



Through their friends, the Potters knew of Custom Interiors Ltd., as a store which guaranteed satisfaction, and had the best prices—but they decided to see for themselves.

Mrs. Potter was interested in Carpet and the large selection was very impressive. The salesman was most helpful in explaining the various qualities, colors and price ranges available, but seeing so many types it was very difficult to make a decision. However the salesman suggested to go to the home with samples and by doing so the salesman showed them how their carpet would blend with their present furnishings. Mr. and Mrs. Potter found that it was easy to buy with confidence at Custom Interiors Ltd.

## CUSTOM INTERIORS LTD.

96 Queen St.

Dial 2-3431

## Mr. Potter Shops for Hand Tools



At Rogers Hardware on Queen Street the Potters were served very courteously by the sales clerk, Danny Birt.

Mr. Potter was interested in buying some tools and certainly there is an abundance of high quality selections at Rogers Hardware. The range of quality and price in this department is exceptional, almost every common hand tool being represented along with power tools. The department is extended to include Christmas Decorations.

Mrs. Potter was more interested in the china and giftware section and she commented that it would be hard to find a more impressive display than at Rogers Hardware.

You too, will find Rogers Hardware outstanding in quality, selection and service.

THE "If it's hardware...  
we have it!"

# Rogers

## HARDWARE

CO., LTD.

CONFEDERATION PLAZA TELEPHONE 894-8501



The Potters really had a good time at LePage's Shoe Store. Colleen wanted high heels "just like mummy" and also wanted to try on some "Sno-belle" snow boots.

Mrs. Potter was quick to appreciate the advantage of the incredibly low prices at LePage's. She found that she could buy shoes for Colleen, plus a pair of very stylish pumps for herself, for under \$10.00.

Mrs. Potter was surprised too, to find that, notwithstanding the low prices, LePage's guarantees all the purchases to the complete satisfaction of the customer.

Mr. Ruel LePage, is seen in the photo talking to the Potters and he was more than pleased to point out the huge selection of shoes and slippers on display... Shoes for men, boys, girls, ladies, nurses, babies, hunters, heavy workers—even tap dancers... all on display for Christmas giving.

Yes, the Potters had a good time at LePage's, you, too, will be wise to follow in their footsteps and enjoy BIG savings on footwear for your family—either for wear now or for Christmas.

## LePAGE SHOE CO.

Grafton Street

Charlottetown



Because Brian cared for the safety of his family an important stop was at OK Tire Store, where B. F. Goodrich and other quality snow tires are sold.

Don Frizzell was glad to explain to the Potter family the advantages of using B. F. Goodrich studded tires for that added safety measure. Barbara was impressed with the wide variety of sizes and price ranges found at OK Tire Store.

While visiting Brian remembered that his muffler had taken quite a beating over the summer months and stepped over to the Muffler Shop, conveniently located in the building. Viridon pointed out that OK Tire sells and stocks both new and retread tires, at prices to fit any pocket book.

The Potters left with new tires, confident and willing to face the winter just ahead with their deep tread snow tires. Visit the experts at OK Tire today, yours and your Family's life may depend upon it.

Remember OK Tire is equipped to install steel studs in all sizes of tires.



St. Peter's Rd. Charlottetown