

Island Jewellery Week Observation Is 'King-Size' In Length, Attractions



TREASURE CHESTS SUITED TO JEWEL WEEK

New Trends And Styles Mark Special Showings

One reason mentioned by Island jewellers for their active participation in National Jewellery Week, now in progress, is because there is so much that is new to be displayed.

"Why, we are practically putting on a fashion show of striking new styles in many of the fine products featured," one of them exclaimed.

As one of the important developments mentioned, science has lately achieved a process that makes silver hollowware stay bright and shining without polishing. Practically any piece desired is available in this new non-tarnish finish, a fact that is welcomed now that furniture manufacturers and interior decorators are calling for increased use of silver as a mark of the return of increased elegance to the home.

Modern designs have also come to the world of watches, as well as to almost the whole field of jewellery. Many of the new jewelled lever watches for the ladies are described as having an appearance that is as fresh, new and exciting as was the "new look" which revolutionized the fashion silhouette a decade ago, with shapes and materials never



SILVER MARKS NEW 'AGE OF ELEGANCE'



TABLEWEAR TO GIVE YEARS OF PLEASURE

Gifts In Broadened Range Featured To Mark Event

It is a "king-sized week," extending over nine days rather than the usual seven, that is being observed on the Island and elsewhere in Canada as National Jewellery Week, Nov. 21 through Nov. 29.

Plans, to make the event a success here, and to reward the interest of Island people, were shaped by the Prince Edward Island Jewellers Association. Officers of the organization are Earl Taylor, president, Jack Williams, vice-president, Bert Patterson, secretary, all of Charlottetown and Vic Pepler, Montague, treasurer.

As National Jewellery Week is observed on the Island, a good deal of emphasis is to be centred on the way in which jewellery stores, particularly over the past 10 years, have developed into large scale gift stores, featuring an impressive diversity of products.

NATURAL TREND

As examples of this development, a member of the provincial association noted that some

of the Island's finest china departments and camera departments are in jewellery stores.

These developments are natural, he said, "The type of camera we sell," he said, "is truly a precision instrument in the same way as a fine watch, yet it has been developed from devices which were big, cumbersome and complicated, in much the same way as early time-pieces."

As for china, it is not found entirely natural and harmonious to have not only the finest in jewels, time-pieces, but also fine tableware and crystal, on display in the same store.

STILL CRAFTSMEN

While the scope of the jewellery store now goes far beyond items originally associated with it, and with the ancient guild of goldsmiths, the same spokesman noted that Island jewellers are still "craftsmen," employing precision skills required by the products they sell and service.

Everything that is traditionally about the fine jewellery store of the past is still maintained but

the range of attractions has been widened enormously.

The reputation of turning out cheap, shoddy goods no longer holds true, he observed, and the change is so pronounced that one German camera manufacturer recently admitted: "The Japanese are no longer copying us; they are now showing us the way."

The prices now being charged for the fine precision instruments being manufactured in Japan would have been considered unbelievable only a few years ago, he remarked. Nowadays, he added, all Japanese cameras are manufactured under rigid government inspection.

In discussing the tableware being featured during National Jewellery Week, Island jewellers



HIGH-RANKING GIFT CHOICES OF TWO SEXES

pattern — one you may purchase by the piece rather than necessarily by the set. Choose a pattern in which all the pieces you may ever need are made and be sure it is the product of a firm that has a reputation for long-life patterns.

In these ways, while picking from the great range of choices being featured during National Jewellery Week, the purchaser can be sure of securing tableware that will give them joy for the rest of their lives.

THE TORONTO-DOMINION BANK		
THE BANK THAT LOOKS AHEAD		
103rd Annual Statement		
Comparative and Condensed		
AS AT OCTOBER 31		
	1958	1957
Assets		
Cash Resources	\$ 278,806,381	\$ 254,137,863
Securities	556,968,137	375,265,156
Call Loans	177,103,240	91,487,933
Total Quick Assets	\$1,012,877,758	720,890,952
Current Loans	626,637,247	586,082,243
N.H.A. Mortgage Loans	66,540,437	40,570,238
Bank Premises	22,415,037	20,381,955
Acceptances and Letters of Credit	14,506,213	14,462,061
Sundry Assets	672,694	184,883
	\$1,743,649,386	1,382,572,332
Liabilities		
Deposits	\$1,653,957,844	1,295,755,034
Other Liabilities	6,222,438	5,352,435
Total Liabilities to the Public	1,660,180,282	1,301,107,469
Acceptances and Letters of Credit	14,506,213	14,462,061
Capital Paid Up	20,121,688	20,000,000
Reserve Account	48,392,050	46,000,000
Undivided Profits	549,153	1,002,802
	1,743,649,386	1,382,572,332
Statement of Undivided Profits		
Fiscal Years Ended October 31		
	1958	1957
Profits after depreciation and after making transfers to Contingency Reserves	\$ 9,796,351	\$ 8,181,934
Less: Income Taxes	5,050,000	4,100,000
Net Profit	4,746,351	4,081,934
Less: Dividends	2,800,000	2,596,909
Extra Distribution	400,000	400,000
Undivided Profits	1,546,351	1,085,025
Undivided Profits Brought Forward	1,002,802	1,917,777
	2,549,153	3,002,802
Transferred to Reserve Account	2,000,000	2,000,000
Balance of Undivided Profits	549,153	1,002,802
A. T. LAMBERT General Manager		
A. C. ASHFORTH, President		
Head Office: Toronto		

O'LEARY

The monthly meeting of the Baptist Men's Association was held Monday evening in the church basement with seventeen members in attendance. Rev. Ross Howard gave a talk on moderate drinking which was very interesting. The program consisted of a scenic film and games. Plans were made to have a male choir at a Sunday evening service. Rev. Howard brought the evening to a close.

Mrs. Ivan Betts entertained the Glenwood Women's Institute on Tuesday night.

Mr. and Mrs. Allie MacNeill, West Cape, left Monday morning for a visit to their daughter's in Toronto. They will also visit other relatives.

Mrs. Humphry Oulton, Glenwood, is spending a couple of months in Dartmouth, Nova Scotia as guest of her son-in-law and daughter, Mr. and Mrs. Leslie Caslake.

Mr. and Mrs. Samuel Allen accompanied by her father Mr. Stewart, New Hampshire, returned to their home after visiting her uncle and aunt, Mr. and Mrs. Leslie MacLean, Glenwood, and with other relatives.

Friends of Mr. Arthur MacWilliams, Dunblane, are sorry to hear he is confined to his home through illness. All hope to see him well and out again soon.

The many friends of Mr. Ord Sharpe, Unionvale, are sorry to hear he is a patient in the O'Leary Hospital. A speedy recovery is hoped for by all.

Miss Alma Hart is visiting for a few days at Loche Road as the guest of her sister, Mrs. Claude Collicutt.

Mr. Ivay Waite closed up his residence at Springfield West, and has moved to O'Leary for the winter months, with his mother, Mrs. John Waite who is bed fast, and is sister Mrs. John MacKinnon.

The many friends of Mrs. Alice Turner, R.N. of O'Leary, are sorry to hear she is a patient in the O'Leary Hospital. A speedy recovery is hoped for by all.

Rev. James H. Jones, Barbados, B.W.I. and Wellington, N.Y. was a guest at the Ellis Tourist Home on Remembrance Day, Nov. 11th.

Word has been received by relatives in this vicinity of the sudden death of Mr. Gordon Urb of Sussex, N.B. Mr. Ralph Knollin, brother-in-law, accompanied by Mr. Arthur Cornish, Woodstock, left Sunday morning to attend the funeral.

Mrs. Edsly Dunville, O'Leary, motored to Summerside Thursday afternoon to visit her mother, Mrs. Tamar MacNevin who

is a patient in the Prince County Hospital, Summerside.

Mr. Ernest Hierley, former accountant of the O'Leary Bank of Nova Scotia, has been transferred to the bank in West Saint John, N.B.

Mrs. Annie Macfield and son Billie, returned to their home in Summerside after visiting at the homes of Mr. and Mrs. William Coughlin and Mr. and Mrs. Edwin Coughlin, Coleman.

Congratulations are being extended to Mrs. Waldron Barbour, Alma, on the evening of first place for Prince County Rural Beautification Contest for flower gardens. Mr. and Mrs. Barbour were among those who attended the banquet in the Charlottetown Hotel Tuesday evening, where prizes were presented.

Mr. and Mrs. Roland MacDonald, Coleman, were among those who attended the banquet in the Charlottetown Hotel put on for those who won prizes in the Beautification Contest.

Mr. and Mrs. James Dunbar and Mr. and Mrs. Waldron Barbour, spent Sunday in O'Leary, guests of relatives and friends.

Mr. and Mrs. Ellis Smallman and children spent Sunday guests at Mr. and Mrs. Charles Rix Locke Road.

Congratulations are being extended to Mr. and Mrs. George Collicutt, O'Leary, (nee Lucy McNevin, on their marriage Friday evening, November 14th.

Mrs. Alvin MacIsaac, Hebron, entertained the Glenwood United Church Ladies Aid on Wednesday evening, November 12th.

Friends and relatives of Mrs. Alice Turner, R.N. of O'Leary, regret to learn of her illness that has caused her to enter the O'Leary Hospital for surgery. Mrs. Turner served in the community as R.N. for a great number of years. All hope she will be up and around again soon.

Friends of Mrs. Owen Jones, Unionvale, will be sorry to learn she suffered a stroke at her home last week and is confined to her home now. All hope for a speedy recovery.

The condition of Dennis Gallant, nine year old son of Mr. and Mrs. Joseph Gallant, Unionvale, who was severely injured in a highway accident some weeks ago is reported improved sufficiently to enable him to return to his home after receiving treatment in the Community Hospital, O'Leary.

Congratulations are being extended to Mr. and Mrs. Marvin Cornish on their marriage Saturday at 4 p.m. in the United Church, O'Leary.

Mrs. Felix Arsenault returned to her home in Woodstock, after attending the funeral of her sis-

BURTON

Mr. and Mrs. Lance Dalton and family, Burton, were recent guests of Mr. and Mrs. Alton MacIsaac, Glenwood.

Mr. and Mrs. John Griffin and daughter from Montreal, are visiting Mr. Griffin's parents, Mr. and Mrs. Patrick Griffin, Glenwood, Lot 7.

L.A.C. and Mrs. Howard P. Dalton of Slemon Park, R.C.A.F. Station, Summerside, are receiving congratulations on their recent marriage solemnized at St. Paul's Roman Catholic Church Summerside.

Mr. and Mrs. Melvin MacGregor, Burton, spent the past weekend in Charlottetown with their

Mount Pleasant, were recent visitors to Charlottetown.

Friends of little Devorn MacLauren son of Mr. and Mrs. Earl MacLauren, Mount Pleasant, are sorry to learn that he is confined to his home with the measles. His many little friends wish him a speedy recovery.

Mr. and Mrs. Harry Moore, Rumford, Maine, were recent overnight guests at the home of Mr. and Mrs. David Enman, Victoria West.

Miss Patricia Claisson, Slemon Park, recently spent the weekend at the home of Miss Harriet MacLeod, Mount Pleasant, W.

Mr. and Mrs. James Rooney, Mill River, and Mr. and Mrs. Gerald Murphy, Campbellton, were recent visitors of Mr. and Mrs. Colridge Rogers, Burton.

Mr. and Mrs. Lance Dalton and family, were recent visitors of Mr. and Mrs. Norbert Corcoran, Piusville.

Mrs. Thomas Stewart and daughters, Paty and Becky, of Slemon Park, R.C.A.F. Station, recently visited her mother, Mrs. Eva Dalton, Burton.

CATCHES FISH IN WELL

PETERBOROUGH, Ont. (CP) Construction worker Mel Donaldson of the Oakwood district, 30 miles west of here, looked down his 25-foot well — then looked again. An eight-inch fish was swimming around at the bottom.

Donaldson said he had no idea how the fish got in the well. He caught it in a net and freed it in a nearby creek.

SPRINGHILL

Mrs. Clara MacLeod, Mount Pleasant, spent a few days recently at the home of Mr. and Mrs. Kenneth Wilbam, Tyne Valley.

Mrs. Roy Freeman and Mrs. Verle Moore, Rumford, Maine, were overnight guests at the home of Mr. and Mrs. David Enman, Victoria West.

Mrs. Daniel MacLeod, arrived home in Victoria West after spending some time with her daughter and son-in-law, Mr. and Mrs. Bruce Couslon, Ottawa, Ontario.

Sympathy of the community is extended to the family of the late Mrs. Russell Keys, whose death occurred recently.

Friends extend congratulations to Mr. and Mrs. Celvin Darby, whose marriage took place recently. Mrs. Darby is the former Rosalie MacArthur, daughter of Mr. and Mrs. Burns MacArthur, Enmore.

Mr. and Mrs. Lloyd Ellis and family, Gagetown, N.B., spent the week-end at the home of Mr. Ellis' sister, Mrs. Claude MacArthur, Springhill.

Mr. and Mrs. Reginald Noye, Jr., and sons Ryan and Randy,

WEAR THE WATCH
Designed in Honor of ...

Miss GREY CUP

- UNBREAKABLE MAINSPRING
- SWEEP SECOND HAND
- 17 JEWELS
- SELF-WINDING
- WATERPROOF
- ANTI-MAGNETIC
- LUMINOUS DIAL
- SHOCK RESISTANT
- EXPANSION BRACELET

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Ideal for Sports!

As little as **\$1** A WEEK
On sale at better jewellers everywhere!
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NATIONAL JEWELLERY WEEK

FRIDAY, NOV. 21 TO SATURDAY, NOV. 29, 1958

The jewellery industry of Canada—manufacturers and distributors alike—have banded together under the leadership of the Canadian Jewellers Association, to present the accomplishments of our crafts—jewellers, silversmiths, watchmakers—to the people of Canada through the medium of National Jewellery Week. They trust that this programme will interest you and enlarge your appreciation of Canadian Craftsmanship.

SPONSORED BY **P.E.I. JEWELLERS ASSOCIATION**