

What Shall I Give

This-Ever Present Question At Christmas Time Is Answered By Our Complete Stocks of Gifts of all Descriptions. An Hour or two spent in Our Store will make Christmas Giving The Pleasure It Is Meant To Be!

"The Gift Without The Giver Is Bare" sang Lowell; and we all feel happier for thinking over and planning our Christmas gifts to those who are near and dear to us. None of the gift's individuality is lost, however, if you should need some suggestions. If you are a woman it is not surprising you should seek some advice on men's gifts. And if you are a man you almost certainly can use some suggestions on giving to the women folks.

We have helped you this year to solve your gift problem. We have assembled bountiful stocks of carefully selected things that make appropriate and satisfactory gifts. Instead of a difficult task you will find it a real delight to buy your Christmas presents here. Everything is arranged for easy selection, plenty of courteous, attentive salespeople are here to serve you, there is no crowding or hurrying—you have time for leisurely and thoughtful selection. The unusually moderate prices will enable you to remember everyone without exceeding the amount you have set aside for this purpose.

Mother will welcome

Gifts like these

If to no one else in the whole world, you won't let Christmas pass without a token for Mother. Here are a number of suggestions that will please her:—



What Shall I Give Mother?

- Gloves \$1.25, \$1.35, \$1.50, \$1.65, \$1.75, \$2.00, \$2.25.
- Attractive Neck Scarfs in Plain or fancy. Price \$1.25 to \$4.00.
- Collars all prices 25c to \$2.75.
- Handkerchiefs 5c to \$2.00.
- Nice Neck Ruffs (Ostrich feather) \$2.00 to \$5.00.
- Umbrellas \$1.00 to \$6.00.

- Hand bags \$1.00 to \$8.25.
- Silk Shirt Waists.
- Silk Dress Lengths.
- from \$5.00 to \$12.00.
- Kimona, \$1.25.
- Nice Bath Robes \$5.75.
- Towels, plain linen 50c.
- Fancy 75c to \$1.25.
- Boxes frilling 10c to 25c.

Now, let us give you just a hint of the help our store can be in solving your gift-problems. The following list is only a brief summary of our Christmas stocks, and is by no means complete;

AND DON'T FORGET BABY!

The baby may not be able to tell you so in so many words, but watch the effect produced by gifts such as these:—



What Shall I Give Baby?

- Babys Angora Bonnet \$3.25.
- Babys Bear Skin Bonnet, 75c, \$1.15, \$1.50 to \$2.25.
- Babys Plush Sleepers, 60c, 65c, to 75c.
- Babys Wool Jackets, 65c, 75c, 85c, \$1.00, \$1.25 each.
- Babys Wool Shawls, 85c, up to \$4.25.
- Babys Fur Carriage Wraps, \$5.25 to \$6.75.
- Babys Silk Carriage Wraps \$2.00 each.
- Babys White Dresses, 75c, \$1.25, \$1.75.
- Babys Kimonas \$1.35 to \$1.50
- Babys Fur Sets \$3.75
- Babys Fur Coats, \$5.25 to \$8.25.
- Babys Bibs 12c, 15c, 20c, 25c, 30c and 50c.
- Babys Böölees, 30c, 35c, and 50c.
- Babys Mittens, 20c, 25c, 35c, and 50c pair.
- Babys Little Darling Stockings 25c pr.
- Babys Embroidered Towels 75c each.
- Babys Embroidered Pillow Cases \$1.40 each.
- Babys Ice Wool Veils 30c ea.
- Babys Wool Scarfs 85c each.

Gifts That Father will

Like

"Dad is generally particularly pleased with a practical gift. Perhaps business does that. At any rate he will thank you for any of the following:—



What Shall I Give Daddy?

- Warm Woolen Fur and Knit Band Caps. Prices 60c 75c, \$1.00, \$1.25, \$1.50.
- Flannel Shirts, \$1.50, \$1.75, \$2.50, \$2.75, \$3.50.
- Mocha Wool Lined Gloves 75c, \$1.00, \$1.25, \$1.50, \$2.00.
- Woolen Hosiery, 30c, 50c, 60c, (Ribbed).
- Warm Woolen Underwear, \$1.50, \$2.00, \$2.70, \$3.00, \$4.00, per suit.
- Driving Mitts and Gloves, \$1.00, \$1.50, \$2.25.
- Dressing Gowns \$10, \$12 and \$16.
- Men's Suits \$9.00, \$15.00, \$18.00 to \$25.00.
- Night Shirts \$1.00, \$1.25, \$1.50, \$3.00, \$3.25.

Suitable Gifts for Grandfather

Something to add to the comfort of granddaddy generally makes him beam his appreciation. Such are these items:—



What Shall I Give Grand-daddy?

- Smoking Jackets \$5.00, 5.50, 6.50 to \$3.00.
- Fur Caps 5.25, 6.00.
- Persian Lamb Caps and Collars.
- Caps 12.50, 18.00. Collars 21.00, 18.00. Raccoon Mitts 8.50, Rubbers 1.00, 1.10, 1.25, 1.35.
- Soft Felt Hats 2.00, 2.50, 3.00, 3.50, 5.00. Sweater Coats 1.50, 2.00, 2.50, 4.00, 5.00.

See Car Ferry "Prince Edward Island"

When you come to town on Wednesday be sure to see the wonderful Car Ferry Steamer which is lying at the "MARINE WHARF"

SHE is a sight worth seeing and you have this fine opportunity to go aboard of her—see all the remarkable equipment of one of the finest car ferry steamers afloat.

Murray Harbour Special Train

Wednesday, December 15th, 1915

Train Dpts.	Fare
Murray Harbor 7.30 A.M.	\$1.00
Murray River	.75
Hopedale	.50
Wood Islands	.30
Melville	.20
Podbia	.15
Grandview	.10
Ugss	.05
Vernon River	.05
Vernon	.05
Lake Verde	.05
Mt. Ashion	.05
Hazebrook	.05
Mt. Herbert	.05
Bunbury	.05
Ch. Town Arr.	10.15

Returning Special Train Leaves Charlottetown 4 o'clock P. M. The first class fare will be issued by morning train from Elmira, Souris, Georgetown, Summerside, Cape Traverse, and intermediate stations to Ch. Town. Good to return by regular afternoon train same date.

These Will Please Grandmother

Any one of the following gifts will be greatly appreciated by Grandma. You are bound to please her with any one of these:—



What Shall I Give Grandmother?

- Kid Gloves Price \$1.25, \$1.35, \$1.65, \$1.75, \$2.00.
- Cashmere Gloves Price 60c.
- Lace Scarfs Price \$2.00 to \$4.00.
- Kimona, Prices \$1.75, \$4.50 to \$5.75.
- Skirt, Prices \$2.25, \$5.75.
- Waists Prices \$1.00, \$2.00 to \$3.50.
- Handbags, Prices \$1.00, to \$8.25.
- Needle Case, Price \$1.25.
- Silk Waist Lengths \$1.98 to \$5.00.
- Dress Lengths Prices \$3.75 to \$10.00.
- Sweater Coat Prices \$2.25 to \$6.25.
- Hug-Me-Tight Price \$1.25.
- Shawl 85c to \$4.25.
- Apron Price 75c.
- Flannelette Night Dresses 75c to \$1.50
- Set Furs from \$9.75 up.
- Feather Box \$1.50, \$2.50, \$3.50.
- Cashmere Hose 40c, 50c, 60c, 75c.
- Linen Handkerchiefs 15c, 20c to 40c.
- Coat Lengths Price \$3.00 yd.
- Umbrella Price \$1.25, \$1.75, to \$5.00.
- Print Cotton for aprons 15c per yard.
- Collar 50c to 2.00.
- Muffer \$1.25 to \$4.00.
- Woolen Mitts 50 cents.

Suitable Gifts for Sister

Whether it's your real sister, or one of those make-believes, really belonging to some one else, she will be tickled to death at gifts like these:—



What Shall I Give Sister?

- Silk Hose 85c to \$3.00.
- Beads, 50c, 60c, \$1.75.
- Gloves \$1.25 to \$2.25.
- Initial Linen handkerchiefs, 25c and 35c.
- Collar and Cuff sets, 60c, \$1.25, \$1.75.
- Fancy Striped Ties, 50c.
- Heavy Crepe Ties, 75c.
- Sweater Coats \$2.25, \$6.75.
- Fancy Hair Pins, Combs and Barrettes.
- Long Kid Gloves, \$2.25, \$3.00, \$3.50.
- Mufflers \$1.25, \$1.75, \$2.00.
- Fancy Hat Pins, 25c.
- Shirt Waist Pins, 25c.
- Rubbers, 85c.

These Will Make Little Sister Happy

Little sister is generally rather particular—but you will please her with any of these suggestions:—



What Shall I Give Little Sister?

- Box Handkerchiefs 25c to 60c.
- Box.
- Sailor Collars 40c each.
- Windsor Ties 30c to 75c each.
- Dog Skin Gloves 90c pair.
- Gauntlet Mitts 30, 40, 50c pr.
- Cashmere Hose 25, 30, 45c pr.
- Silk Hose, 50c pair.
- Hair Ribbons 15c to 85c yd.
- Pearl Neck Lace 30c, 50c each.
- Silver Purse, 60c each.
- Sweater Coats \$1.00, \$1.25, \$1.85, \$2.00.
- Woolen Caps, 50c, 60c, 75c, 85c.
- Woolen Scarfs, 45c, \$1.50.
- Dress Lengths.
- Leather School Bags 60 75c ea.

And These for Brother

Brother is apt to follow his father's tastes for the useful gifts. He would therefore appreciate one of the following:—



What Shall I Give Brother?

- Collars 15c ea, 2 for 25c. Fancy Vests \$4.00 to \$6.00. Linen Handkerchiefs 15c, 25c, 40c 50c 60c. Combination Set Pipe Rack Armlets Garter for 75c. Suspender Case and Suspenders 75c. Garters and Armlets done up in a Fancy Box 50c. Silk Neckwear, 25c, 35c, 50c, 75c \$1.00, \$1.25.
- Umbrellas \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$3.00, \$4.00, \$5.00.
- Kid Gloves \$1.00, \$1.25, \$1.50.
- Grey Suede Gloves \$1.25, \$1.50, \$1.75, \$2.25.
- Fur Lined Mitts and Gloves \$3.00, \$3.50, \$4.00, \$5.00, \$6.00.
- Utility Travelling Cases \$1.35.
- Club Bags \$3.00, \$5.00 \$7.00, \$12.00, \$15.00 to \$25.00.
- Suit Cases \$2.00, \$3.00, \$5.00 \$7.00, to \$17.00.
- Cashmere Hose 50c, 60c, 85c.
- Pyjamas \$2.25, \$2.75, \$3.00, \$3.50.

Moore & McLeod

