



# WHAT SHALL I GIVE HIM?

It's not a big problem at all when you face it from in front of our gift counters. You'll see dozens of perfect gifts that he'll honestly appreciate—gifts that are practical and inexpensive.

Why not plan to come in today and let us help you solve your Christmas shopping problem? We have a pretty good idea of what he'd like and we're more than willing to pass the information on to you.

Visit the Men's Store OFTEN.

Enjoy the new lighting and the ease of matching colors.

## Visit Our Clothing Department

For the perfect family gift . . . club together and give the old boy . . . a new suit or an overcoat. It's practical it'll be appreciated.

SHOP EARLY FOR BEST SELECTION



**TIES** . . . .  
are sure to please. We've got them by the Hundred! 50c, 75c, \$1.00 to \$2.50

**SWEATERS** . . . .  
Here's a gift that will keep him warm and stylish . . . and he'll appreciate it too! \$2.00, \$2.95, \$3.95, \$4.50 up

**GLOVES** . . . .  
It's the kind of gift he can make use of for a long time to come. Wools—Leathers \$1.25, \$1.50, \$2.00, \$3.00 up

**LEATHER JACKETS**  
are the thing for every man, when outdoors. Pigtexs, Pony Horses, Sueds. \$2.95, \$12.00, \$15.00

**PAJAMAS** . . . .  
Here's a sure way of pleasing him this Christmas give him a pair of these \$1.75, \$2.25, \$3.00, \$5.00

**SHIRTS** . . . .  
Better include several of these—if you want to make him smile. \$16.50, \$2.00, \$2.50, \$3.00

**SCARVES** . . . .  
Here's a dandy suggestion . . . silks, wools in plains and patterns

**AIRFORCE SHIRTS**  
Arrow Airforce tops in service shirts, regulation value \$2.50 ea.

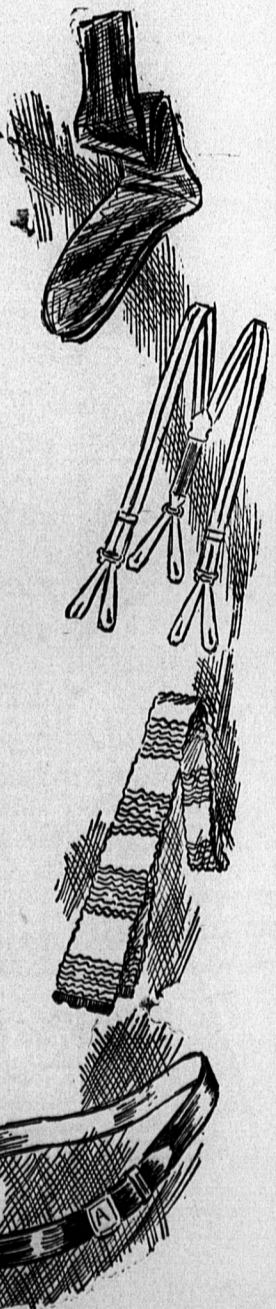
ASK ABOUT OUR SHOPPING SERVICE

SOCKS for his Xmas stocking. Silk or woolen socks in new smart colors 50c to \$1.50

BRACES—A complete new group of styles. From 50c to \$1.00

WOOL TIES that he'll like. Rugged new patterns and colors. Special at 50c to \$1.50

LEATHER BELTS make a useful gift. Soft grained leather. Metal buckle. 50c to \$2.00



Our Christmas SPECIAL Silk Robe \$9.95 to \$12.50

You can't help make a hit when you give him one of these stylish and comfortable hanging robes. There is a large selection of shadow checked and striped designs in color combinations that you can easily pick from.

100% All Wool FLANNEL ROBES \$8.50 to \$18.50

We know he'll like these because they're styled to satisfy him completely.

English Flannels 100% pure wool, richly colored, and styled to satisfy. \$8.50 to \$18.50

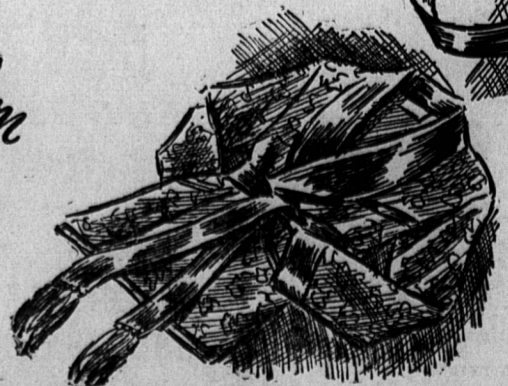


## The Christmas Store for Men

### THE MEN'S STORE MOORE & McLEOD Limited

QUEEN ST.

CHARLOTTETOWN



SMOKING JACKETS

A group of jackets especially bought and displayed for Christmas. Beautiful English Flannels all smartly trimmed \$13.50