

CHRISTMAS-LAND

FOR THE WHOLE FAMILY!

Christmas

SHOPPING

IN

SUMMERSIDE

Only 25 Shopping Days Left



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It's a loaded question and difficult to answer

SUMMERSIDE—What will be the most popular item on the Christmas shopping list this year? Now this question appears to be a loaded and difficult one to answer but The Guardian, in a spot check survey attempted to get the opinions of some of the town's merchants. One merchant, Bill Smallman of Smallman's Ltd., said he wouldn't even attempt to answer the question. "After all," he said, "the customer

has the say in this and we won't know what he'll go for until the Christmas shopping season is over". He added further that you couldn't go by last season's sales as what proved popular last Christmas could prove just the opposite this year. On questioning Claude Ives of Bruce & Key Ltd. his opinion was that the smallwares would prove most popular with the occasional larger item being bought more as a household gift than anything.

The smaller items which he felt would prove popular to the customers were the cooking corner ware, chinaware, such as cups and saucers, glassware, and wooden ware which include salad bowls and meat trays, etc. Small electrical appliances should also prove to be in popular demand, Mr. Ives said. Items such as irons, toasters, mixmasters, kettles, frypans along with radios and record players are generally good sellers during the yuletide season. Francis "Ginger" MacQuarrie of Speedy Propane Ltd., in looking over his appliances, felt that the most popular item in his store at this time of the year would be the gas clothes dryer. The combination gas and oil range should also prove to be a popular product, Mr. MacQuarrie said. "We sell more of these than any other of our appliances", he added.

Switching to clothing gifts a check with Ross MacKenzie of MacKenzie's House of Fashion Ltd., disclosed the fact that corduroy products are making a comeback. Mr. MacKenzie felt that in the men's department corduroy coats, pants and sports jackets would prove a good seller. "Corduroy now comes in a variety of fashionable colors", Mr. MacKenzie commented, "and they are mannish looking". Both Mr. MacKenzie and his

women clerks thought that fine lingerie would lead the way in the ladies' section. Housecoats, sports wear, purses and accessories should also prove popular, they said. NOVELTY ITEMS A large number of customers might buy useful novelty items such as shoe buffers, miniature vacuum type clothes cleaners or bar equipment. Mr. MacKenzie, who handles these items, said, as he gave his gift bar a once over. After checking with the merchants mentioned it would seem that there will be a great variety of gifts which will prove popular to the shopper but as mentioned earlier it will be up to the customers themselves to make up their minds. You never know, the "oookik", the small animal from the north which has been reported so popular in other countries might make a clean sweep here in Summerside.

Whatever the gifts may be town merchants are busy putting up appropriate decorations for the fast approaching yuletide season. All feel that this will be one of the best seasons ever due to the good crops harvested by the farmers and the good prices being obtained for their products. One merchant noted that the customers were starting their Christmas shopping early this year and not waiting for "last minute" selections.

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1. Shop leisurely for better choice of merchandise.
2. Salespeople have more time to serve you.
3. More parking space available.
4. Faster Gift Wrapping.
5. Buy gifts on convenient layaway plans.
6. Better, quicker mailing.
7. Better chance on special orders.
8. More time to budget gift purchases.
9. Better, less crowded service.
10. Out of town gifts arrive safely on time.
11. Avoid the hustle and bustle of heavy traffic.
12. Shop early, relax during the holiday season.



TOWN OF SUMMERSIDE



WHICH ONE IS THE DOLL?