



**SWITCH ON** an old theme see active grandparents getting, as well as giving, bicycles for Christmas. Ten years ago, surveys showed that grandparents were the largest single group of bicycle givers at the Yuletide. Now, many fitness conscious senior citizens are taking to bikes—so bicycle giving goes two ways!

**Adults can get into bike act**

For a spin around the block, a quick trip to the grocery store, that long-planned trip through the State Park, or for regular transportation across the campus—there's nothing like a bike. And Santa knows it!

If all the American-made two wheelers that will be given as Christmas presents this year were laid end to end, they would stretch over 950 miles—roughly, from New York to

Chicago. Industry estimates indicate that, in the United States alone, more than one million bicycles will find their way under Christmas trees this Yuletide.

Not only children, but colleagues, young adults, parents and even grandparents are on Santa's list to receive a bike for Christmas. Nowadays, people of all ages are finding the bike the ideal vehicle for pleasant, healthful outdoor activity.

Many a youngster can thank Grandmother and Grandfather for starting him on the road to bicycling enjoyment, with the gift of his first sidewalk bike. This might be the year to return the favor, by giving the grandparents a bike.

**Books bring pleasure regardless of years**

The perfect Christmas gift is one which provides lasting enjoyment, pleases individual tastes and fills any budget.

Books, perhaps more than any other gift on Santa's list, meet all these requirements. A favorite gift for every age group, books bring to children and adults alike the lasting enjoyment of reading.

And browsing through local book stores or book departments will reveal a unique feature. Books provide enduring pleasure in a price range that perhaps no other lasting gift can equal—from as little as 29 cents, for many of the informative and entertaining children's books, to

many dollars for books that are works of art as well as reading material.

This Christmas, start a child on the way to reading enjoyment, with a library of his own. Everything from favorite old tales to new educational books is available in inexpensively priced editions.

Please teens and colleagues with school aids such as dictionaries and encyclopedias.

Housewives, career women and busy business men will appreciate the latest best sellers, new editions of the classics, books by their favorite author or books on their special interests and hobbies.

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

A MAN'S WORLD OF  
**Christmas Gift Specials**

Men's Wear Department—First Floor



Men's **DRESS SHIRTS**

- No iron broadcloth
- Tab & regular collar styles
- Sizes 14 to 17
- Priced from

**4.00 TO 7.95**

Boys' **GLOVES**

- Wool & lined leather
- Black, brown, grey
- Sizes 4 to 8 1/2
- Priced at

**79¢ TO 2.95**

Boys' **TIES**

- Bow and regular
- Assorted fancy patterns
- Priced at

**50¢ TO 1.00**

Boys' **BELTS**

- Top grade steerhide
- Fancy & plain
- Priced at

**79¢ TO 1.00**

Boys' **PYJAMAS**

- Broadcloth, yama & knit fabric
- Assorted fancy shades
- Sizes 6 to 16
- Priced at

**2.79 TO 3.95**

Men's **SOCK & TIE SET**

- Ban-lon & nylon stretch socks with matching tie
- Styled by Abbey
- Priced at

**2.95 TO 3.50**

Men's **WALLETS**

- Styled by Hickox
- Stitchless construction
- With secret pocket
- Priced at

**3.95**

Men's **Lounging SHOES**

- All leather
- Styled by Lyons
- Sizes S. M. L.
- Priced at

**3.95**

Men's **DRESS SHIRTS**

- Fancy stripes and plains
- Fully pre-shrunk
- Blue, grey etc.
- Priced at

**4.95 UP**

Men's **SOCKS**

- Kroy wool, nylon & ban-lon
- Sized & stretch
- Plain and fancy patterns
- Priced at

**1.00 TO 1.95**

Men's **SCARVES**

- Fine Botany Wool
- Handloomed cashmere finish
- Authentic tartans—plain and fancy shades
- Priced at

**1.95 TO 4.95**

**Men's GIFT BAR**

- Consisting of cuff link sets, jewellery cases, watches, key cases, clothes brushes, lighters, ash trays, tie racks, clocks, Visor Wallets, etc.

Boys' **WHITE SHIRTS**

- No iron broadcloth
- Sizes 11 to 14 1/2
- Priced at

**2.95**

Boys' **SWEATERS**

- Size 6 to 16 years
- Pullover and cardigan style
- Wool, ban-lon & orlon
- Fancy & plain shades
- Priced

**3.95 TO 6.95**



**Christmas Gifts Are So Much Nicer**



**WHEN YOU MAKE THEM**

- You save the cost of someone else's work
- You get finer fabrics for better wear
- You give personalized styling and fit
- You receive satisfaction of your own accomplishment



**SEW 'N SAVE**

See Us **Fabrics**  
Now for **and**  
the Finest **Materials**

Your Sewing Headquarters  
**CUSTOM INTERIORS**

166 Prince St. Charlottetown

3 STAR GIFT ITEM



men's **SWEATERS**

- Cardigan & pullover style
- Wool & orlon
- Sizes 36 to 46

**8.95 TO 14.95**

"GIFT BOXED"

3 STAR GIFT ITEM

**SPORT SHIRTS**



men's **SPORT SHIRTS**

- Plain and fancy patterns
- Fully washable
- Sizes S. M. L. XL
- Priced from

**5.00 UP**

"GIFT BOXED"

Men's **TERYLENE SHIRTS**

- White, grey & blue stripe
- No Iron
- Sizes 14 to 17 1/2
- Priced at

**4.95**

Men's **P. E. I. TARTAN**

Wash and wear shirts	7.95
S. M. L.	2.95
Ivy League Caps	6 3/4 - 7 1/2
Vests	9.95
S. M. L.	2.00
Ties	1.50
Handing	1.50
Bow	1.50
Socks	1.65
Sizes 10 to 12	1.50
Socks	1.50
Stretch nylon	

Men's **L. S. T. SHIRTS**

- Combed cotton—orlon & wool
- Blue, loden, charcoal, black, red etc.
- Sizes S. M. L.
- Priced at

**4.95 TO 6.95**

Men's **TIES**

- Styles by Abbey & Currie
- Slims & regular styles
- Priced from

**1.00 TO 2.50**

Men's **PYJAMAS**

- Broadcloth, knit fabric & Yama cloth
- Fancy & plain shades
- Sizes 46 to 48
- Priced from

**3.95 TO 8.00**

Men's **BELTS**

- Styles by Hickox
- Saddle leather
- Sizes 30 to 44
- Priced from

**1.50 TO 3.00**

Men's **LEATHER GLOVES**

- Lined & unlined
- Grey, brown black
- Sizes 7 1/4 to 11
- Priced from

**2.95 TO 7.95**

**STORE HOURS:**

MONDAY - THURSDAY	9 - 5
FRIDAY	9 - 9
SATURDAY	9 - 5

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**MOORE & McLEOD LTD.**  
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