



# 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 stirs  
unfaded 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.

Read 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.  
Its own staff writers, working  
in its own news bureaus across  
the Island, linked with its  
private-wire telegraphic  
network, cover province-wide  
news in a way that is un-  
matched 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 Evening Patriot  
The special emphasis of this  
paper is on Today's News Today,  
tailored particularly to  
the taste of its urban  
audience, reached while the news  
is still fresh, in Summerside  
and Charlottetown.

It is urban in its tone and  
emphasis, and modern  
in its presentation. It carries  
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 Weekly  
Magazine and a 16-page  
Birds and Bees 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 news-  
papering in Canada, are ex-  
clusive 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

**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**  
41 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. PRICED FROM \$ 4.95

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

Visit **HI-STYLE**  
MILLINERY  
NEW WINTER  
HATS & JERSEYS  
The Prettiest Christmas  
Corages in town! 25c - 65c  
"OPEN EVENINGS"  
183 1/2 Gt. George Dial 4628

**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 8631

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

**THE BIBLE HOUSE**  
(Opposite Eaton's)

**EXCITING GIFTS  
TO GIVE . . .**

Famous French Perfum  
Cosmetics by Houbigant  
Laura Secord Candles  
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  
patterns  
\$6.00 to \$10.75  
**CONDON  
WOOLLEN MILLS**  
25 Queen Phone 8712

**CHRISTMAS GIFTS  
FOR HER!**

FALL  
COATS  
Sizes 8 - 20  
DRESSES  
Sizes 8 - 24 1/2  
CAR COATS  
Sizes 8 - 20  
OPEN EVENINGS

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**SIMPSONS-SEARS LTD.**  
108 KENT STREET CHARLOTTETOWN

**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  
181 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!**

Chocolates—all assortments  
Candy—in packages  
Mixed Nuts — Nylons  
Also Christmas Turkeys —  
all sizes  
**S. N. KAYS**  
87 Pownall St. Phone 3461

**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 SUB-  
SCRIPTION 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.

SHOP AT  
**HALIFAX SEED**  
FOR YOUR PET SUPPLY.  
We have a complete supply  
Gaines and Master  
Dog Foods  
Justine—Pet Foods  
Melody—Bird Cages  
72 Queen St. Phone 8313

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, con-  
venient, powerful, economical  
ONLY \$59.95

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

**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  
"ill Christmas  
Come in and enjoy them  
now.  
**ISLAND AQUARIUM**  
208 Gt. George St. Dial 8088

**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

Buy Merry Christmas  
With a Singer Sewing Machine  
or a Singer Vacuum  
Cleaner.  
"Easy Terms"  
**SINGER  
SEWING CENTRE**  
164 GREAT GEORGE ST.  
DIAL 4551

**CHRISTMAS  
TREES**  
Spruce and Fir  
Phone 5341  
Legion Parking Lot

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

**MARION'S  
BEAUTY SALON**  
49 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  
GIFTS TO PLEASE  
SPECIAL**

Portable Transistor Radios for  
car or home. With Ear Phone  
Convenient for Travelling  
\$9.95.  
Steering Wheel Muffs, Scotch  
Plaid .85.  
Car Block Heaters, Instant  
heat for your Car 1.95 Up.  
Car Visors, Stop glaring Head  
Lights 1.20.

**TANTON'S  
Accessories Ltd.**  
182 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  
8.95 — 19.95  
Special purchase  
CAR COATS  
9.95 — 15.95

**KENNEDY'S  
LADIES WEAR**  
66 Queen St. Dial 8225

**FRED SMITH  
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  
**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 gift  
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  
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.)

**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

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 Minut  
minder  
Reg. \$314 only  
\$255

**ARNFAST  
FUELS LIMITED**  
Great George St. Dial 6553

From Our . . .  
**LADIES' DEPT.**  
the latest in  
lovely lingerie  
styled just for you

**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

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 Stereo  
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

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Prince Edward  
Island