



PICK-A-PRESENT

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

SEND FLOWERS to far-away friends for Christmas
JAMES TAIT
 Florist
 Member Florists Telegraph Delivery Association.
 Phone 3923

Have Santa Call Daily!

There is one gift that struts 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 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 lucidness 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 special emphasis of this paper is on Today's News Today, tailored particularly for the taste of its urban audience, reached 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 news paper 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 a basic part of good newspapering in Canada, are exclusive with The Guardian and The Patriot on the Island.

Santa 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

Use these telephone numbers to order service: Charlottetown 8506; Summerside 8031; Montague 97-2; Souris 32-3; Alberton 66-2.

CECIL DOWLING SAYS . . .

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

PHONE 7734

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 . . .

DINKY TOYS

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

BIKE SHOP and SPORT LODGE

183 GREAT GEORGE ST. DIAL 6211

CHRISTMAS GIFTS FOR HER!

FALL COATS Sizes 8 - 20

DRESSES Sizes 8 - 24 1/2

CAR COATS Sizes 8 - 20

OPEN EVENINGS

THE FASHION SHOPPE

141 GREAT GEORGE ST. DIAL 3356

GIFTS FOR THE HOME FROM SIMPSONS - SEARS

KROEHLER HOSTESS CHAIR, ASSORTED COLORS \$ 19.95
 SILVERTONE TELEVISION 21" TABLE MODEL \$219.95
 SILVERTONE TAPE RECORDERS \$ 99.95
 SILVERTONE RECORD PLAYERS — 4 SPEED \$ 29.95
 SILVERTONE MANTEL RADIOS \$ 29.95
 TELEVISION LAMPS ASSORTED STYLES \$ 4.95
 HASSOCKS, FABRILITE UPHOLSTERY ASSORTED COLORS AND STYLES. \$ 4.95
 PRICED FROM

See our large selection of toys for boys and girls — the finest display ever shown
SIMPSONS-SEARS LTD.
 CHARLOTTETOWN
 126 KENT STREET

Visit HI-STYLE MILLINERY NEW WINTER HATS & JERSEYS The Prettiest Christmas Cottages in town! 25c - 65c "OPEN EVENINGS" 163 1/2 Gt. George Dial 4626

IDEAL CHRISTMAS GIFT FOR THAT SPECIAL PERSON
 The Ideal Christmas Gift is An Underwood Portable Typewriter
 Special Terms if Desired
CUDMORE BUSINESS EQUIPMENT
 179 Grafton St. Phone 5631

Gifts with Meaning!
 Bibles, prayer-books
 Sacred music
 Religious "best sellers"
 Mottoes, plaques
 Religious novelties
 Greeting cards
 Items From 10c Up

THE BIBLE HOUSE
 (Opposite Eaton's)

EXCITING GIFTS TO GIVE . . .

Famous French Perfume
 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
 For those who travel, those wonderful helpers — Trena Cosmetic Bags

THE JENKINS PHARMACY
 150 Great George Street Phone 4219

WARMTH AND BEAUTY ARE GIFTS OF LOVE

Island Made Blankets. Beautifully gift packaged. Shipped anywhere in Canada \$9.00 to \$15.00
 Auto Robes in a variety of tartans \$6.00 to \$10.75

CONDON WOOLLEN MILLS
 65 Queen Phone 8712

CHRISTMAS GIFTS SPECIALS!

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

S. N. KAYS
 87 Pownall St. Phone 3462

Pets Are Wonderful Gifts!
 Tropical Fish, Budgies, Canaries, Lizards and baby Alligators.
 Bird Cages, Pet Supplies. Complete line of Information Booklets.
 Budget payments—Will hold 'till Christmas Come in and enjoy them now.

ISLAND AQUARIUM
 205 Gt. George St. Dial 8038

PROMISE YOUR LIVESTOCK A PRESENT
 For all the New Year Give them their daily rations of

MASTER FEEDS
 IVAN KERRY, Representative
 PHONE 5455

"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 GIFT 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.

ARMCHAIR SHOPPING FOR CHRISTMAS GIFTS

With The PICK - A - PRESENT PAGE

Items For Anyone . . . 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.

EASTERN AUTO SUPPLY
 Car parts and Accessories
 161 Great George St. PHONE 8917

Deluxe Bicycles Regular \$57.25 Now \$39.95
 Electric Drills, 1/4 inch Regular \$29.75 Now \$21.95
 Visor Packs, Special Price \$1.98
 Car Cushions .98

SANTA SAYS . . . SHOP THESE SPECIALS!

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 Budget payments—Will hold 'till Christmas Come in and enjoy them now.

F. A. S. JONES
 Simpsons-Sears Store
 129 Kent Street

SHOP AT HALIFAX SEED FOR YOUR PET SUPPLIES.
 We have a complete supply. Gaines and Master Dog Foods
 Justirite—Pet Foods—Melody—Bird Cages
 72 Queen St. Phone 6313

Beauty Gift
 For the woman in your life
 Gift Certificates \$5, \$7.50, \$10, \$12, \$15
EMPRESS BEAUTY SALON
 PHONE 8714

REGINA ELECTRIKBROOM
 World's most unique vacuum cleaner. Does the work of a vacuum, a carpet sweeper, a dust mop, a broom, all without attachments. Light weight. No bags to buy or empty. Easily handled, convenient, powerful, economical
 ONLY \$59.95

F. A. S. JONES
 Simpsons-Sears Store
 129 Kent Street

CHRISTMAS TREES
 Spruce and Fir
 Phone 5341
 Impion Parking Lot

CHRISTMAS TIME is BEAUTY TIME
 Make an appointment early with one of our well-trained operators, to look your prettiest this Christmas.
CERTIFICATES \$5 — \$10 — \$15

MARION'S BEAUTY SALON
 149 Queen St. Phone 60

The K. & R. SHOE STORE
 Have GIFTS FOR ALL THE FAMILY
 At Prices you can't Equal
 158 Queen Street

CHRISTMAS SPECIALS
 183 Great George Street
 WHOLESALE & RETAIL
 CHARLOTTETOWN, P. E. I.

GIFTS TO KEEP JACK FROST OUT!
 Children's COAT SETS and TEEN COATS Fur Trims
25% OFF
 Holmes & Bradley
 Queen St. Charlottetown

THE PERFECT GIFT for "HER"
 New styles and materials DRESSES and PARTY DRESSES 9.95 — 27.95
 Newest colors HOUSECOATS and LOUNGING PYJAMAS 7.95 — 15.95
 New shipments SWEATERS and BULKY KNITS 5.95 — 19.95
 Special purchase CAR COATS 9.95 — 15.95
KENNEDY'S LADIES' WEAR
 166 Queen St. Dial 8025

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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 Spruce and Fir
 Phone 5341
 Impion Parking Lot

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 Special purchase CAR COATS 9.95 — 15.95
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 166 Queen St. Dial 8025

CHRISTMAS GIVING IS MADE EASY AT ELLIS BROS.

ELLIS BROS.
 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

H. M. SIMPSON LTD.
 PORTABLE TYPEWRITERS
 DESK AND OFFICE ACCESSORIES
 MAKE FINE GIFTS
 FOUNTAIN PENS and PENCILS
 BRIEF CASES, SCHOOL BAGS, RING BINDERS
 COUTTS HALLMARK CARDS
 —AND—
 COUTTS HALLMARK GIFT WRAP
H. M. SIMPSON LTD.
 138 GREAT GEORGE STREET
 DIAL 8577

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

SYLVANIA TV
 21" Picture Tube
 Table Model complete with legs
 Beautiful Walnut Finish
 New Slim Look
 Top Tuning for Simplified control.

SAVE \$80
 Reg. 279.95
 Special \$199.95

NO DOWN PAYMENT PAY NEXT YEAR

TOY CLEARANCE
 clearing hundreds of Toys At

25% DISCOUNT
 toys for boys and girls of all ages.

VISIT TOYLAND
 Ideal Last Minute Gifts.

BOXED JEWELLERY SETS
 Necklace and Earrings,
 Pins and Earrings
 Reg. 4.00 & 2.00
 1.49 and 99c
 Christmas Boxed

HOLMAN'S
 of Prince Edward Island

FRED SMITH BOYS' WEAR
 TO DELIGHT A BOY'S HEART
SPORT JACKETS
 Harris Tweeds — Worsteds—
 A variety of colors \$12.95 to \$19.95
SWEATERS
 Cardigans, Pullovers \$2.95 to \$5.95
DRESS SHIRTS
 \$1.69 to \$2.75
SOX — BELTS — TIES
 Kent Street Phone 3215

YOUR ONE STOP SHOPPING CENTRE

ELLIS BROS.
 CENTRAL ROYALTY
 PRESENTS A

PRACTICAL CHRISTMAS GIFT GUIDE

TOYLAND
 With a Wonderful Selection of Toys for Boys and Girls. You'll see their eyes light up on 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 Planos, Games Cut-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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HOLMAN'S
 of Prince Edward Island

Special Christmas Offer
 From **ARNFAST LTD.**
 Therm-O-Matic Propane Gas RANGE by Moffat
 Clock controlled oven
 Thermostatically controlled top burner
 Automatic oven ignition
 Electric light in oven
 Glass in oven door
 Electric clock and Minute minder
 Reg. \$314 only
\$255

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