

The Store With a World of GIFTS

GIFTS
25¢
WILL BUY

- Terry Towels
- Silk Knit 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 \$2. 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

Hostess Gowns in Corduroy, Satin and Taffeta. Lovely colors. \$4.50 \$12.50

Kiddies vest and bloomer sets, fancy trim. \$1.00 \$3.95 \$12.50 all sizes. Set

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 \$2.95

Angora Hot 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 \$1.59 colors. Price 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, beaon cloth, quilted satin and Kirkwoods. \$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 folle in flared, plain and pleated in colors of brown, navy, black, wine and green. \$1.98 and \$2.95

Then we have the ever-popular Ski Suits to choose from in scarlet and navy. \$9.75

Price — \$3.50 \$5.50 and \$5.95

We also have the separate Jackets and Pants in scarlet, navy, copen, orange and brown. \$3.50 \$5.50 and \$5.95

Prices — \$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 Seal \$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.

Fancy cable stitch \$2.25

Other styles in pure wool 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; 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 heater 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

Coat Sweaters and Pullovers, sizes 1, 2, and 3. Pure wool knitted Sweaters in attractive styles and colors. \$1.25

Knitted Sets, sweaters, bootees 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. 98c

Each Zipper Sweaters, pure wool heavy weight, fancy weave sweaters for girls 2 to 10 years. \$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

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. \$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 1 1/2 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. Prices \$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. 59c

Sizes 9 to 10 1/2 pr. 59c

Silk and Wool (plaited) Hose, mock seam, reg. 59c for sizes 9 to 10 1/2 pr. 50c

Women's Cashmere Hose. Sizes 9 to 10 1/2. pair 50c

Penman's Botany Wool Surface with double sole and no seams to hurt the feet in shades of: Dust Beige, Caribee, Smokemist, Gunmetal and Black. Sizes 9 to 10 1/2. pair 75c

Children's Wool Ankle Socks with elastic cuffs in shades Brown, Navy and Red. sizes 7 to 10 1/2. 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	\$.89	KENSINGTON	\$.80
BEAR RIVER	2.10	KINKORA	.75
BLOOMFIELD	1.90	MELVILLE	.75
BORDEN	.90	MISCOUCHE	1.00
BRADALBANE	.75	MONTAGUE	1.10
CONWAY	1.55	MONTAGUE JCT.	.85
ELLERSLIE	1.45	MT. STEWART JCT.	.75
ELMIRA	1.45	MURRAY HARBOR	1.00
EMERALD JCT.	1.35	O'LEARY	1.80
FREDERICTON	1.35	RICHTOND	1.30
FREETOWN	.75	ST. PETERS	1.25
GEORGETOWN	.95	SOURIS	.80
GRANDVIEW	.75	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 Tuscan Lace Table Cloths 72x90" \$4.85 ea. Hand made Tuscan 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 Tuscan Lace mats 12 x 18" — 25c each Hand embroidered finger tip towels — 25c each Hand made Tuscan Lace Chair sets, 3 piece 50c 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

A real special. 22 Men's Coats, odd size, broken ranges, values to \$25.00. \$15.00

For the weekend Men's Horsehide Coat with brown beaver lamb collar, four pockets, full belt. \$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 6 1/2-7 69c

Men's Fancy Worsted Hose. Sizes 10 to 11 1/2 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 16 1/2 98c

Men's fancy Zip Sweaters. Sizes 36 to 42 1.98

Boys' all wool Golf Hose. Sizes 7 1/2 to 9 35c

Boys' fancy Broadcloth Shirts, sizes 12 1/2 to 14. 69c

Boys' Cheviot Treeces, double seat and knee. \$1.89

Sizes 26 to 35 2.25

Boys' Cheviot Windbreak. \$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. 98c

Ladies' lace trimmed Satin Slips, colors nurose and white. Sizes 32-42. Price 98c

Ladies' sub-standard Silk Hose—the latest shades. Sizes 8 1/2-10. Price, pr. 20c

Children's all wool Coat Sweaters, colors scarlet, wine, fawn and heather. Sizes 28-32. \$1.25

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. 79c

Ladies' Celanese Satin Blouses, assorted styles and colors. \$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 & prints. \$1.00

Check these GIFTS for the MEN on your List!

Men's Ties, beautiful colors and handsome designs. All new for Christmas Gifts. 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 Braces, boxed for Christmas; also Men's Braces and Garter Sets in Christmas boxes. Prices — 75c \$1.00 \$1.50

Men's Toilet Sets in leather slip case, including Military Brushes, Comb and other articles. Prices — \$5.00 to \$18.50

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' Mirotpaks — \$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. Prices \$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 clothes 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

Zipper Jackets—just what John wants. Plain or sport styles. Sizes 7 yrs. to 18 yrs. \$2.75 up

Flannellette and Broadcloth Pyjamas in cheerful colors and patterns. \$1.00 to \$1.35

Sizes 8 to 16 years. Prices \$1.00 to \$1.35

Boys pure wool pullovers in V or Zipper neck. New stock and new shades. Sizes to 16 years. Prices — \$1.25, \$1.50, \$1.75, \$2.00

Boys' golf hose with Laster top. Colors: Blue brown, grey and sand. Sizes 7 to 10 1-2. Price — \$1.00

Kiddies suits, all types, knitted flannel, velvets, etc Sizes 2 to 6 years — \$1.25, \$1.95, \$2.95

Boys' Fancy broadcloth blouses — 50c, 75c

Boys' Fancy broadcloth shirts — 75c to \$1.25

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. Size 60 x 84. Per pair \$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, Lavender and Yellow. Each \$9.50

KENWOOD KOVERLETS in colored checks of Rose, Blue, Green, Brown or Black, combined with 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. \$1.25

Price per yard — \$1.25

Crepe back satins in fancy weaves a good selection of patterns and colors to choose from. An exceptionally good value at, yard 98c

Vel veterans for children's dresses an inexpensive smart material in green, wine, red and brown. 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 \$1.25 and 1.50 the cooler days. Prices per yard

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!