

**GIFTS**  
**25¢**  
**WILL BUY**

Terry Towels  
Silknet Panties  
Silk & Wool Hose  
Fancy Lace Runners  
Crochet Berets  
Bootees  
Toys  
Mitts  
Handkerchiefs

**GIFTS**  
**50¢**  
**WILL BUY**

Leather Novelties  
Costume Flowers  
Triangular Scarfs  
Carriage Clips  
Toques  
Men's Ties  
Toys  
Silk & Wool Stockings

**GIFTS**  
**75¢**  
**WILL BUY**

Ladies' Wool Gloves  
Men's Ties  
Men's Fine Socks  
Men's Suspenders  
Kayser Stockings  
Orient Stockings  
Sneuggins  
Sweaters  
Brush & Comb  
Bootees

**GIFTS**  
**\$1.00**  
**WILL BUY**

Ladies Lovely Purses  
Kayser Gloves  
Kayser Stockings  
Orient Stockings  
Men's Neckties  
Men's Fine Socks  
Men's Suspenders  
Keytainers  
Fancy Leather Goods

*Santa Says*  
**SLIPS**



Slips in Satin and Crepe de Chene, tailored or dressy. Tea Rose and White. Others from \$1.00 to \$4.95

Gowns and Pyjamas, Satin, Tea Rose, Blue Dusty Rose, Black and White. \$2.95 \$3.95 up to \$6.95  
Satin Panties, Tea Rose Blue, White \$1.00 to \$3.00  
Teddies in Satins and Sheers. \$1.59 \$1.95 \$2.95  
Lounging Pajamas, Gay printed Satins. \$3.95 \$12.50

**Hand Crocheted Bed Jacket \$3.25**  
Dainty hand crochet wool bedjackets in pastel shades. Price \$3.25  
Knitted wool bedjackets, colors pink, blue, white and mauve, all styles. Priced from \$1.25 to \$2.95  
Angora Hat and Gloves sets done in brown, orange, scarlet, green and wine. Suitable for Christmas gift. Price \$3.50 a set  
Ski cap and scarf sets in all bright colors. Price \$1.59 a set

**GIFTS**  
*of Glamour*



What is a more desirable gift for Christmas than a Dressing Gown, in either plain satin, printed satin or lace trim—\$3.95 to \$10.50  
Or a Bath Robe in flannel, beacon cloth, quilted satin and Kirtwoods. Prices \$2.75 to \$12.50  
Another suitable gift for the lady is a Sweater in Pullovers, Coat Sweaters and Twin Sets in a variety of colors.  
Prices \$1.69 \$2.95 and \$4.25  
With the Sweater you will also need a skirt in wool tulle in flared, plain and pleated in colors of brown, navy, black, wine and green. Prices \$1.98 and \$2.95  
Then we have the ever-popular Ski Suits to choose from in scarlet and navy. \$9.75  
Price \$9.75  
We also have the separate Jackets and Pants in scarlet, navy, copen, orange and brown. \$3.50 \$5.50 and \$5.95  
For a real Christmas Gift why not choose one of our Fur Coats, in Hudson Heads, French Seal, Lapins, Muskrat, Mink, Marmot, Hudson Seals \$42.50 to \$400.00 and Persian Lamb—\$42.50 to \$400.00

**All Wool English Pullover \$3.25**

An ever popular Christmas gift for young men. All wool English Pullovers in seven popular colors and white sleeveless style. \$2.25  
Fancy cable stitch \$2.25  
Other styles in pure wool \$2.95  
at \$1.75 and in Mohair at \$2.95  
Brushed Wool Jackets are in the best-seller class for Christmas giving. We have them with full length zippers, all the best colors; \$4.95  
sport or plain back \$4.95  
Give a man an Umbrella and he will give thanks. We have all the staple types with a few sensible novelties ranging from \$1.00 to \$5.00  
Year in and year out we meet a big demand for Cardigan Style Coat Sweaters. Perhaps because we have an extensive range of heather shades and plain colors made from warm long-wearing wool yarns at \$3.75  
Give him one of these lovely Sweaters with buttoned or zipper front.



**Christmas in the GIRL'S SHOP**

Baby Jackets, pure wool knitted jackets, colors pink, blue and white. \$79c 89c \$1.00  
Prices \$79c 89c \$1.00  
Coat Sweaters and Pullovers, sizes 1, 2, and 3. Pure wool knitted sweaters in attractive styles and colors. \$1.25  
Price \$1.25  
Knitted Sets, sweaters, booties and bonnet, pure wool, fancy knit, colors blue, pink \$1.50  
Pullover Sweaters, pure wool serviceable sweaters, colors navy, red, brown and light blue. Sizes 20 to 34. Each \$0.98c  
Zipper Sweaters, pure wool heavy weight fancy weave sweaters for girls 2 to 10 years. Prices \$1.50 and \$1.75  
Coat Sweaters, pure wool sweaters in plain colors and trimmed with contrasting stripes; colors, navy, red and toast. \$1.35  
Special Price \$1.35  
Girls' Coat Sweaters, fancy weave and Jumbo styles—a big variety of colors to choose from. Priced from \$1.98 to \$2.95

Girls' Woolens & Plaid Dresses, sizes 7 to 14x. Special \$1.59  
Girls' Dresses, sizes 2 to 14x, attractive stylish garments in Jersey and woolen fabrics. Price \$1.98  
Girls' Dresses—a splendid assortment of better dresses in crepes, wool crepes and wool tweeds, sizes 2 to 14x. Prices: \$2.95, \$3.50, \$3.95, \$4.50 and \$4.95  
Girls' Coats. We still have a nice assortment of Girls' Winter Coats to choose from in all the newest styles and materials, both plain and fur collars. Sizes ½ year to 14x. Prices: \$3.95, \$5.95, \$6.95, \$7.50 and up to \$22.50  
Snow Suits and Helmets made from pure wool blanket cloth in a variety of styles and colors. \$3.95 to \$6.95  
Girls' Ski Suits, sizes 5 to 14x. Well made, stylish garments with lots of warmth for outdoor winter sports. Pr. \$7.95 to \$12.95

**Semi-Service Sub Standard SILK STOCKINGS 59c pr.**

Sustandard's in Semi-Service and Chiffon, full fashioned. Sizes 9 to 10½ pr. 59c  
Silk and Wool (plaid) Hose, mock seam, reg. 59c for sizes 9 to 10½ pr. 50c  
Women's Cashmere Hose, Sizes 9 to 10½, pair 50c  
Penman's Botany Wool Surface with double sole and no seams to hurt the feet in shades of: Dust Beige, Caribee, Smoketint, Gunmetal and Black. Sizes 9 to 10½, pair 75c  
Children's Wool Ankle Socks with elastic cuffs in shades Brown, Navy and Red. sizes 7 to 10½, pair 39c

**Bargain Return Fares TO CHARLOTTETOWN Saturday, December 4th, 1937**

Accept this great opportunity to do your Christmas shopping EARLY at "the store of a thousand gifts." Christmas stocks more than complete than any year in our history. C O M E !



**Christmas in THE TOY SHOP**

**25c**  
Guns — Crawling Baby — Boots — Telephone — Dominoes — Mouth Organs — Compacts — Cigarette Boxes — See Saw —  
**50c**  
Dishes — Steam Rollers — Teddys — Motorcycles — Sewing Baskets — Cash Register — Banks, Spinning Tops —  
**75c**  
Baby Bear — Express — Engines — Car and Trailer —  
**\$1.00**  
Large Bears — Stream Line Trains — Scotties — Dolls —

**Return Fares to Charlottetown Saturday, Dec. 4, 1937**

RETURN LIMIT, MONDAY, 6th, 1937

ALBANY	\$.80	KENSINGTON	\$.80
ALBERTON	2.10	KINKORA	.75
BEAR RIVER	2.10	MELVILLE	.75
BLOOMFIELD	1.90	MISCOUCHE	1.10
BORDEN	.90	MONTAGUE	1.00
BRADLBANE	.75	MONTAGUE JCT.	.85
CONWAY	1.45	MT. STEWART JCT.	.75
ELLERSLIE	1.45	MURRAY HARBOR	1.00
ELMIRA	1.35	O'LEARY	1.80
EMERALD JCT.	1.35	RICHMOND	1.30
FREDERICTON	.75	ST. PETERS	.80
GEORGETOWN	.75	SOURIS	1.25
GRANDVIEW	.95	SUMMERSIDE	1.00
HARMONY JCT.	1.15	TIGNISH	2.35
		WELLINGTON	1.20

Proportionately low fares from other stations.

**Linens for Christmas GIFTS**

Wabasso Pillow Cases with colored inserts 42 x 33" worth \$1.00 for 79c pair  
Wabasso Bed Sets with colored borders worth to \$3.75 set for \$2.89 set  
Rayon Bedspreads in Rose, Gold, Blue, Green and Ivory 80 x 100" \$1.89 each  
Hand made Tuscany Lace Table Cloths 72x90" \$4.85 ea.  
Hand made Tuscany Laces in sizes 10 x 14" at 18c, 12 x 18" at 25c, 18 x 36" at 65c, 18 x 45" at 85c and 54 x 54" at \$2.95 each  
Hand Embroidered Linen Tea Sets. 5 pieces at 98c, \$1.19, \$1.35 to \$4.50 set  
Hand made Tuscany Lace mats 12 x 18" — 25c each  
Hand embroidered finger tip towels — 25c each  
Hand made Tuscany Lace Chair sets, 3 piece 50c set  
Hand embroidered Linen Chair sets, 3 piece 75c set  
Bath Towel Sets, Celophane wrapped — 75c set  
Linen Damask Table Cloths with colored borders 52 x 52" — \$1.00 each

**YOUNG MEN'S WINTER COATS \$12.95**

Young Men's Winter Coats in brown and navy English Melton. Guards \$12.75  
model All sizes. Price \$12.75  
A real special, 22 Men's Coats, odd size, broken ranges, values to \$25.00. \$15.00  
For the weekend — \$15.00  
Men's Horsehide Coat with brown beaver lamb collar, four pockets, full belt. \$12.95  
Price \$12.95  
Decidedly new type of Men's Elderdown Bathrobes. \$4.25  
Fine English Worsted Serge Suits. Another lot of broken range suits. \$12.95

**Xmas in BASEMENT**

Men's fancy boxed Ties — 25c  
Boys' Leather Helmets, Corduroy trimmed, sizes 6½-7 — 69c  
Men's fancy Worsteds Hose. Sizes 10 to 1¼ — 25c  
Men's Plaid Mufflers — 25c  
Men's Dark Grey Suede Gloves, with snap wrist fastener — 25c  
Men's fancy Broadcloth Shirts with fused collars, sizes 14 to 16½ — 98c  
Men's fancy Zip Sweaters. \$1.98  
Sizes 36 to 42 — 1.98  
Boys' all wool Golf Hose. Sizes 7½ to 0 — 35c  
Boys' fancy Broadcloth Shirts, sizes 12½ to 14 — 69c  
Boys' Cheviot breeches, double seat and knee. Sizes 26 to 35 — \$1.89  
Boys' Cheviot Windbreakers. Sizes 26 to 36 — \$2.25  
Boys' Zip Sweaters, colors brown, maroon, navy and cadet blue — 89c

**Ladies' Section BASEMENT**

Ladies' silk knit lace trimmed Pyjamas, assorted colors, sizes small, medium and large. Price — 98c  
Ladies' lace trimmed Satin Slips, colors nurose and white. Sizes 32-42. Price — 98c  
Ladies' sub-standard Silk Hose—the latest shades. 20c  
Ladies' heavy all wool Coat Sweaters, colors black, blue, rose and cerise. Sizes 36-42. \$2.45  
Ladies' bright colored cotton crepe Nightgowns. Sizes small, medium and large. Price, each — 79c  
Ladies' Celanese Satin Blouses, assorted styles and colors. \$1.98  
Sizes 14-20. Price — 1.98  
Ladies' heavy silk knit Bloomers, color tearose. Sizes medium and large. Price, pair — 39c  
Ladies' Suede Zipper Jackets, colors wine, scarlet, royal and navy. Sizes 14-20. \$3.50  
Ladies Cotton Print House Dresses. The latest styles in prints. \$1.00  
Sizes 14-46. Price — 1.00

**Check these GIFTS for the MEN on your List!**

Men's Ties, beautiful colors and handsome designs. All new for Christmas Gifts. Prices 50c \$1.00 \$1.50 and \$2.00  
Men's Scarves—something to suit every taste. Colorful or quiet in color. By far the best selection we have ever shown. Prices — 75c; \$1.00; \$1.25; \$1.50; \$1.75; \$2.00; \$2.50 to \$3.50.  
Men's Brasces, boxed for Christmas; also Men's Brasces and Garter Sets in Christmas boxes. Prices — 75c \$1.00 \$1.50  
Men's Toilet Sets in leather slip cases, including Military Brushes, Comb and other articles. \$5.00 to \$16.50  
Men's Hose in full weight, fancy designs and all the popular colors. Prices 35c; 50c; 75c and \$1.00 per pair boxed.  
Men's Gladstones, prices — \$10.00; \$15.00; \$20.00  
Ladies' Mirokaps — \$4.50; \$5.50 to \$20.00  
Ladies' Weekend Cases — \$3.00 to \$10.00  
Men's Shirts, fancy colors or plain white or blue. Prices \$1.55 \$2.00 \$2.50 \$3.50  
Men's Pyjamas, fancy patterns with contrasting trims. \$2.50 \$3.00 \$4.00 \$6.00  
Men's Gloves, lined or unlined, colors brown, tan, beaver, gray or cream. Prices — \$1.19; \$1.50; \$1.75; \$2.00; up to \$5.00 per pair.

**JUNIOR OVERCOATS \$5.50 and up.**



Junior Overcoats in blues and fancy tweeds, for boys 6 to 11 years. Full length and full lined. Prices — \$5.50 \$6.50 and \$8.50  
Bigger Coats for boys 12 to 19 yrs. New cloths in Raglans, Guards, etc. A big range to choose from. Prices — \$9.95, \$11.50, \$12.95, \$14.50 up  
Let it be a guaranteed Horsehide Coat with a warm fur collar. \$9.95  
Boys' warm "Elderdown" bathrobes in new Christmas shades. Sizes 8 yrs. to 18 yrs. Price — \$2.50

**Give Blankets**

KENWOOD RAMCREST BLANKETS in plain colors of rose, blue, gold, green, cedar, lavender bound with three inch satin binding. Each \$5.95  
KENWOOD WHITE RAMCREST BLANKETS with colored border of rose, green, blue, gold. \$8.95  
KENWOOD FAMOUS BLANKETS in plain or reversible with four inch satin binding. Plain colors of Rose Blue, Gold, Green, Lavender, Yellow. Each \$7.95  
Reversibles in Rose and Green, Rose and Blue, Rose and Gold, Lavender and Green, Rose and Blue and Yellow. Each \$9.50  
KENWOOD COVERLETS in colored checks of Rose, Blue, Green, Brown or Black, combined with \$6.95  
white. Size 60 x 72. Each \$6.95  
KENWOOD RAMCREST CRIB BLANKETS. Size 36 x 50 in Rose or Blue. Regular blanket whipped. Each \$2.75  
ESMOND BLANKETS in Wool and Cotton. Choice of plain checked in Rose, Blue, Gold or Lavender. Each \$1.69  
Reversible ESMOND BLANKETS in Rose and Blue, Rose and Green, Lavender and Green, Blue and Gold. Each \$2.25  
CHECKED FLANNELETTE BLANKETS. Size 72 x 84. Colors Rose, Blue, Gold, Green or Mauve. Per pair \$2.29  
PLAIN WHITE FLANNELETTE BLANKETS. Whipped singly. Heavy quality. Size 70 x 90 inch. Per pair \$2.59

**Smart Printed Satins \$1.25**

Satins, smart printed patterns in navy, green, brown and black, just what you have been looking for to make into an attractive dress. Price per yard — \$1.25  
Crepes back satins in fancy weaves a good selection of patterns and colors to choose from. An exceptionally good value at, yard — 98c  
Vel veteens for children's dresses an inexpensive smart material in green, wine, red and brown. 50c  
Price per yard — 50c  
Taffetas for dresses and blouses in the following shades brown, navy, cerise, turquoise, green, pink, black and white. Price per yard — 79c  
Wool crepes and broadcrepes in black, brown, wine and navy. Ideal dress material for the cooler days. Prices per yard \$1.25 and \$1.50  
Wool coatings, plain and fancy weaves in all the popular shades for fall and winter wear, good serviceable materials 54" wide at prices to suit every pocket-book. \$1.75 \$2.00 and \$2.25 per yd. and up  
We are also showing a bright attractive range of linings, buttons, buckles, threads, etc. at popular prices.

**Moore & McLeod Limited**

**ALL GIFT PROBLEMS QUICKLY SOLVED HERE... and THRIFTILY!**