

RICH OIL FIELDS
Vast oil-bearing areas under the ocean are capable of providing all the oil needed for the world's primary power.

**LIBERAL PARTY ..
FORERUNNER OF
PROSPERITY**

The Liberal Party is the Party of action! This was never better exemplified than when the party leader Alex Maitson announced that it was the intention of the new Liberal Government after December 16th, to place a \$1.00 per bush bonus on potatoes. This statement by the Liberal Leader is being hailed from East Point to North Cape as one of the first rays of hope for the farmer in some years. Best of all, it is the FORERUNNER of what the farmer can expect under the forward-looking, resourceful Liberal Party.

Here are just a few of the things the Liberals will do for agriculture: promote and use the increased use of lime, either by a larger subsidy or by resistance from the station to the field; provide for more efficient management of all government departments concerned with the growing and selling of farm products and encourage business on the island to process our farm products for the benefit of farmers.

For the Fisheries, the Liberals will establish plant freezer units at various fishing plants throughout the province, to enable freezing of fisheries products that can be sold to advantage under this method of processing. They will also provide a new policy of financial assistance to fishermen for the purchase of boats, gear, etc., and give fishermen representation on the Loan Board under a new Liberal Government the health, welfare and education of our fishermen will receive increased attention. In addition to removing the burden of Hospital Premium payments from the people, the Liberals will INCREASE grants to hospitals and thereby assist them to operate more efficiently and provide better care for the sick. They will set up a non-partisan committee of representative citizens to work in conjunction with the Medical Society of the Province, with the objective of effecting FREE MEDICAL CARE for those receiving welfare assistance. The Liberal Government WILL PROVIDE PENSIONS IMMEDIATELY for widows who no longer qualify for Mother Allowances and for single women who are over 60 years of age. They will also pay the cost of supplying eye glasses to needy children up to the age of eight years.

Education will be supported by the new Liberal Government as never before and at the same time the policy of equalization grants will be reinstated so that the most prosperous districts will be brought up in the level of the highest districts in the province. And, remember, under the Liberals there will be NO TAX INCREASE in the school districts in order to maintain regional high schools!

The teaching profession will be made a more attractive career for young people to enter. Vocational guidance programs, opportunity classes for slow learners, enrichment classes for above average children, and improved supervisory and inspection services will make our education system unrivalled in Canada.

The Liberal Party is on the march, heralding new ideas to better the lot of the farmers, to improve the fishing industry, to provide better services for the sick, to raise the standards of education and to raise the income of all island people. It must be borne in mind that the good years that lie ahead are under a Liberal Administration, when a Liberal Government ruled at Ottawa and a Liberal Government held the reins of office in Prince Edward Island.

Now that Conservatives reign both at Ottawa and on the Island people can see all too painfully what has happened. At this moment there is any clear thinking person who would not exchange the present Conservative Team for a Liberal Team! Remember, that Ottawa will go Liberal, make sure that the Island follows suit, vote the straight Liberal ticket on December 16th.

Moore & McLeod Ltd.



GIFT SALE

THURSDAY, FRIDAY, SATURDAY ONLY



Men's NYLON FLITE BAG

- Navy & Charcoal **18.95**
- Reg. price 25.95
- Special

Ladies' LUGGAGE (2 piece)

- Overtite and Weekend **23.50**
- Christie Luggage
- Med. Blue Ivory, Charcoal
- Regular 29.95
- Special

Ladies' WINTER HATS

Complete stock, reg. 4.95 - 12.95

3.30 TO 8.64

Mens' Flannel SPORT SHIRTS

- Collar for tie or left open
- Full cut in neat patterns
- Smartly styled
- Ideal for cold weather
- S.M.L.
- Reg. 5.95 Special **3.95**

MEN'S SKI CAPS

- Gabardine with earflaps **1.00**
- Reg. to 1.95 Special

YOUTHS GLOVES

- Plastic and knit, Black and Brown. **1.59**

New Shipment Ladies' CAR COATS

- Singles and double breasted styles
- Single and double breasted styles
- Sizes 10-18, Popular 14 length
- Regular 19.95 **14.88**

1 Rack of Men's Harris Tweed and Laminated Coats

Fancies and solid shades, Reg. to 49.95. **1/2 PRICE** While they last—

"WHITE CROSS" CHRISTMAS GIFTS

Buy a gift for a forgotten mental patient. White Cross volunteers will do gift wrapping. Place them in the boxes located in the Men's and Sportswear Depts.

STORE HOURS

Monday thru Thursday 9-5
Friday 9-9
Saturday 9-5

Ladies' Cardigan SWEATERS

Ladies orion cardigan sweaters in a wide selection of colors. Sizes 14-30, also 6-16 Reg. 13.95. **2.59**

MEN'S IRISH LINEN HANKERCHIEFS

Imported from the Auld Bod. **4 for \$1**

Men's NYLON PARKA

- Zip off hood
- Zip and button closure
- 36" length
- Charcoal & Navy
- Reg. 19.95 While They Last **10.95**
- EXTRA SPECIAL

Mens' TROUSERS

- Entire stock **25% Disc.**
- 1st. Flors.

Men's SUITS

- Entire stock **25% Disc.**
- 1st Floor

MOHAIR PLAID SCARVES

Pure wool mohair scarves in colors Red, Blue and Black. Approx. size 11 x 60. Outstanding Value. **97c ea.**

Capstan Double Knitting YARN

Approx. 2 oz. ball, 4 ply wool and rayon reinforced with nylon shrink resistant in colors, wine, grey mix, beige mix, scarlet, sunnier, powder blue, green, navy etc. SPECIAL **57c ball**

CUPS & SAUCERS

Royal Vale English bone china cups and saucers. Featuring a completely new selection of beautiful colors in twelve different patterns. **98c ea.**

Men's HAPPY FOOT SOX

- Assorted shades **79c**
- 10 1/2 - 12
- Reg. 1.00 - Special

SLIPS

All first quality. Sizes 32-42. White, sand, star blue and flamingo. Reg. 3.85. **2.47**

Ladies' RAYON BRIEFS

Substandard quality. Sizes small, medium and large. **39c each 3 for 1.00**

BOYS JACKETS

All wool in plain and checks. Hooded style. Size 4 to 6x. Regular 9.98. **6.88**

CHILDREN'S DEPT.

Children's Nylon SNO-PANTS

Rib style, quilted flannelite lining. Loden, navy, red and charcoal. Sizes 3 to 6. **2.88**

Girls' CAR COATS

Plain poplin, pile lined in red, tan, blue and green in 3/4 length. Girls' 8-14 **16.88** Teens 10-14x **18.88** Special

Ladies' BULKIE SWEATERS

Hi bulk orlon cardigans. zipper front, textured tweed, also novelty knit patterns. Sizes S.M.L. Regular to 12.95. **7.88**

Ladies' SLIMS

Velvety cotton Holland suede, slim tapered legs, completely washable. Sizes 10-18, rich dark shades. **3.88**

Men's HATS

Smartly styled by Bitmore in the latest finishes of fur felt, all shades. **20% OFF**

SEAMLESS MESH NYLONS

Ladies seamless mesh nylons. First quality. In shades Rosy, Sun-Gold and Choco Brown. Sizes 9-11. 2 pairs for **1.25**

Misses & Boys SLIPPERSOX

Misses' and Boys' eye-on slippersox, cowhide soles. Individually packed. In a wide choice of patterns and colors. Sizes 7-9. **1.09**

PERFUME SPECIAL

Attractively gift packaged for gift giving. In fragrances Gardenia, Cherry and Della No. 7. 1/2 fluid oz. size to \$5.00. Pre Christmas Special. **1.00 each**

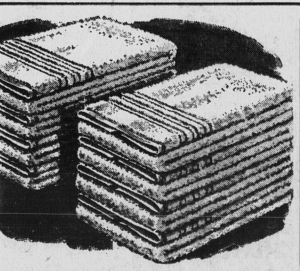
PARKAS

Boys' Nylon

- Warm quilted lining
- Zip off hood
- Charcoal, Navy, Loden
- 6-16 Reg. 13.95 **10.95**

BASEMENT SPECIALS!

MEN'S CAR COATS (reg. 14.95)	8.95	MEN'S CARDIGAN SWEATERS Special	3.95
MEN'S SUEDE WINDBREAKERS (reg. 19.95)	11.95	BOYS' FLEECE COMBINATIONS Special	2.29
MEN'S PARKAS (work) (reg. 14.95)	10.95	BOYS' NYLON PARKAS (reg. 10.95)	8.95
MEN'S TROUSERS (reg. 6.95)	3.95	MEN'S FLANNEL PANTS (reg. 6.95)	3.95
BOYS' FLANNEL SHIRTS (reg. 1.19)	39c	MEN'S SKI GAPS Special	99c
BOYS' LINED BLUE JEANS (reg. 3.95)	3.49	MEN'S SUITS, TWO PANTS (reg. 39.50)	28.85
MEN'S HOSE (reg. 1.00)	59c	MEN'S SPORT COATS (to 45.00)	15.95



SUBSTANDARD BATH TOWELS

- Excellent quality
- Size 22 x 42"
- Absorbent terry cloth
- Reg. 2.95 pair **1.98 pr.**

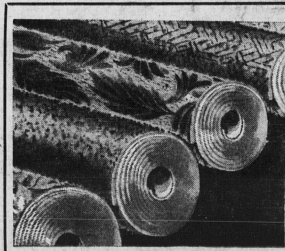
Ready Made DRAPES

Our complete range of ready made drapes consisting of fiberglass, anel, solpruf fabrics, satin backs, rayons and a host of materials.

All drapes are displayed on our sample rack for easy viewing and are available in single and double widths; these drapes are from regular stock and all are of excellent quality, washable drip dry, dry cleanable, hand washable, etc.

This great savings will enable you to buy the best drapery on the market and still save you money; visit our drapery dept. today and see the large selection going at

33 1/3 Off Regular Price



CONGOLEUM SQUARES

Discontinued designs in Gold Seal Congoleum, the Seal of Quality, in Kitchen, Livingroom and Bedroom design.

25% Off Regular Price

SIZE	REG. PRICE	SALE PRICE
6 x 9	7.20	5.40
7 1/2 x 9	9.00	6.75
9 x 9	10.70	8.00
9 x 10 1/2	12.55	9.50
9 x 12	14.35	10.75
9 x 13 1/2	16.10	12.00
9 x 15	17.90	13.40

Change that dull drab floor into sparkling beauty for the Christmas holidays with one of these discontinued conzoleum squares and save \$3.88 at the same time.

FLOOR COVERING

Belflor Floor Covering in Kitchen, Bedrooms, Livingroom design. 2 yds. wide. **98c linen yard**

ON THE ISLAND IT'S
MOORE & McLEOD LTD.
"YOUR FAVORITE SHOPPING CENTRE"

SUNTER'S SAY

"SANTA SHOP" SOON!

distinctly different DRESSES SKIRTS SWEATERS LINGERIE BLOUSES ACCESSORIES

and Costume Jewelry Sunter's Ladies' Wear