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... The Easy Way to Gift Shopping ...

Have Santa Call Daily!

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, reaching 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.

As the Island's best newspaper buy, The Patriot also features its full-color Weekend Magazine and a 16-page color comic section each Saturday — is the only publication in the province to provide these plus-values.

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 basic part of good news-reporting in Canada, are exclusive with The Guardian and The Patriot on the Island.

Readers 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

For these telephone numbers or order service: Charlottetown 8506; Summerside 8031; Montague 97-2; Souris 32-3; Alberton 68-2.

CECIL DOWLING SAYS . . .

A Golf Gift Certificate is the perfect gift for the Golfer on your list. From \$1.00 to any amount.

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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 . . .

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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

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FALL COATS Sizes 8 - 20

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- COLDSPOT AUTOMATIC DEFROST REFRIGERATOR \$279.95
- SILVERTONE CONSOLE 21" TELEVISION SET \$249.95
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See our large selection of toys for boys and girls — the finest display ever shown

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Bibles, prayer-books Sacred music Religious "best sellers" Mottoes, plaques Religious novelties Greeting cards

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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

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Island Made Blankets. Beautifully gift packaged. Shipped anywhere in Canada

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Auto Robes in a variety of tartans

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ARMCHAIR SHOPPING FOR CHRISTMAS GIFTS

With The

PICK - A - PRESENT PAGE

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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.**

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Car parts and Accessories 181 Great George St. PHONE 8917

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Visor Packs, Special Price \$1.98 Car Cushions .98

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Chocolates—all assortments Candy—in packages Mixed Nuts—Nylons Also Christmas Turkeys — all sizes

S. N. KAYS

97 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 GET 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

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CHRISTMAS TIME is

BEAUTY TIME take 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.

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TANTON'S Accessories Ltd.

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Children's COAT SETS and TEEN COATS

Fur Trims 25% OFF

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THE PERFECT GIFT for "HER"

New styles and materials DRESSES and PARTY DRESSES 9.95 — 27.95 Newest colors

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New shipments SWEATERS and BULKY KNITS 5.95 — 19.95

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FREE WITH 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

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YOUR ONE STOP SHOPPING CENTRE

ELLIS BROS. CENTRAL ROYALTY

PRESENTS A

PRACTICAL CHRISTMAS GIFT GUIDE

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With a Wonderful Selection of Toys for Boys and Girls. You'll see their eyes light up in 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, Nut-outs, etc.

● Free Prize Draw

F - R - E - E

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.)"

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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 6423

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Note Papers Playing Cards Fountain Pens and Bridge Sets Ball Point Pens Brief Cases

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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

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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 tailored 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 and Rust. In sizes 34 to 40.

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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.

\$25.00

HOUSECOATS

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

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

In Quilted . . . short and long style Pink and Blue with metallic thread . . . all sizes

Only \$9.98

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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.

BAN-LON CARDIGANS

Beautiful sweaters with full fashion sleeves. Colours of Blue, Red, Brown, Orange and Rust. In sizes 34 to 40.

only \$7.98

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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.

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