



CAPTURE the joy of Christmas morning with the aid of a movie camera.

Camera gift suggestions and other picture gadgets

The amazing popularity of the recently introduced instant loading cameras, so many of which are not only "computerized" but also equipped to use the multiple-flash cubes, furnishes good guidance for Christmas Gift Givers.

It seems that no one can go wrong this year by choosing one or another of the many available models. Choice really depends primarily on the photographic sophistication of the one who will receive the gift and also of course on how much the gift giver wants to spend.

Even though the intended recipient may already have one camera, no one will be committing a faux pas by choosing to give him another. The reason is not as complex as one might think.

Two Camera Men
The two-camera amateur is by no means a new phenomenon. The serious-minded amateur photographer has for long been a two-camera (or more) picture maker.

He is that way because when he goes tripping nearby or far away he wants to be able to shoot color or black and white at the drop of a hat. So he loads one of his cameras with color film and the other with black and white film, or one with a fast film and the other with a slower film.

Thus he's ready for any situation. This trend is growing among the casual snapshooters also. All one needs to do to confirm it is to observe the next batch of tourists one runs into either here at home or abroad. It's amazing how many now carry two cameras.

And this is to say nothing much about the two- or three-camera fans who choose a movie camera for their second or third picture taking instrument.

Movie Cameras
Movie cameras of today also are "instant loading" and this has proven a boon to the person who normally is "all thumbs" in addition to the new convenience. It guards against the expensive accident that might happen when trying to thread movie film into

plexities involved in measuring light.

"Computerization" in cameras is one of the simplest of the modern electronic developments. It determines automatically what the exposure should be once the camera is pointed and it sets the camera automatically. All there is left to be done is to push the shutter release button.

All of which means that whether the one for whom the gift is being chosen has had a snapshooting camera or a simple movie camera for ages, it's now time someone gave him a new automatic, instant loading model.

It, however, the person in mind is a really "advanced" amateur, a little more research is going to be needed in order to choose either a new camera or one of the many photo accessories he might like to have.

Be warned in advance: if you're shopping for one of these super-sophisticated guys, be sure you know enough about his existing equipment to make an appropriate gift selection. The clerk who waits on you will be helpful and he may suggest you give the gift certificate so he can select what he wants.

Home accessories catch the mood

The welcome mat is always out for gifts that reflect the happy spirit of the holiday. Home accessories, to accent beauty and enhance hospitality, catch the mood of the Yuletide to perfection.

That handsome, useful accessories are previous gifts, too, is proved by the wide assortment of these home adornments available, in an equally wide price range, at the Jeweler's.

For a present destined to hold the happiness of the holidays in its luster for years to come, silver holloware is just what Santa ordered, suggests the Jewelry Industry Council.

Enchantment falls on a room decorated with silver condiment dishes, vases, coasters, a smoking and bar accessories. The festive feeling persists at every meal when the table is laden with silver trays, bowls, candelabra and sauce boats.

an old-fashioned movie camera.

"Computerization" — which is now available in truly inexpensive models of both movie and still cameras — is another one of the remarkable developments which frees the picture maker from a whole host of com

Silver holloware can doubly delight the household with its versatile variety of uses.

To add elegance to entertaining and to dining room decor are gifts from a shining array of crystal. Sparkling from table or buffet, a present of crystal keeps the Christmas spirit always at home.

For the table, and for the pleasure of every woman, be she veteran homemaker, or newlywed, are gifts of extra place settings or serving dishes in a favorite china pattern.

Distinctive china figurines make attractive gifts, and add an unusual touch to the interior of any room.

With its minute-to-minute usefulness and its special charm in any decorating scheme, a clock is certain to be a warmly-received Christmas present.

There are clocks to suit the style of any room in the home — homely or novel for the kitchen, period or modern decor at a clock for the living room and hall, delicate designs for the boudoir and handsomely sleek styles for the den.

"Deck the halls" with attractive gifts for the home this Christmas, and the happiness of the Yuletide will be seen, felt and expressed from day to day, year to year.

When the Christmas Rush has You Down



take a tip from the youngsters

Have a Milk Break!

Pause for a moment wherever you may be and have a refreshing glass of milk, chocolate milk, or a milkshake. In just minutes you'll notice the difference... the old zip will return and you'll be ready to carry on with all the many chores of preparing for a happy Christmas.

P.E.I. Dairymen's Association
P.E.I. Fluid Milk Association

Shining silver gifts add glow for years

Just as the sparkling sound of Christmas jingles from silver bells, the look of the Yule season can be captured and held in lustrous silver gifts. A present of silver will be put to a multitude of merry uses from the moment it is opened, suggests the Jewelry Industry Council.

And its gleaming beauty will continue to add a holiday glow to the home for years to come.

For a feeling of festivity at every meal, nothing can match sterling silver flatware. Fine silver, whether traditional or contemporary in design, flatters any decor, and daily use only adds to its distinguished loveliness.

A keynote of elegance in the home is glamorously provided by the resplendent shine of silver

holloware. Exquisite and timeless in value, silver serving dishes, sauce boats, sugar and creamer sets, candelabra, cruet sets, ashtrays and cigarette boxes gloriously adorn any table.

Everyone's home is said to be his castle, and a really royal appearance is achieved when such items of silver holloware as condiment dishes, vases, coasters, table lighters and bar accessories lend their shimmer across a room.

A single piece of silver holloware may be used in many imaginative ways, and this attractive attribute of versatility is always appreciated. A graceful, gleaming silver bowl will delight the household when used as a fruit centerpiece, flower holder,

relish dish, salad bowl or open vegetable dish.

A bread tray may alternate as a vegetable server or relish dish, and myriads of scintillating centerpieces can be created with an elegant tea tray.

Sterling silver desk accessories, including clocks, memo pads and letter openers, are sure to add distinction to a den.

Another merry thought is a silver picture frame — perhaps holding a happy family photograph taken on Christmas morning.

Throughout the years, the thoughtfulness of the Christmas giver will linger on in the luster and utility of a Yuletide gift of silver.

NEED HELP?

When Santa is in doubt, he knows he can rely on helpful salespeople in local stores. They are ready with gift suggestions, information on sizes.

Entertainment gifts in broad range, price

Variety both in kind and price is a prime advantage of home

entertainment equipment as a source of gift ideas.

There are the basic categories — radios, TV sets, record players, stereo units, tape recorders — and then there is an impressive diversity of ideas within each of these groups.

Prices vary with the type of gift, from the miniature TV set, radio or tape recorder to the big-screen TV set or furniture-styled stereo.

Credit plans make even the more costly gifts fit the budget comfortably.

Whatever the cost, the thoughtful giver studies gift possibilities thoroughly, before making his selection.

This Christmas, many Santas will be shopping for color television. Portable miniaturized TV sets are available in both white and color, and they are deservedly popular. The trend, however, seems to be toward the big screen color set, a favorite with shoppers throughout the year.

Elsewhere, something "new" has been discovered — radio! Along with more diversified programming, car clock and carry-around radios have brought about renewed popularity for this medium.

Manufacturers are doing their part, by designing radio models to fit every need, every car, every room, every personal taste. Santa will find a wide gift selection.

Tape recorders put the emphasis on practical entertainment, by combining useful business or study features with enhanced music recording ability and other "just-for-fun" ideas.

Stereo developments spread from increased portability in some models to elegant living-room styling in others.

Photographs go portable, for the on-the-move set, or combine with radio, and in some cases TV, in the more elaborate at-home models.

Spices make savory gift

A selection of spices arranged in an attractive spice rack makes a decorative kitchen gift for the culinary artist on the Christmas list.

All varieties of spices are available today in glass jars, reports the Glass Container Manufacturers Institute.

Because many spice jars are elegantly designed, more and more homemakers are storing spices in full view in the kitchen. Even the colorful spices they contain add to the decor — as well as the menu!

A trip to the food market will uncover a wide array of spice varieties that can be included in the gift selection. These include bay leaf, cayenne, chili, cinnamon, cloves, thyme, sage, paprika and oregano.

Spice racks that hold from six to 60 spice jars are carried in most department stores and specialty shops.

STOCKING STUFFER
Stuff an extra roll of film in the snapshooter's Christmas stocking.

Factory Outlet

Gift Sale

Gifts for every member of the family, buy now for best selection.

Men's Dress Socks and Ties

Regular 4.95
NOW ONLY **\$2.95**

Men's SWEATERS

Regular 12.95 to 16.95

\$9.95

Men's TOP COATS

Priced From
\$18.95
Up

Ladies' **SNO-BOOTS**
\$5.95
Up

Ladies' Heavy Bulky Knit **SWEATERS**
Regular 14.95 **\$8.95**

Ladies Italian Knit Shaggy **SWEATERS**
Reg. **\$5.95**
\$8.95

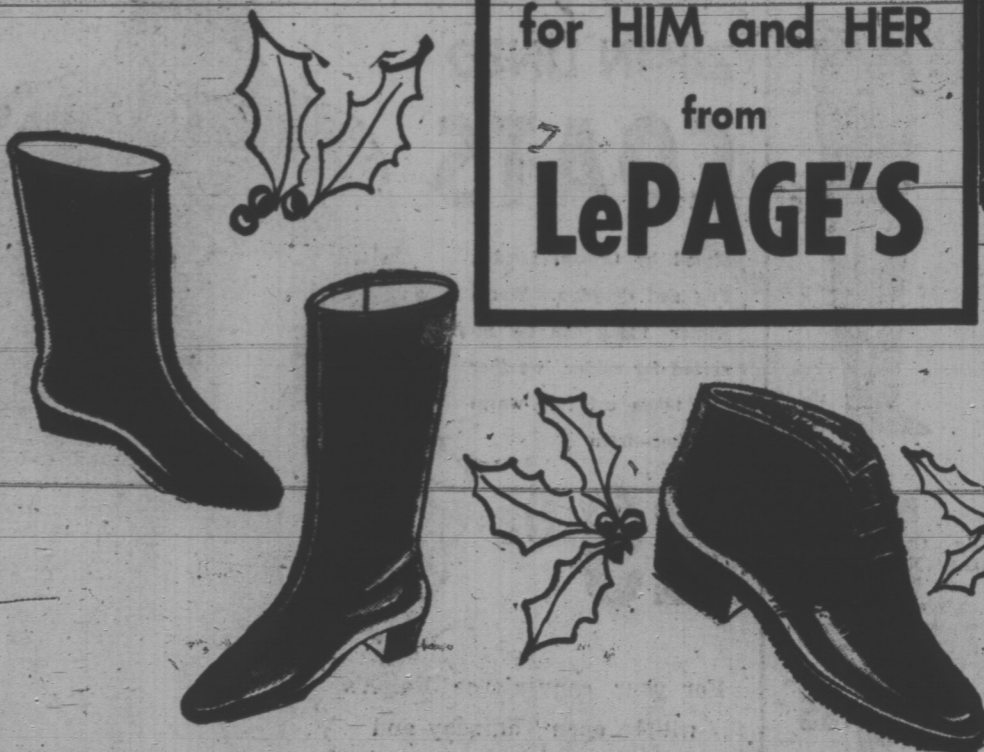
Men's Suedeline **JACKETS**
Pile Lining
Reg. **\$14.95**
\$19.95

Men's Duffle **COATS**
Reg. \$21.95
\$10.95

THE FACTORY OUTLET STORE

These Boots are Made for Wearing

Boots... the greatest winter fashion ever! They're smart, they're warm, they're comfortable, they're all here!



Fashion Right! and weather wise

Boots

for HIM and HER
from **LePAGE'S**

Ladies' SNOW BOOTS

Chic and seasonal, you'll love the tall sleek look, with slim leg-hugging lines in both stacked and flat heels.

Priced from **7.95 - 31.95**

Misses' SNOW BOOTS

Great ice and snow with a grin in rubber soled, mid calf length boots of shiny black or brown leather. Blends perfectly with the newest "in" fashions for young ladies this season.

Priced from **6.95 - 7.50**

Men's SNOW BOOTS

Rugged looking, long wearing, warm and boots for men... soft shearing lining in ankle length styles to set off the newest wardrobe.

Priced from **7.95 - 15.95**

Men's & Ladies' CURLING BOOTS

Excellent Christmas gifts, men's and ladies' curling boots in black and brown leather, sure grip soles that are sure to improve anyone's game.

Men's from **17.95**

Ladies' from **13.95 - 16.95**

LePAGE SHOE CO.

CONFEDERATION PLAZA

CHARLOTTETOWN