

Profusion of gifts confuses shoppers

By RALPH CAMERON
If Santa Claus is up against it to decide what to put in the stockings of Islanders, he is not alone in his confusion. The people themselves don't know what they want to get nor what they are going to give. However, we think we can provide a solution to both of those problems.

But first let us say definitely there is going to be more money spent this Christmas than last year. General agreement exists among store owners and managers that all indications point to a banner selling season. Though more money will be spent that does not necessarily mean more things will be purchased. It does mean there is a general and noticeable trend towards the buying of quality merchandise. People appear prepared to spend a bit more for a better article, less inclined to take a bargain simply because it is cheap.

It seems a majority are following the old saying "you may occasionally get a good thing in a cheap way, seldom get a cheap thing that is any good."

BUYING FOR CHILDREN
Another factor in the expected increase in sales value is the greater emphasis this year on the purchase of gifts for children. One store operator remarked "It has been said, they are taking Christ out of Christmas at least they are turning it into a day for the kids."

Across the city clerks, managers and owners were in agreement that they look for jump increases in toy sales because of the purchases they notice people are placing on the buying of "educational" toys. In this category they place various games. "They are far ahead of every other factor in the 'moving variety' such as farm tractors and model tractors."

Of the latter Gordon Tombs, at Holman's, said the kids see these things in operation all summer and start asking for them early. The same situation holds true at Eaton's and Woolworth's with the former noting a brisk demand for larger items like tricycles and doll carriages and Woolworth's also planning for the larger moving toys.

Mr. Tombs said games com-

me to be the biggest single type of toy sold with mechanical toys "going exceptionally well." He also noted the ever popular hockey game is still a big seller.

Perhaps the most surprising thing he said of the noticeably increased interest in toys is that adults who are going for them in a big way. "The kids are taking it cool" And a shocker was his statement that the most—once again being bought by adults.

QUALITY COUNTS
Jumping from "kid" stuff to better quality buying. However, they feel this year all types of jewelry appear headed for a good buying season.

In particular they anticipate a big jump in sales of photographic supplies because of the tremendous interest by so many people in photography as a hobby. This, they credit to the fact that seasons of the year play no part in it. The taking of pictures can provide pleasure winter or summer, day or night. But the Taylors are emphatic in



Maybe you'll want to be really big about this Christmas when you choose an ever-useful lighter for him. Shown here is a table lighter by Ronson.

stating they refer to color photography "black and white is a very small part of the business today."

SHIRTS FOR DAD
There is something Dad can be almost certain of—he is destined to get shirts under his Christmas tree. Clive Cadmore and Sparky MacIntis left no doubt of the most popular sales item in men's wear at Henderson and Cadmore.

Mr. Cadmore looks to a good sales season led by shirt sales with ties and socks as runner-up. They expressed the belief there is the same thing would hold true if the boys' wear department.

That shirts will play a big part in Christmas for a great many men is concurred in by practically every store looking forward to big Christmas sales. It will also be true at Moore and McLeod whose sales are reported already ahead of last year at this time.

GIFTS FOR MILADY
In that store they look for a big year in the women's wear departments. Despite a great variety of articles to please milady store officials think it is emphasis this season will be on sportswear when it comes to buying gifts for the wife, girl friend or daughter.

Yet they do not lightly dismiss female vanity and so that close behind sportswear will be the perennial favorites of lingerie and cosmetics.

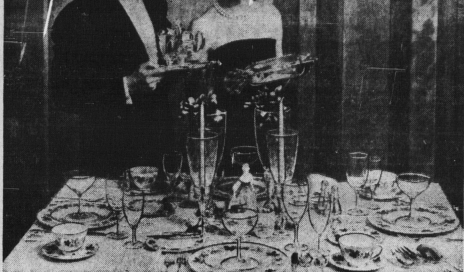
A saleslady at Eaton's expressed the personal belief lingerie would still be the biggest selling item while in another section it was noted gift buying of cosmetics was keen and expected to exceed that of last year.

There have been two factors mentioned in rival stores as playing a great part in the increased business to date and the prospects of it continuing.

EARLY SNOW HELPS
One store manager said the early onslaught of winter had a tremendous impact on sales to date. The other stated the only thing which could prevent a banner year for the store was a succession of snow storms.

In that respect their opinions have met with no argument from anyone.

Maybe this article will help Santa make up his mind what he is going to put in those many stockings, but it has not helped your reporter in the least.



SILVER BRIGHTENS SCENE
Silver goes straight to work at Christmas to make modern entertaining truly a Yuletide pleasure and continues to add to gracious living through the years. It is a happy gift for every family, with a wide range of patterns to choose from. This set, suggested by the Jewelry Industry Council, features two combination hurricane lamps and candlesticks in silver.

Favorite sports give clue for the givers

This decade is synonymous with the "active man" or the "man on the go." More men have been spending more time in the playing fields, or indoors at their favorite sports, than ever before. One of the reasons for this is that they have more time to do so. And age is no handicap.

There's a sport for every man. And this means that there are lots of new Christmas gift ideas for your sportsman. More and more men have gotten together to start their own amateur leagues in their favorite sports. This means football and base-

ball, the top spectator sports are no longer secluded to a man's reading about them in the sports pages. He's actually out there playing them.

He is certain to have his favorite sport, and the family will know about it. This will make picking a present for him relatively easy.

But there are many of her sports besides the "big two." Take for instance, bowling, tennis, golf, squash, hand ball, fishing, above and under the water, boating, and others.

These should offer many gift selections that are sure to please. A new racquet, tennis balls, new clubs and balls, the golfer, not to mention golf bags, club covers, portable caddies and golf shoes; a fishing rod and reel, tackle box, a net and tackle for the fisherman; or if he's an underwater fan, aqua lung, goggles, flippers, rubber suit and spear gun might be just what he needs.

For the boating man there are plenty of things that his craft, matter what the size, is sure to need. A new compass, radio,

galleys, equipment, are just a few of the great number of items that a boat man always finds handy.

For the hunter, there is a wide variety of gifts, one of which he may well need. New fur hats, shagbuns, supplies of ammunition are all high on the hunter's list for Christmas.

Telescopic sight may be just what his favorite gun lacks. Camouflaged equipment is always a good suggestion for the hunter who likes to spend some time at his game.

Is he a skier (on snow or water)? How about giving him a new pair of skis, new boots, a set of bindings, poles, nuts for the really accomplished snow skier, all of these will be a real delight.

What about the indoor sportsman? Does he enjoy ping-pong or billiards? These games that the whole family can enjoy with dad. There are games for the yard too, such as badminton, croquet and horse shoes, all of which can offer fun for every age member of the family.

A good chess or checkers should be high on the list of gifts

Women shoppers have great choice of stores

By JEAN KOENIG
A man well acquainted with the retail business across Canada commented while in Charlotte last summer that P.E.I.'s capital has a large number of stores in relation to its population. It follows the man buying time rolls around—like you, for instance.

When women's gifts are in the display windows trying to outdo the revolutions of a Lilliputian ferris wheel. Above the crush of busy feet in the snow the Salvation Army's collection drive is being made. Give a little, give a little for the world should be full of joy.

Charlotte now has no host of three variety stores carrying everything from Christmas necessities to a lamp for your niece's apartment. An excellent place, too, to pick up those toys for the kiddies. The trend this year seems to be educational toys.

There are also stores that they're meant for children to use, not for adults. The grapevine also says that Christmas shoppers in this area are going for quality this year—in all their gifts.

Wearily feel real while the customer slips that agonizing step or step along the bottom in another store that takes away the strains of Christmas carols or the nose twitches at your own odor coming from a bakery counter advertising Christmas cakes.

On to the supermarket if you bake your own Christmas cake or pudding. Maybe it is advertising a good idea on raisins, mixed fruit and such.

It's a good time, also, to buy a frozen Christmas turkey before they are all snapped up. There's lots of choice with two supermarkets in the city, two in the suburbs and innumerable groceries.

Certain types of stores come in threes and fours in this provincial capital. There are three department stores where the lady can shop at leisure for those cosmetics for her sister or

for a man whose favorite sport may be the quick thinking that it takes to win.

If there's any doubt in your mind about choosing exactly the right gift in his favorite sport category, then buy him a gift certificate at his favorite shop.

pipe and slippers for her husband. It's a wonderful world of Christmas at any place you wish.

Christmas cards and gift wraps—three stores make these their specialty... a design featuring a reproduction of a painting perhaps, a winter scene with a church in the foreground. Christmas cards will again into the air near the music stores... "It's a pity this music will be replaced in a few weeks with those Beethoven records I'm buying for Carol... There are men's wear and

women's wear shops galore in Charlotte—perfect places to solve that gift problem with shirts, very popular this season for lingerie. (Topping the list for women with sportswear coming a close second.)

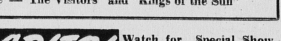
"That's it again for this year." People talk a lot about Christmas being so commercialized now the era of sleighbells and candles on trees is over. But underneath the bustle of today's Christmas there remains the same spirit the angels sang of: goodwill—your goodwill that brings joy to all those you greet by card or gift this Christmas...

RELAXATION is essential for complete enjoyment of the Pre-Holiday Season!

AFTER shopping relax and enjoy one of the following movies at The Capitol.

Today - Tuesday - Wednesday—Shows 3:30 - 7 - 9
"Robin and The 7 Hoods"—F. Sinatra
Thursday - Friday - Saturday—Shows 3:30 - 7 - 9
Walt Disney's—"The Tiger Walks"

DEC. 7 - 8—2 DAYS ONLY



COMING SOON—"Lady In A Cage"—"Mail Order Bride"—"The Visitors" and "Kings of the Sun"

CAPITOL Watch for Special Show for the Holidays.

Place Lights Away from Combustible Materials

AVOID USING CANDLES

Keep The Tree Away from Fire-place, Radiator or Heating Pipes

Don't Overload Circuits. Don't Use Too Many Lights

Always Disconnect Tree Lights Before Leaving House

DON'T DRESS YOUR TREE TO KILL

Follow These Six Safety Rules

← DON'T USE Cotton Under Your Tree

MARITIME ELECTRIC Company Limited

DOW'S MEN'S WEAR PRE-CHRISTMAS

Continues All This Week . . . Sale Ends Dec. 5t

Smarterly Styled . . . Year Round

An Open Letter to the Buying Public of P.E.I.

From Dow's Men's Wear

Due to the adverse weather this fall and to the late harvest which kept our many rural friends very busy up to the last minute. We find that we are heavily overstocked on all our winter clothing. This must be paid for and we must have ready cash on hand to pay our suppliers with so we feel that the best way to raise the cash we need and to give our many customers the chance to buy all their winter needs at a greatly reduced price. We have opened our doors on the greatest Pre-Christmas sale we have ever offered to the buying public of P.E.I. This will also be a wonderful chance for all our friends to get many Christmas items at the lowest prices.

The Store of Good Prices

Dow's Men's Wear

Men's White, Check & Stripe DRESS SHIRTS \$2.88

Children's Snow Suits REG. 19.75 FOR \$13.88

Boys' Quilted Parkas Heavy duty nylon. Treated for shower resistance. Sanitized cotton lining. Short point fusel collar and contrasting cuffs. Neck sizes 14 1/2 to 17 1/2. REG. \$5.00. \$7.99

Thermal Underwear traps body heat, insulates, keeps cold air out, non-irritant. Drawers & Shirts \$1.59

All Wool Laminated TOP COATS Good looking well tailored winter overcoats. Warmth without weight. 3/4 length. Colors small nail head or lay check design. Sizes 36 to 46. \$24.99

Men's Nylon SKI JACKETS Heavy Water Repellent, double stitched with concealed hood in zip, neck, cuffs and collar. Colors black, blue and red. Reg. \$12.95. \$8.88

Happy Feet DRESS SOX Just like walking on air. Special Prices for Christmas. All shades and sizes. 10 to 12. 88c

Boys' Ski Jackets Heavy water repellent double stitched with concealed hood in zip, neck, cuffs and collar. Colors black, blue and red. Size 8 to 16. Reg. \$6.95. Sale \$7.49

Heavy water repellent double stitched with concealed hood in zip, neck, cuffs and collar. Colors black, blue and red. Size 8 to 16. Reg. \$6.95. Sale \$4.99

DOW'S Men's and Boys' Wear

Gt. George St. Charlotte

"Where You Buy With Confidence"