

BE SURE TO VISIT SANTA CLAUS IN HIS CHALET AT RICHMOND HEIGHTS CENTRE AND GET YOUR FREE HUMPTY DUMPTY BOOK

**SAVE! SAVE!
UP TO 50%**

on our

**XMAS Specials
ATLAS PHOTO
SUPPLIES**

"Your Exclusive Camera Shop"

RICHMOND HEIGHTS CENTRE

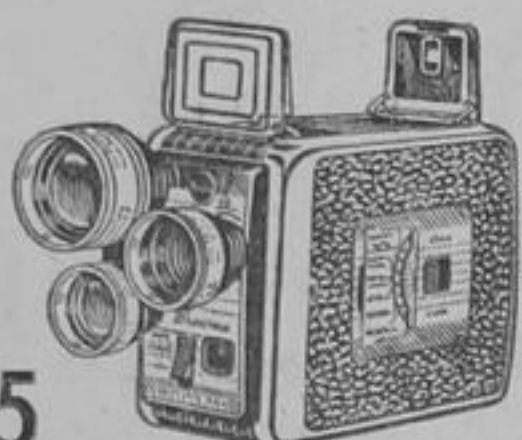
Richmond Hill — AV. 5-3300

**MOVIE CAMERAS
SPECIAL**

Brownie Turret

3 Lens f/1.9

REGULAR \$69.95
\$46.95



Other Movie Cameras from \$24.95

MOVIE SCREENS 30% OFF

30x40 reg. \$17.95 — **NOW \$10.95**
40x40 reg. \$20.65 — **NOW \$12.95**
37x50 reg. \$24.95 — **NOW \$16.95**
50x50 reg. \$27.95 — **NOW \$18.95**

MOVIE LIGHT BAR SPECIAL

2 LIGHT BAR including Bulbs **\$5.95** | 4 LIGHT BAR including Bulbs **\$9.95**

**BRAND NAME SPECIAL
COLOR MOVIE FILM — \$2.99**

XMAS MOVIE FILM to RENT

We have the largest film library in the area **50c each**

See Us For Exposure Meters, Developer Kits, Still Cameras, Tripods, Slide Projectors, etc.

For Christmas!



**VIEW-MASTER
Stereo
Picture Set
SPECIAL OFFER!**

Choose these for every youngster on your gift list! Give the fascinating thrill of watching full color pictures "come alive" in three dimension... now lower priced than ever on our special gift offer. Wonderful selection of Packets to choose from.

You get the SET... sturdy Stereo Viewer & Seven-scene 3-dimension Picture Reel

**ALL FOR ONLY
\$3.95**

PLUS

Your choice of any View-Master PICTURE PACKET in our store!

CHOOSE FROM THESE PACKETS AND MANY MORE

Each holds 21 3-dimension pictures (3 reels); sold separately, \$1.50 each.

Newest Packets and Christmas Favorites

A Christmas Carol
Toby Tyler
Donald Duck
Huckleberry Hound
The Christmas Story
Grimm's Fairy Tales

THEATRE PAK → Contains handsome two dimension projector, folding screen and 98 stereo scenes.

JUMBO PAK → Contains 43 individual stereo pictures plus two bonus reels for a total of 77 full-color stereo scenes.

SEE OUR COMPLETE SELECTION OF VIEW-MASTER VIEWERS, PROJECTORS, PICTURES and GIFT-PAK!

**Gifts
for a Man's Christmas**

**SAVE
ON SENSIBLE GIFTS
for MEN and BOYS**



**Jack Fraser
stores**



Several Styles of Men's

SWEATERS

All sorts of styles, colours, fabrics... in all regular sizes.

SHAGGY KNIT Sweaters in Mohair and Shetland wool. New D-neck... from **6.95**
SHAWL COLLAR style in heavy rib, all wool... from **7.95**
V-NECK style made by Penman. Lambs-wool and Orlon... **6.95**
ALSO Sleeveless sweaters, cardigans, and other styles at modest prices.

MEN'S PYJAMAS

Very handsome. Plain, fancy, or stripes... In popular broadcloth and flannelette, comfortable to the skin. Generously cut for comfort. Also no-iron fabrics. Sizes A to E, 36 to 44. **3.95 or 6.95**



Gifts for BOYS
**HOCKEY
SWEATERS**

Maple Leaf or Canadiens. In authentic hockey team designs. Warm heavy knit wool — an ideal gift for active boys. Sizes S-M-L... **3.50**
HOSE to match... **1.49**
TOQUE to match... **98c**

BOYS' TERYLENE SHIRTS... "NO-IRON"

Individually boxed for gift giving... handsome snow-white shirts have two-way cuffs (wear buttoned or linked). Quality Canadian make. Sizes 11 to 14½. Fit boys 6 to 16. **3.95**

**A CHRISTMAS SPECIAL!
WOVEN CHECK SPORT SHIRTS**

INDIVIDUALLY BOXED — Excellent value. Harmonizing, masculine shades in appealing checks. Sizes S-M-L and ExL. **3.59**
two for **7.00**

give him a SPORT SHIRT

Always a Popular Gift!
All types of colourful checks, plaids, and fancy designs... in all the most wanted shades for Fall and Winter wear. Included are such famous brand makes as Forsyth, Arrow & Tooke. **3.95 to 7.95**
Quality VIYELLA in plain shades... **11.95**
VIYELLA in Tartan designs... **14.95**
SIZES S-M-L and ExL

The New Style—High Jumbo Knit Collar
All Weather COATS

Really smart—very weather-resisting. 100% NYLON is "weather-bar" processed. Fully lined with Orlon pile and quilt lining... very warm! New exciting shoulder style with smart jumbo knit collar and clip. Rib-knit cuffs, two slash pockets... **17.95**
New olive and gold shades. Sizes 36 to 44.

Always a Popular Gift!
GOWNS

Wonderful selection plain wool flannels, colourful ombre checks are washable... rich-looking silky brocades. Sizes S-M-L-O-S. **9.95 to 19.95**
Famous VIYELLA gowns in plain shades with contrast trim... **22.50**



Famous Forsyth "No-Iron" DRESS SHIRTS

... very handsome Save on laundry bills!
Beautiful sheen to these broadcloth shirts. White or coloured; patterned or plain. French or single cuffs. Can be bleached, machine washed, drip or tumble-dried. **5.95**
Sizes 14½ to 17, usual sleeve lengths
Also regular Arrow shirts with popular Ardon collar style, and other styles. Single or French cuffs. **4.95**

TERYLENE SHIRTS by FORSYTH

The Finest "No-Iron" Shirt Made!
Pure white and forever fresh, smooth looking. Tricot-weave, two-way cuffs (wear linked or buttoned). Sizes 14½ to 17 in usual sleeve lengths. **7.95**
INDIVIDUALLY BOXED

Splendid Wool & Mohair SUBURBAN COATS

BORG "DEEP PILE" LINING is Full Length.
Wonderfully warm! The styling is glorious—the fabric looks luxurious! Note the slanting pockets, side vents with button flaps. Light green, silver grey, charcoal grey. Sizes 36 to 46. **29.95**



Popular Leather GLOVES

Include warmly lined or unlined, or knitted backs with leather palms... **2.95 to 5.95**

Give Him TIES

All types of colours, patterns, styles. **1.00 to 2.50**

MEN'S SOCKS

Plains, neat and colourful patterns. Also nylon "Stretchie" socks... **1.00 to 1.95**

GIFT BOXES are provided—free of charge
GIFT PROBLEMS? Give him a HAT CERTIFICATE or a JACK FRASER GIFT CERTIFICATE

Gifts for BOYS
THERMAL COATS

The Latest Style—High Jumbo Knit Collar. Quilt Lined Hood is Zippered, Detachable. Made by Utex. NYLON is very weather-resisting. Completely QUILTED, storm cuffs inside sleeves... New exciting shoulder style. Buttoned and zippered down front. Two slash pockets. Olive, navy, charcoal. Sizes 6 to 18. **15.95**

Gifts for BOYS
KNITTED SHIRTS

Luxurious, soft ORLON—100% high bulk Orlon Interlock. Beautiful shirts with long sleeves, two-button neck, fancy motif on chest. Quality Canadian make... new olive green, gold, grey. Fit boys 8 to 16 years. **4.95**



**OPEN
'TIL 9 P.M.
THURS. and
FRI.**

Pre-Christmas Offer!

FRASERDALE SUITS, Specially reduced in price to **\$57.75** each. Extra pants \$10.00... Hurry, Offer ends Saturday at 6 p.m.

RICHMOND HEIGHTS CENTRE
YONGE ST. NORTH AT LEVENDALE RD. Richmond Hill
Christmas Store Hours 9 a.m. Till 9 p.m. Daily Sat. Till 6 p.m.