

# Fashion gifts prove popular

Whoever she is, wherever she lives, whatever she does—Santa can be sure of one thing. That woman in his life wants fashion gifts for Christmas.



PUT the finishing touches to the gay gift bow, and a handsome rocker-lounger is ready to surprise Dad. While chairs are favorite gifts for men, he can expect to share chair time with the rest of the family who love to relax too.

Each deserves to be gifted, and each, in terms of her interests, responsibilities and pleasures, not one woman but many. Every phase of every woman's life involves the practicality and beauty of fashion, and Santa's gift-choosing task both easy and pleasant.

She's a working gal — as a career girl, homemaker, mother or all three—and therefore she welcomes "on the job" fashions that are smart, attractive and easy to care for. Santa's choice here can range from comfortable, colorful, well-fitting separates in new stretch fabrics to wash-and-wear daytime dresses or dainty and feminine but thoroughly practical aprons.

**HOW TO PAMPER HER**  
Since she leads a busy life she deserves to be pampered, and fashion gifts offer Santa myriad opportunities to show her she's appreciated. Whether the gift choice is a luxurious fur coat or jacket, or some inexpensive but important: costume jewelry, or even a pretty little handbag, presents with a touch of glamour are certain to be cherished by her.

The same is true of all the many fashion accessories with which Santa can gift a woman. This season, stockings—certainly useful—are fashion news, too, and the variety of colors

and textures is so great that a history wardrobe has become virtually a necessity. Why not give her an assortment—stockings for day, for evening, for sports and casual wear.

**GIVE FASHION VARIETY**  
Handbags—gives, scarves, headwarmers, belts—the cost of these items is as varied as the tastes of Santa's girls, yet each carries the extra advantage of versatility which will help her to plan and dress for "the complete look" of fashion with day-to-day variety, too.

There's something to please every woman in the girthworthy array of sweaters, blouses, shirts, skirts, jumpers, jackets and pants, all of which continue the theme of fashionable variety and versatility for her wardrobe.

Lingerie which looks delicate and dainty but which wears and washes wonderfully has an important place on the gifts list. This year's gifts lingerie news features stretch fabrics and laces, as well as new easy-care crepes and taffetas.

For her private life, too, she probably needs everything from cozy robes and dusters to elegant costumes for at-home entertaining.

**HIGH PEAK**  
Loftiest point on the island of Madeira is 8,196-foot-high Pico Ruivo de Santana, often capped by snow in winter.

# CHRISTMAS SUGGESTIONS FROM ZELLERS... the Christmas Gift Store!



ZELLER'S



## FOR ICE CREAM and CAKE TIME

A festive charmer in dusky velveteen... lined with nylon and lace on the jabot and sleeves. Full skirted. So pretty in deep red or blue; sizes 4 to 6x. Similar to sketch.

3.97 to 5.99

**BIG SISTER** goes to a party in velveteen too... her dress is full-skirted, lace-trimmed. Sizes 7 to 14. **7.99**

## BLOUSES

For a smart little girl, these pretties; drip-dry cotton blouses, striped or solid-colored with embroidery or applique trim. While pink, or blue; sizes 3 to 6x.

1.99

## FOR A TINY HOMEBODY

**3.99**

The day starts and ends well in this adorable quilted arctic acetate duster! Loose-fitting style with tub-top fastening, pretty bow. Flower-print in red, blue; sizes 4 to 6x.

## FOR BIG SISTER, a floral-print jersey quilted "Boudoir" duster for Christmas morn! Red or blue on white; sizes 8 to 14.

**4.99**

## MAKE HIS XMAS MERRY

### SCANDINAVIAN SKI STYLE

For a champ... heavy-weight bulky ski sweater! All-over Norwegian pattern is set off by solid-colored crew neck, cuffs and waistband. Black, red; S-M-L-XL.

7.99

### SHIRT AND SOCK GIFT SET

Sportily smart gift set! 100% cotton-knit shirt, with two-button placket, stripe-trimmed collar... plus matching stretch nylon socks. Red, blue, black. Sizes 8 to 14.

2.79

### SMART FOR HIS LEASURE WEAR

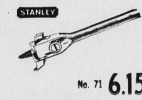
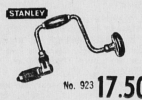
A comfortable knit shirt for relaxing! Fine "Lisle" cotton, tailored with long sleeves, Perma-stay collar, two-button cuffs. Colour-fast in black, blue, red, olive or old gold; S-M-L.

3.99



## Gift Shop Now & Charge It!

No Down Payment Start Paying Next Year!



**YANKEE HANDYMAN**  
233H **8.85**

**STANLEY**  
No. 923 **17.50**

**YANKEE HANDYMAN**  
H1249 **3.70**

**STANLEY**  
No. 71 **6.15**

**Two Tools in One**  
• Drills holes, drives and draws screws.  
• Quick return action—easy to work with one hand.

**BIT BRACE**  
• All steel construction—box ratchet type.  
• Self-centering chuck—universal jaws.

**Adjustable Block Plane**  
• Can be used with one hand to smooth and grain.  
• Another useful Stanley Handyman tool.

**EXPANSION BIT**  
• For boring holes 7/8 to 2 1/2 inches.  
• Strong solid head construction—easy to adjust.

A CHRISTMAS IDEA...

GEORGE J. ROGERS, President.

THOMAS N. ROGERS, A.H.C., Secretary-Treasurer.

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# THE ROGERS HARDWARE CO. LTD.

WHOLESALE AND RETAIL SHELF AND HEAVY HARDWARE BUILDERS SUPPLIES

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Mr. MERRY CHRISTMAS

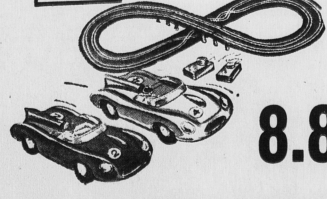
The donor of this gift certificate wishes you to receive exactly what you would buy for yourself. Sometimes tools and hardware items can best be selected by the one who will use them. Credit as shown below has been established for this certificate by one who wanted to please you. At your convenience call and make your choice.

The Amount \$  
Number

Yours very truly

Signature

# THEIR DREAMS COME TRUE IN ZELLER'S TOYLAND!

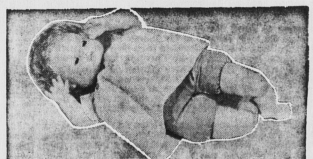


**8.88**

## "TELCO" BATTERY OPERATED ROAD RACE SET

Goes in figure eights with overpass. Features change lane X-tracks, two cars, tracks, bridges, sign board, battery control boxes, start-finish.

60 pc. SET . . . . . 17.77

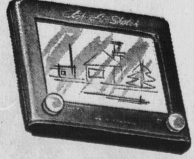


## "BABY WIGGLES"

Music plays and 13" baby doll wiggles when wound up, just like a real baby. With "Poodle" hair style.

ONLY **3.99**

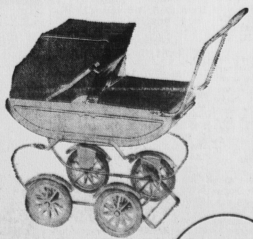
VISIT ZELLER'S TOYLAND... WIDE WIDE SELECTION OF FAVOURITE TOYS FOR BOYS & GIRLS



## DRAW ON "MAGIC SCREEN"

**3.77**

"Etch-A-Sketch" lets you draw and erase over and over again. Turn the knobs and designs appear—turn "Etch-A-Sketch" over—shake—and designs disappear—ready to draw again. Perfect practice for little artists! As seen on TV.



**DELUXE METAL DOLL CARRIAGE** for her "Baby" is a little girl's dream! Cream body with vine piped hood and over-end apron, plastic windshield, plated tubular pusher and undergear. Sturdy attractive! Similar to sketch.

**6.97**



## "TINY SUSIE" DRINK & WET BABY DOLL

Susie is 8" high, comes dressed in playset. With washable hair, jointed arms and legs, baby bottle.

**1.97**

"Tiny Susie" and everything she needs: crib, high-chair, bottles, sterilizer, bowl, juicer, heater, spoon and cup. **2.97**

# The Rogers Hardware Co. Ltd.

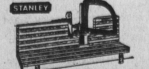
"IF IT'S HARDWARE WE HAVE IT"

Queen Street

Charlottetown



**Utility Knife—Handy Size**  
• Cuts rubber, paper, auto top, leather, cardboard, veneer, etc.  
• Heavy blade in and—2 blades and blade guard in handle. **1.40**



**MITRE BOX**  
• Helps you make accurate angle cuts in wood.  
• Takes stock up to 3 1/4 inch square panel saw is used. **10.50**



**Jack Plane for the Handyman**  
• Fully adjustable—handles easily.  
• 14 inches long, 2 inch cutters. **9.00**



**Automatic Screw Driver**  
• Easy-does-it tool. Just push to drive or draw screws.  
• Right tool for Mr. Fix-it. **4.90**