

LEATHER HANDBAGS hang high this year on every woman's Christmas list. A dazzling selection; from left to right, an elongated slim pouch in very

lightweight smooth leather, tasseled suede for dress wear, huge daytime pouch in supple grain leather, slim boxy bag in smooth leather, and a carry-all in brushed with smooth lea-

Card Giving Is Tradition Of Season

One of the most warm-hearted traditions of the Christmas season is the exchange of greeting cards. At this time of the year close friends and casual acquaintances take time out to express their best wishes.

However, sometimes it can be pretty confusing to receive a card from somebody you've never heard of. The proper way to sign a Christmas card often poses a problem for many people. In the first, place one should never forget to put the complete return address on the envelope. In the second place, the signature you use should be determined by the type of card and the person who receives it.

If you have chosen a gay, casual greeting for close friends, you can sign it simply with your first name. If you're married sign the first name of both, followed by the last name.

With married couples, the one signing the cards always writes his or her name last.

If you prefer to have cards printed, the wife's name comes first.

When there are children, the signature as a family group is always in good taste, whether it is printed or written; for example "The Smiths."

The conventional signature is always acceptable for the greetings sent to business acquaintances. The formal "Mr. and Mrs. John G. Smith" should be printed, and the card should be more formal in both design and message.

black, the most popular colors will be browns, reds and greens in a score of shades; navy appears in both bright and deep tones; also greys in gunmetal hues.

Handles are back in the limelight in several versions; larger double strap handles of matching leather, accented with touches of golden metal; the shoulder strap returns after an absence of several seasons; even clutch bags feature handles, the kind that disappear into the bag when not needed.

Generally, handbags for gift-giving this Christmas reflect a new elegance and more youthful lines — both very acceptable to every woman.

Handbags Of New Style Choice Gifts For Ladies

If you're wondering what to give the lady in your life for Christmas, the answer is "in the bag." Handbag, of course!

This year particularly, silhouettes of handbags have been adapted to complement the new lines in apparel, making them most welcome gifts.

Typical of the new styling: the long, slender envelope bag; the vertical box shape with hard sides and tab closing; the elongated barrel-shape that goes off in a horizontal direction; the round-top satchel; and the larger clutch bag.

Since the majority of handbags are designed simply, emphasis is on the luxuriousness of the leather, and the new leather colors. In addition to indispensable

Selected Records Make Fine Gifts

A gift of records is a gift that promises hours of pleasure for years to come.

Happily, today records are made for every age and every musical taste. There are even records for tots, though not all are musical; some are the telling of stories.

The reading of poetry and many classics in literature now appear on record.

For that matter, it is possible to learn a foreign language, improve your golf game or study other subjects by record.

There have been vast improvements in the quantity of recordings within just the past few years—the new stereophonic rec-

ords are something our parents scarcely hoped to dream about. Original Broadway shows, the finest operas and orchestras may now resound throughout our own living rooms.

Modern record covers are so attractive that you will find it a pleasure to just browse through a record shop as you might in an art gallery.

Plan for a record Christmas this year. Everyone will love you for it!

Wanted: A gift of the Fashion Shoppe's Lingerie!



Call soon and choose from:

- SLIPS
- DUSTERS
- BABY DOLLS
- HALF-SLIPS
- PANTIES
- GOWNS
- LEOTARDS
- NYLONS

You'll please all the ladies on your list with a gift of lingerie from The Fashion Shoppe. We have special boxes for easy wrapping—and remember you can use our Lay-Away Plan.

The FASHION SHOPPE
141 Gt. George St. Dial 3355
Charlottetown

Oldsters Like 'Young Spirit'

Need some good ideas for what to give the "oldsters" on your list? Here are a few to get you started.

First for consideration might be a robe. New, warm but washable types, generally serve best—and come in a wide range of styles for your choice.

Sweaters are good for both men and women! An attractive stole for Grandmother is generally most appreciated.

Slippers, too, are popular with the older crowd. If you don't know the correct size, a gift certificate can be arranged.

At home entertainment—television, radio, hi-fi, phonograph—any one of these would be welcomed. Books, too, are good—so is a subscription to a magazine or book club.

Remember—folks in this age group still enjoy many activities and still like little luxuries! Give them something they can use, of course, but also keep it gay and gifty!



shoes for the family!

FOR CHRISTMAS

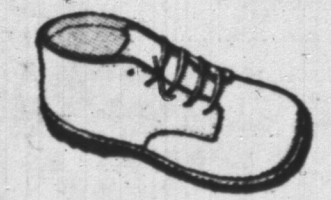
See our large selection of Shoes for Christmas today. We now have in stock the latest styles and colours to please any member of the family — from the baby to grandfather — and we invite you to use our Lay-Away Plan. A small deposit will hold any item until Christmas.



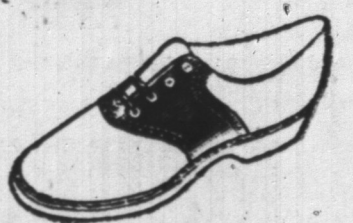
FOR DAD AND THE LAD



FOR MOM AND TEEN-AGE DAUGHTER



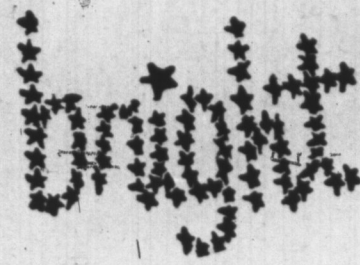
FOR BABY AND YOUNG SISTER



SHEEN & MacINNIS

Summerside

Phone 8091



ideas



to fill your Christmas list!

2842 DEC '58 A.P. 28

Sure to bring a warm glow of Yuletide delight

to feminine hearts are these glorious, glamorous Christmas gifts.

There's something wonderful for every lady on your list, from little

Sister Sue to Grandmother. Come in, browse... choose for one and all.

BLOUSES

New fashion wise Blouses. Choose from our wide selection of cottons, terylenes, dacrons, arnells

Priced 1.98 & 2.98 ea.

SCARVES

Beautifully styled Ladies Nylon, Chiffon and Pure Silk Scarves in Plains, Floral and Paisley designs, in soft pastel shades as well as smart-gay colors.

Priced from 59c to 3.95

LADIES' STOLEES

Choose from our wide selection of plains and stripes in terylenes, wool and nylon and 100% wools, also featuring stoles in the popular Island Tartan. These suggest a perfect gift item. Priced to

7.95 Ea.

NEEDLEPOINT

Chair seat covers as well as a variety of sizes suitable for picture framing in a wide choice of patterns, also needlepoint picture kits complete with frames

Priced from 1.19 to 5.75

PUSSY PAWS

Genuine Pussy Paws by Lyons of London, handsomely styled with colorful fur trim, also genuine leathers in a wide choice of attractive colors. Sizes S. M. L. Priced

2.98 Pr.

LADIES' GLOVES

In Fabrics, Nylons, Suedes, & Genuine Leathers Featuring a complete range of sizes and colors.

Priced from 1.75 to 5.95 Pr.

Christmas Door Knockers

Styled in beautiful colors & designs. Such as holly leaves with red berries and large red bows or beautiful colored unbreakable plastic bells, along with numerous other designs. Choose your decorations early for the holiday season.

Priced from 1.25 to 4.95

Ladies' Head Bands

Angoras, wools, genuine mink, wool-angora-orlon. In a wide selection of colors and styles.

Priced from 98c - 2.95

Hand Woven Wool Scarves

By Madowska weavers in pastel shades as well as red and white.

Priced to 2.50

LADIES' SKIRTS

100% wools, bengalines, wool and cotton, featuring plains, checks and embossed patterns, in a wide choice of colors. Sizes 10-20.

Priced from 2.98 - 4.98 Ea.

HEAD SQUARES

Genuine silk and rayon head squares, water repellent in florals, solid shades and ever popular paisleys. Approx. size 32 x 32.

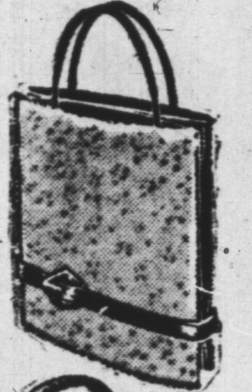
Priced from 59c - 1.98

JEWELLERY BY CORO

Your favorite jewellery designs attractively gift boxed, pin and earring sets, also necklets, ropes and bracelets by Coro.

Priced from 1.00 to 9.00

beautiful beautiful



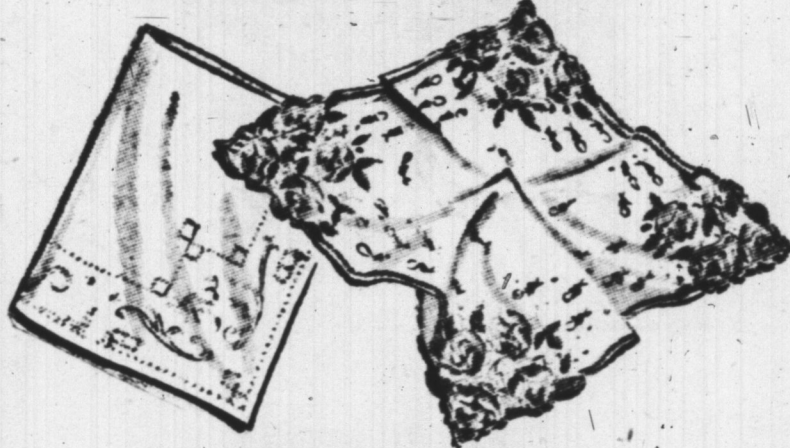
HANDBAGS

Even the most discriminating lady will find a handbag to suit her taste in this new fall display in plastics, genuine leathers, morocco, calf and patents. Featuring a wide selection of styles and colors.

Priced from 1.98 to 13.95

for one and all

handkerchiefs



BOXED HANKIES

Ladies' and children's Boxed Hankies in fine Swiss cottons featuring fancy patterns with lace trim in a wide choice of colors. An ideal gift item.

Priced from 55c to 1.25

LADIES CARDIGAN & PULLOVER SWEATERS

Made from Interlock Hi-Bulk Orlon, styled by Thistle of Nova Scotia, featuring a wide range of sizes in bright new colors. A gift that would please any girl. Priced

2.98 and 3.98 ea.

ENGLISH BONE CHINA

Matching cup and saucer sets by Minsley, Royal Standard and Salisbury. In florals, solid shades and authentic tartan patterns.

Priced from 98c to 3.95

CORNFLOWER CRYSTAL

Choose from our wide selection of candle holders, ash trays, cream and sugar, flower vase as well as many others. These suggest a pleasing gift item.

Priced from 55c to 4.95

Mohair Wool and Nylon Scarves

Made in Belgium. Plains and stripes with fringed ends. Ideal gift suggestions. Priced

2.95 Ea.

Angora and Orlon Mitt and Scarf Sets

Parkhurst' Bandeau three way hat, can be worn as scarf or hat wonderfully washables, in red and white, blue, white, beige and brown, children's and misses. Priced

2.95 Set

Cosmetic Gift Sets

Featuring soaps, powders, creams, lotions, Colognes, perfumes and lipsticks by the famous houses of Dorothy Gray, Helena Rubenstein, Yardleys of London, Revlon, Elizabeth Arden. Luxurious Gift Items.

Priced from 1.25 to 14.50

Christmas Table Centrepieces

In four candle wrought iron effect or beautiful colored ball, decoration on a setting of silver and gold leaves and many other designs to choose from. Shop early while there is still a wide selection.

Priced from 39c to 7.50

Angora Mitts and Gloves

For children, misses', and ladies in soft, fluffy, luxurious angora by Parkhurst the world's finest. Choose yours from our wide range of beautiful colors.

Priced from 1.50 to 3.95

Umbrellas

Featuring attractive modernist patterns in Pagoda and regular styles in beautiful pastel shades as well as bright new colors. These make an ideal gift item.

Priced from 2.95 to 4.95

HOSIERY by KAYSER

Seamless, walking sheer, daytime sheer, marvel-fit stretch and supp hose. Ideal gift suggestions. Priced

1.55 to 2.50 Pr.

Supp Hose 4.95 pr.

HOSIERY by GOTHAM

Gotham adjustables and walking sheer and service weight. Sizes 9-11.

Priced from 1.25 to 1.50

HOSIERY by ORIENT

Attractively Packaged, 2 prs. per package which make these an ideal gift item. Seamfree Sheers, Daytime Sheers and Walking Sheers. Reg. 1.50 pr. Special Packing

2 prs. for 2.85



"The Store of a Thousand Gifts"

MOORE & McLEOD

LIMITED



Charlottetown



P. E. I.