery When Wanted.

Moore & McLeod Ltd.

Ladies' Ready to Wear

housedresses

Gay colorful cotton prints. Sizes 14-20, 14½-24½, 38-52.
Price **2.98 - 3.98**

tropicana dresses

So popular with women of all ages, sizes 14-20, 14½-24½, 38-52.
Price **5.98**

double knit wool

For the young and the old in all the lovely new winter shades, sizes 8-20, 14½-24½.
Price **10.95 - 49.95**

party dresses

For the festive season, long and short evening gowns. Lame nylon chiffon with metallic trim, beaù-de-soie, brocade, sizes 8 to 20.
Price **19.95 - 69.95**



**OPEN NIGHTS
'TILL
9 P.M.**

ON THE ISLAND IT'S
MOORE & McLEOD LTD.
"YOUR FAVORITE SHOPPING CENTRE"

ISLAND FURRIERS LTD.



**PAMPER HER
WITH A
CHRISTMAS
FUR**

The Gift most wanted by that special lady on your Christmas List.

THE LADY
YOU LOVE LOVES
FURS

island furriers ltd.

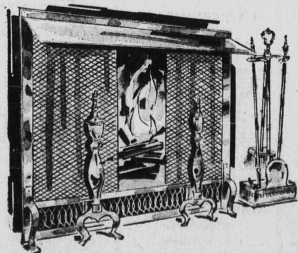
"The Ultimate in Fashions"

79 GRAFTON ST.

Dial 2-1273

The Rogers Hardware
Co. Ltd.

for the hearth . . .
"the heart of the home"



Curtain Spark Guard 13.50 to 46.25
Fire Side Sets . . . 13.75 to 29.85
Wood Holders . . . 12.00 to 14.00
Wood Carriers ^{In Basket-Weave} 4.50 to 6.50
Andirons . . . 20.40 to 40.75
Basket Grates . . . From 8.15

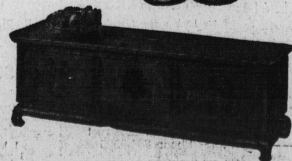
The Rogers Hardware Co. Ltd.

Phone 4-8501

Charlottetown

IF IT'S HARDWARE — WE HAVE IT

FOR
MEN
LOOKING
FOR
A
PROPER
GIFT!



A handsome Chest giving off that lovely cedar aroma which repels moths, protects furs and finery...

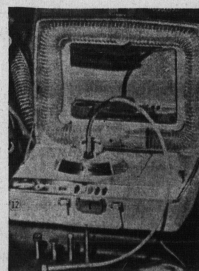
Kaydura finish
Regular 79.95 For **64.50**

Crockett and Storey Ltd.

Kent St.

Charlottetown

GIFTS She Can't Wait
To Plug In



(12) DE LUXE PORTABLE "BEAUTY SALON" — Our finest hair dryer. As item (11) above but also has power manicure attachments. Included are files, polisher, cuticle pusher and cuticle brush. Large hood and flexible hose allows you to sew, read, etc. while you dry your hair perfectly. Special vent for drying nails and accessory compartment for styling hood, manicure set, brushes, combs, etc. In Pastel Blue scuff-proof case with handle.
Our price, only **29.88**

96 Queen Street

Charlottetown

Shop Hhurs. & Fri. Nights 'til 9 P.M.

CANADIAN TIRE
ASSOCIATE STORE
STEWART & MacRAE
SAVE SAFELY 96 —8569