

Mistletoe magic in giving her furs

Smart Santas know. The way to get a mistletoe kiss of Christmas is to give that special girl fur!

Whether her extra-special fur gift is going to fulfill a long-term dream or add fur-fashion excitement to her already-begun fur wardrobe, there's a vast range of fur gifts for every Santa's choice. Budgets, apt to be tight at Christmas time, needn't be a problem, since most stores have easy-term credit plans. Usually, payments start after the holidays.

Exactly what fur to give may be more of a dilemma. If the lucky lady's dream of a luxury fur is about to come true, Santa should make sure he's tuned to her dream wavelength. Draw hints, listen for her hints, and if that doesn't help, come right out and ask, "What fur do you want for Christmas?"

That's far better than investing in a fine fur that still may not be just what she wants. And since she helps Santa plan his budget, her choice of a glamour gift will keep the practical realities in mind. If she just loves surprises, the best thing to do is to give

her a gift certificate to a furrier or fur department and let her make her choice after Christmas.

Extra care in arranging for her fur gift is advisable this Christmas.

New furs are very fashion-conscious. There are so many new developments in styling, colors and combinations of furs — and so many new furs — that a classic coat in a traditional color and type of fur is no longer likely to be a "safe" choice.

If she's always dreamed of mink, now she may prefer it in one of the new pale hues. If she always thought Persian lamb looked too "old" for her, now she may flip for the fresh shades and young-spirited styling that are making this fur newly exciting.

And so it goes. New approaches to the color and styling of virtually every fur make for a dazzling array of choice.

Hostess likes table flowers



"LET'S PLAY HOUSE!" is a suggestion that always received shouts of glee from little girls everywhere. Baby Joy's Tinyroom, shown above, is a portable, one-room playhouse that comes with a doll, doll clothing, permanently-placed furniture.

express the season's marriage, during holiday - entertaining. Take fresh flowers, for example. They have been a part of Christmas lore since ancient times. The Christmas rose was said to spring from the bare earth at an angel's bidding. And a favorite holiday flower, the poinsettia, figures in an old Mexican legend about a child who brought a humble gift of weeds to church as her Christmas offering. As the gift was presented, the weeds were transformed into the star-shaped poinsettia, or flower of the Nativity. Today, bright flowers can

add the colors of Christmas to a holiday party. Use straw baskets filled with pine boughs, holly and red carnations for the coffee table or hall pedestal, to complement traditional decor, suggest decorating experts of Florists' Transworld Delivery. For contemporary decor,

small floral bouquets on bookshelves and china cabinets will spread the holiday cheer. Happy holiday surprise for the hostess is a table arrangement of greenery and blossoms, which can be wired anywhere in the country.

small topiary trees of boxwood dotted with miniature carnations add a modern approach to holiday preparations. Round English "kissing balls" — a circle of greens and mixed flowers — can be hung from chandeliers, and

island furriers ltd.

Christmas Gifts surprises to make her eyes sparkle

...specially because they're from Island Furriers!

A gift from Island Furriers always brings with it that special excitement... you know the gift's been chosen with extra care... and you know that the giver thought enough to shop where quality comes first! Island Furriers offer a wide variety of gift suggestions... slims, sweaters, skirts, blouses, dresses, and, of course, fur! To put that extra sparkle in her eyes this Christmas choose her gift from among our selection today!

from your favorite fashion designers

Day and Night Dresses



From career dresses to party dresses... from soft pastels to bold prints... classic favorites as well as new on the market styles, are all here on display. The size range is complete too, so you'll have no difficulty in choosing just the dress you want in a perfect fit. See this selection early.

the gift Supreme!

There's no excitement to compare with the gift of fur at Christmas... be it full length, stole or jacket! We have all your fur desires amongst our display, from Canada Mink to dead, shaved rabbit at a varied price range. Of course, easy payment plans may be arranged, so come in today and choose that very special gift of fur for Christmas 1966. Free gift wrapping, of course!



sweaters

always popular

And we're proud of the great variety we have to show you... from shells to bulkiest to wools and cottons, there's hundreds of practical, fashionable sweaters from which you may make your selection. Call in today!

island furriers ltd.

The Ultimate in Fashion

79 GRAFTON ST.

Dial 2-1273



SHE CHERISHES gifts of furs, especially when the new fur jacket or coat links timely fashion with "always good" classic lines. This jacket in dark ranch mink has twin rows of gold buttons, standaway collar.

Choosing her ring Christmas custom

In the spring a young man's thoughts lightly turn to thoughts of love. At Christmas time his thoughts turn to the purchase of the diamond engagement ring! Usually, the question arises, "Who picks out the ring?" There are no fixed rules, but nowadays most young couples prefer to shop together for the ring.

This procedure has the advantage of allowing the girl to select a ring style most flattering to her hand. If the man visits the jeweler's in advance, to pre-select several types of rings within his price range, there will be no budget embarrassment, either.

If the man prefers to surprise the girl, he would be wise to get some idea of her ring style preferences.

There are no "bargains" in diamonds and every couple should remember this. No two diamonds are alike, and even two diamonds of the same size have different qualities of color, clarity and brilliance. That's

why prices vary. These characteristics, not the whim of the jeweler, determine the price of a diamond — carat weight, cut, color, and clarity.

Carat is the unit of measure in weighing diamonds. The carat is divided into 100 points, just like the cents in a dollar. The 50-point diamond — most popular size for an engagement ring — weighs half a carat.

Cut refers to the shape of a diamond and the arrangement of the facets, "the little planes that catch the light and make the diamond sparkle." The round or brilliant cut, with 58 facets, is the most popular shape.

Color of a diamond affects its price. The traditional best diamond is clear and colorless. The whiter the diamond, the rarer it is, and the more costly.

Clarity, the fourth C, means the absence of carbon spots, bubbles and other natural imperfections.



Be as choosy as you like... We have JUST THE GIFT FOR HIM



Whatever the Weather ZIP-IN LINED COATS

Styled by Crown, London Fog and Croyden. Warm wipier lining can be inserted for colder weather and taken out for warm weather — from

29.95

For your convenience Ralph's will be open Thursday and Friday Nights till 9:30



Sport Coat

Corduroys and famous Kildock Tweed in bergundy, loden and camel shades. Sizes 36 to 46.

From 32.50

Pants

By Chester Reed and Freedman in dark browns, loden, charcoal and banker grey. A wonderful Christmas gift!

From 19.95



DUFFLE COATS

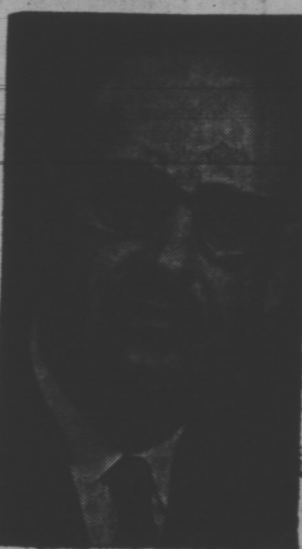
Styled by Aljoe, Utex and MacGregor, with orlon pile quilted linings and detachable hood. Zipper toggle closure in corduroy, plaids, checks and plain shades. Priced from

29.95



160 KENT ST.

CHARLOTTETOWN OPPOSITE ZELLER'S



Fremont Archer

Pre-Christmas

Message

from

Archer and MacDonald Ltd.



Clifford A. MacDonald

Dear Customers:

We do not advocate that you buy now and pay next year. Quite the contrary, we invite you to come in now and do your Christmas shopping early. BUY FOR CASH. We now that money talks and rather loudly at that. Let us help stretch your Christmas Dollars by giving you the MOST FOR YOUR MONEY, without FINANCIAL HANGOVERS next year.

Never in our six and a half year history have we offered a better variety of items for Christmas and we are bold enough to suggest that you PAY CASH. Why? Well there are two reasons. Firstly, we want you our valued customer to get the most for YOUR Cash Dollar. Secondly — with "Right Money". It is vitally important that we call for cash whenever possible, in order that we may pay our suppliers as agreed.

To encourage this buying for cash, all purchases from now until Christmas will be subject to an extra special 5% Discount. Yes, an actual saving of 1.00 on every 100.00 spent. A dollar saved is a dollar earned.

We would like to point out however that your 30 day Current Account is still available for your convenience and terms can be arranged when required.

We invite you to bring your gift problems to us. With our PERSONAL SERVICE, you should have no difficulty in finding just what you want and at our usual attractive prices. HAPPY SHOPPING.

ARCHER and MacDONALD LTD.
Open Evenings until 9:00

Gift wrapping as usual, at no extra cost

We will "Layaway" until required

ARCHER and MacDONALD LTD.

St. Peters Rd.

Dial 4-6345 or 2-1755