



HERE'S A PARTIAL ATTEMPT TO ANSWER THIS QUESTION. All over this great store there are charming gifts—every department offers many—and as a reminder, we are listing a few of them here. Bear in mind that our stock is so large and so varied that it is impossible to describe ALL the lines we have for CHRISTMAS SELLING. There are hundreds more of possible gifts besides these that we enumerate.



The Ideal Collection of Gifts for Men

THE "MEN'S STORE" STARTED OUT TO BE THE BEST STORE FOR MEN in Prince Edward Island. It has reached that goal and is getting bigger and better all the time. That's why the "MEN'S STORE" is the ideal Christmas shopping place if you are after gifts for men. Men's four-in-hand Ties, Men's Mocha Gloves, special for Xmas. All new Fleece-lined and wool lined, and pretty \$1.00, \$1.35, \$1.75, \$2.25, \$2.75, \$3.00 and \$4.00. Men's plain and initial Men's Mufflers, silk Handkerchiefs, all linen 50c squares, fancy and plain and 75c. shades, knitted in all the Fancy Armlets for Xmas latest shades, 35c., 50c., and 75c. \$1.25, \$1.75, \$2.00 to \$4.50. Fancy Garters for Xmas Any of these ties will be boxed in a nice Xmas box if requested. 65c. Fancy Armlets and Garters, Set . . . 75c and \$1.00 Men's Excelsa Handkerchiefs, plain white, also grey or tan . . . \$4.75, \$5.00 fancy border . . . 25c each and \$6.00.

Gloves the always Suitable Gift

Have you noticed how much more convenient the new Glove department is for the glove buyer. How much more swiftly you can be served—how much more satisfactorily the saleswoman can attend to your needs?

- And in addition—we offer you certainly the finest glove assortment in Prince Edward Island.
- Fine Kid Gloves \$3.00
 - Fine Suede Gloves \$3.00
 - Wash Cape Gloves \$2.00, \$3.00, \$3.50, \$4.25
 - White Chamois Gloves \$1.65
 - Duplex Silk Gloves \$1.75
 - Fur Lined Gloves \$5.00
 - Fur Lined Mitts \$5.00
 - Wool Gloves 60c. to \$2.25

Beautiful Dress Fabrics attractive Christmas Gifts

- Silk and wool crepes for dresses . . . \$2.50 to \$3.50.
- Wool materials in all shades \$1.50 to \$7.00 per yd.
- Plaid skirt lengths \$6.25 per yd.
- Silks and Georgette Crepes for evening wear \$2.25 to \$5.00 per yard.
- Figured Ninons and Georgettes for blouses \$3.00 to \$4.50 per yd.
- repe de Chenes \$2.00 to \$4.50 per yd.
- Plaid and striped silks for skirts and blouses \$2.35 to \$4.50 per yd.

Silk Underwear and Camisoles for Yule-Tide Giving

Of Gift-like daintiness, for all their practical service, are these Underwear Garments of Glove Silk, Crepe de Chene and Wash Satin. Bodice Vests, Envelope Chemise, Night-ropes, Pajamas, Bloomers and exquisite Camisoles are Gift Garments included in these displays. Silk Camisoles in white, Envelope Chemises of silk pink, maize, navy, sky and in white and flesh, very black \$1.15, \$1.25, \$1.50, dainty at \$3.50, \$3.75, \$4.25 \$2.00 to \$3.75. up to \$6.75. Silk Gowns in pink and Silk Bloomers are shown flesh shades are extremely in white and flesh at \$2.25, popular, \$4.95 and \$6.25. \$3.25, \$4.25 and \$5.25. Silk Undervests in white—Silk Underskirts in white and flesh, very popular at and pink, \$4.25 to \$8.75. \$2.50.

He'll Appreciate a Nice Dressing Gown Or a Smart New Smoking Jacket

- Men's Dressing Gowns \$12.75, \$22.50, \$25.00
- Men's Smoking Jackets \$7.50 and \$18.00
- Men's Suits \$20.00, \$22.50, \$25.00, \$30.00 up to \$50.
- Men's Overcoats \$23.00, \$25.00, \$30.00, \$35 up to \$50
- Boys' Suits \$6.00, \$7.50, \$8.50, \$10.00 up to \$22.50
- Boys' Overcoats \$10.00, \$12.00, \$15.00, \$18.00 up to \$25.
- Men's Black Dog Coats \$32.00, \$34.00, \$36.00
- Men's Coon Coats \$200.00
- Men's Sheep Lined Coats \$12.00, \$16.00, \$18.00

Give Him a Christmas Hat

- Men's Italian Velour Hats, Brown, Green and Black \$8.00.
 - Stetson Derby and Soft Hats, Brown, Grey and Green \$8.00
 - Men's Persian lamb detachable collars . . . \$14.00 to \$21.00
 - Men's fine Russian otter collars, select grades . . . \$9.75
 - Men's fine Russian Otter Wedge \$6.75
 - Black Dogskin Mitts, best quality \$5.75.
- We have a large range of Men's Hats and Caps to choose from.
- Hats from \$3.00, \$4.00, \$5, \$6
Caps from \$1.25, \$1.50, \$2, \$3.



FURS—most charming of Christmas Gifts

THE FINEST FUR DEPARTMENT IN THE PROVINCE OFFERS you in addition to the best stock—the most convenient method of selection and choosing. Buy early—Furs at our present prices cannot be replaced.

MUFFS of Hudson Seal, Sa ble, Fox, Fitch, Squirrel, and all other popular furs. \$6.00, \$8.25, \$10.50, \$12.75, \$18.00, \$25.00 and on up to \$95.00.

NECK PIECES of Natural Wolf, Raccoon, Fox, Hudson Seal, Mole Sable, Kolinsky, \$6., \$8.50, \$12.75, \$15.00, \$25.00, \$30.00 and up to \$145.00.

FUR COATS of Marmot, Muskrat, Hudson Seal. Coats are shown at \$80.00, \$99.00, \$150.00, and on up to \$475.00.

MOORE & McLEOD LIMITED

119-121 Queen Street Charlottetown

Blouses as Gifts are always delightful

From this fascinating assortment of beautiful blouses one finds it a pleasure to make gift selections. There are lovely lingerie blouses, smartly tailored silk blouses, beautifully draping georgettes. There are all sorts of designs, and trimming effects in endless variety.

Georgette Blouses in Flesh, White, Sand, Black, Navy. Prices from \$7.50 to \$20.00.

Crepe de Chene Blouses in White, Peach, Flesh, Navy, Black, Grey. Prices from \$4.25 to \$12.75.

A number of different styles in White Jap Silk. Prices from \$2.25 to \$7.50.



Dainty Christmas Ideas in Neckwear etc.

- Silk Scarves \$2.75, \$3.00, \$3.90, \$6.75.
- Wool Scarves \$2.25 to \$10.75
- Boudoir Caps 60c. to \$2.00
- Ostrich Fans \$3.00 and \$5.
- Lace, Organdy, Silk Collars . . . 30c., 50c., \$1.00 to \$3.00
- Vestees or Jabots 80c. to \$5.00
- Handkerchiefs 5c. to \$2.00 each
- Hand Bags and Purses \$1.25 to \$6.75
- Silver Mesh Bags \$1.50 to \$6.75
- Bead Necklets 50c. to \$2.00
- Handkerchiefs in fancy boxes 30c to \$3.00 box.
- Initial Linen Handkerchiefs 50c each
- Ribbon Novelties in vanity cases, Handkerchiefs cases, Pin Cushions, Shoe Horns, Garters and Sachets, 30c., 40c., 75c., \$1.00, \$1.25, \$1.50 to \$3.00.

Dainty Christmas Boxes Free—Ask About Them

Such purchases as gloves, neckwear, handkerchiefs, men's ties and gloves as well as a host of other lines of similar size, will be boxed FREE FOR YOU. Ask about this service.

