

WHAT STORE FEATURES A VIRTUAL DIAMOND MARKET AND CHALLENGES YOU TO FIND BETTER VALUE?



Diamond engagement ring with matching wedding band as shown above from **\$175.00** for both rings!

MORSE, OF COURSE!

Today's way to buy diamonds. Pictured here is just a sampling of the many popular diamond ring styles you can choose from at Morse Jewellers. Whether your tastes are contemporary or traditional, the Morse Diamond Market lets you choose the style you want in the diamond size and quality that fits your budget. And, as always, when you buy a diamond at Morse Jewellers, you can take it comparison shopping because each Morse ring tag shows exact weight, quality and price.

CONFORMA SHAPE

- More comfortable
- Won't turn on finger
- Keeps diamond showing on top
- More gold on the shank top means longer wear.



The Morse Comparison Shopping Policy
 • Make your purchase at Morse (Use your Morse Credit Card. Charges or merchandise charge up to 12 days.
 • Now, go comparison shopping.
 • If you're not satisfied Morse has the best value in town. Return your purchase for a full refund.

the jeweller **Morse**

Use your Morse Charge Account.



NEWMARKET SHOPPING CENTRE

MAKE THIS A BOOK CHRISTMAS AT

Christmas gift books galore! There's something to interest everyone in Dalton wonder-world of books! Why not drop in and browse through the hundreds and hundreds of fascinating, fanciful and informative titles... all at remarkably low, low prices too! You'll discover dozens of ideas for even the most difficult name on your list. Here are just a few of the many Dalton Christmas book values:

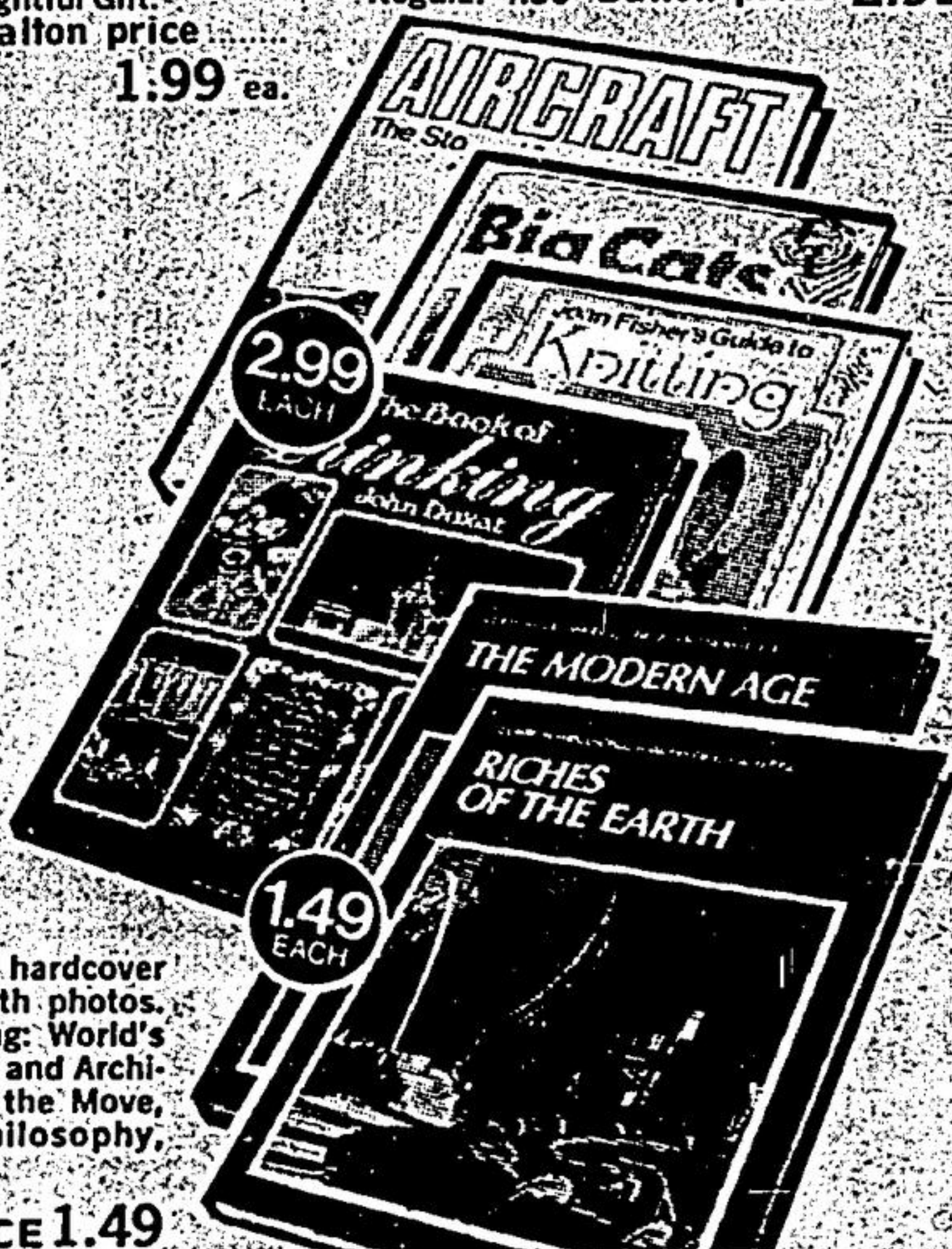
Absorbing Entertaining CHILDREN'S ANNUALS

Something to interest every young reader, boy or girl. Choose from several titles and subjects; mysteries; pets; comics; adventures, etc. Hardcover. Delightful Gift. Dalton price **1.99 ea.**



LIBRARY OF KNOWLEDGE

An informative, hardcover series packed with photos. 15 titles including: World's Beyond Ours, Art and Architecture, Man on the Move, Religion and Philosophy, etc. Regular 2.49. **DALTON PRICE 1.49**



Dalton BOOKSELLERS

Newmarket Shopping Centre

FABULOUS FACTUAL GUIDES & HANDBOOKS

Authoritative and detailed information on a variety of subjects including: Horses, Antiques, Crocheting, Needlecraft, The Zodiac, Drinking, etc. Regular 4.50. Dalton price **2.99**

A Singer gift could make this Christmas go on forever

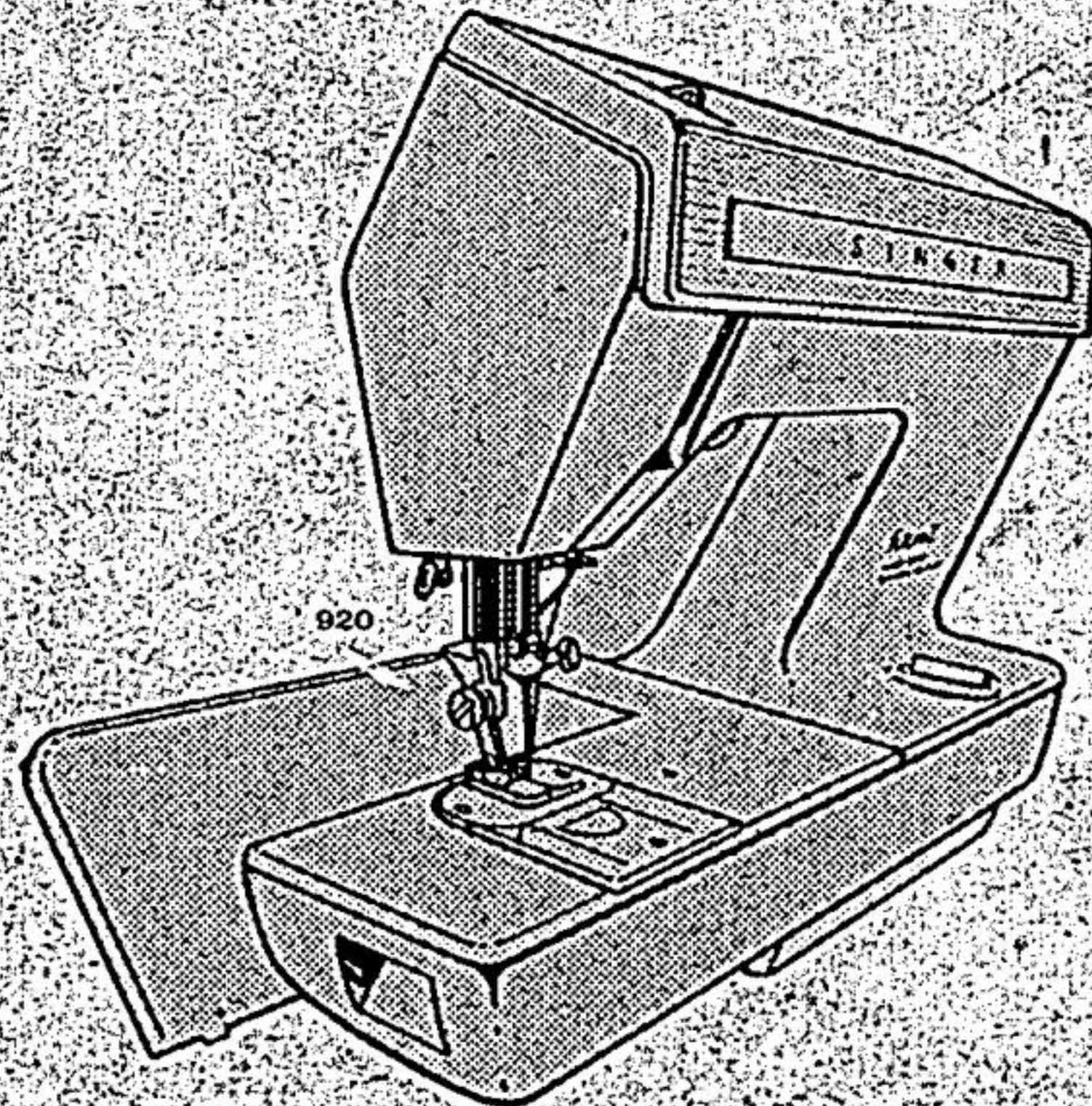


Singer's Genie* sewing machine now with built-in elastic stretch stitch. It's our go-anywhere portable with its own glide-on carrying case.

- Exclusive front drop-in bobbin
- Built-in zig-zag, multi-stitch, blindhem and new elastic stretch stitch
- Makes buttonholes, too

Genie — the pretty, practical, sure-to-please gift that will make this Christmas a lasting one.

\$184



The fabulous FUTURA II* sewing machine — the ultimate in sewing gifts!

- Converts from flat to free-arm (tubular) sewing surface instantly
- Exclusive front drop-in bobbin with see-through window
- Professional one-step buttonholer
- Easy lay-in threading
- Slant needle design

Give her Singer's best — because she deserves nothing less.



SINGER

Sales and Service

At Singer, you get what you pay for... and a little bit more. Trademark of Singer Company of Canada Ltd.

Bennett's Home Textiles 895-5522