

A CHRISTMAS TALK

• • • FROM • • •

Santa Claus' Headquarters.

CHARLOTTETOWN, P. E. I.

THE CHRISTMAS TRADE of a store is the hardest test of its facilities and therefore the test of its helpfulness. Carters' Bookstore as a Christmas Store is the same as it is all the year around, but with the Christmas spirit and vast Holiday preparations added.

This store is worth seeing at all times and seasons. There isn't a working day in its Calendar that it does not hold special attraction and interest for visitor and customer. But at Christmas time the store is almost idealized. It is at its best and biggest and brightest as a store, and it is also a place that fairly glows with a holiday spirit and holiday significance and beauty.

By all means visit this store during the days before Christmas, if you can. Perhaps you have only heard of this store and its great Christmas trade. It has a reputation. See it for yourself.

Our Christmas plans for this year date almost from Christmas of last year. The whole twelve months is none too long to arrange the holiday making on our scale of doing things. We have laid the great manufacturing centres of the world under contribution, and selected from the newest and best of European countries, Japan, the United States and Canada.

OUR CHRISTMAS CATALOGUE

will be sent on request, or can be had for the asking at the store. It will serve to solve that often troublous question, "what shall I get him?"—or "get her," as the case may be; and it gives besides a good idea of the endless variety of articles provided by Santa Claus for the Children.

 **GEO. CARTER & CO.**

Direct Importers of Fancy Goods, Books, Toys, &c.

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to prove interesting to our
contributions should not be made

the first of each month

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Remittances may be sent

dollars for a whole page

Printer Job Printing Rooms

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ox 698,

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