

Taylor's Jewellers Attractively Renovated

Additional Office and Floor Space In Modern Setting

Taylor's Jewellers, 121 Grafton Street, who have served the public of Prince Edward Island for the past seventy-four years, have just completed store alterations that will provide them with a new repair department along with additional office and floor space in a modern setting.

The alterations were made possible through the addition of an extension to the building. As a result of this extension each department in the store has been enlarged and better equipped to handle the demands of their many customers.

One of the most important changes in the interior of the store is the establishment of a Camera Department. This department comes under the supervision of Mr. Roland Taylor, who has been an am-

ateur photographer for a number of years and who has seen the need for the selling of better quality cameras in the City.

This department will provide precision cameras for interested amateurs and professional photographers alike. It will also contain the many photographic needs such as films, chemicals, papers, etc., for finishing.

The public are invited to visit this department and view the many fine cameras on display.

The china, silverware, watch and jewellery departments have all been enlarged. The china department features a display of built English Bone cups and saucers while the watch department features the Omega, Gruen and Bulova makes along with the firm's own name watch which sells true to the Tay-

lor quality and value.

Also on display is a fine selection of gold and silver, rhinestone and costume jewellery as well as the highest quality silverware and the high quality diamonds for which Taylor's have become well known.

The larger repair department will provide the repairmen with well equipped and lighted quarters and these pleasant working conditions will enable the men to do the best repair work possible.


These latest store alterations are a continuation in the improvement program which the firm has carried on throughout the past three-quarters of a century.

The Taylor family have been jewellers for the past four generations. They established their business in Norfolk, England, and in 1879, the late G. H. Taylor, son of the founder, immigrated to Charlottetown and set up his firm in Charlottetown on the site where the present store is located.

The business is now operated by Mr. Reginald G. Taylor along with his two sons, Mr. Earl Taylor and Mr. Roland Taylor.

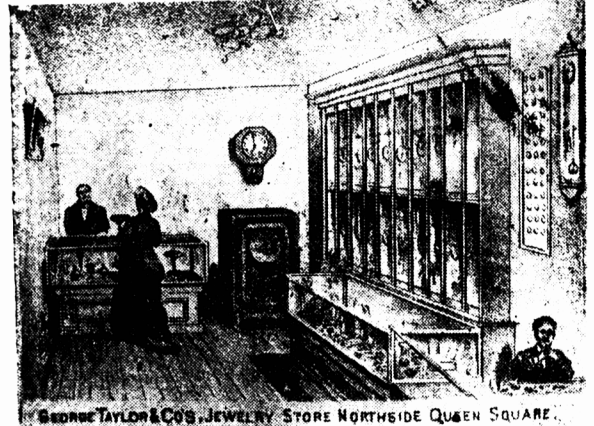


We've Got It!



BULOVA
SENATOR
15 jewels
expansion
band
\$45⁷⁵

THE PERFECT GIFT
FOR FATHER'S DAY
SUNDAY, JUNE 21st



A reproduction of the original interior of the store is pictured above. The reproduction was taken from the Mechanic Atlas which was published in 1880. It shows the store a year after it was opened by the late Mr. G. H. Taylor in 1879.

Congratulations
and
Best Wishes
to

TAYLOR'S JEWELLERS

The Lighting and Fixtures in this newly remodelled store were done by:—

BURKE ELECTRIC LTD.
ELECTRICAL CONTRACTORS
156 Great George St. Phone 693

A general view of the modern and well stocked interior of Taylor's Jewellers may be seen in the above picture.

CONGRATULATIONS
To
TAYLOR'S JEWELLERS
On Their
Newly Remodelled
Store
From
CANADIAN WM. A. ROGERS LIMITED
Division of Oneida Ltd.

WE HAVE IT!

THE NEW
Enchantment

LATEST... LOVELIEST
PATTERN IN

1881
ROGERS
silverplate
by ONEIDA LTD.
silversmiths

Timeless beauty that will shine on your table through the years. Each piece has a delicate hand-carved look.

70-PIECE SERVICE FOR 8
\$89.75
Anti-Tarnish Chest Included

SEE IT TODAY!

TAYLOR'S JEWELLERS

Select Her Diamond
with Confidence from
TAYLOR'S
Superior Gems

Unless you are a trained expert, you know only what your jeweller tells you about diamonds. There is one sure way to know that the gem you select is of finest quality! Choose it at

TAYLOR'S JEWELLERS
Where you find ONLY the Finest Quality.

For Your Convenience Diamond Showing By Appointment—in Privacy.




Down the years, it has become a tradition to select the Engagement and Wedding Ring at TAYLOR'S - - - it is because we have only one quality in diamonds - - - THE FINEST!

G. H. TAYLOR
JEWELLERS FOR FOUR GENERATIONS

New
TABLE CHARM
with
SHELLEY BONE CHINA
FROM ENGLAND

DAINTY BLUE



THE GRUEN WATCH COMPANY
EXTENDS HEARTIEST CONGRATULATIONS
To
TAYLOR'S JEWELLERS
ON THE OCCASION OF THEIR
NEWLY REMODELLED
STORE
Who
Presents...
TWO NEW MODELS FOR 1953

Autowind "MASTER"—17 jewel precision movement, stainless Guldite water-tite case. \$69.50



Veri-thin "DAINTY FLEX" expansion bracelet, 10 kt. gold-filled top, stainless Guldite back. \$52.50



GRUEN
OLD FASHION WATCH

Congratulations
TO
G. H. Taylor
Jewellers for Four Generations.

ON THE GRAND RE-OPENING OF THEIR NEWER AND LARGER STORE

For a lovely selection of fine china and smartly fashioned jewellery, visit TAYLOR'S and examine their latest display of quality products.

For the finest in Silverplate, see 1847 Rogers Bros. Silverplate. A 34 piece service for 8 containing 8 knives, 8 forks, 8 teaspoons, 8 dessert spoons, 1 butter knife and 1 sugar shell, costs only \$66.95.

\$66.95
COMPLETE



847 ROGERS BROS.
Canada's Finest Silverplate


CONGRATULATIONS
TO
TAYLOR'S
Jewellers For Four Generations

Timeless beauty that will shine on your table through the years. Each piece has a delicate hand-carved look.

70-PIECE SERVICE FOR 8
\$89.75
Anti-Tarnish Chest Included

SEE IT TODAY!


TAYLOR'S JEWELLERS



Community
THE FINEST SILVERPLATE

WE EXTEND HEARTIEST
CONGRATULATIONS
To
TAYLOR'S
Jewellers For Four Generations
ON THEIR ADDITION OF
A FINE CAMERA DEPARTMENT
THERE YOU WILL FIND
THE WORLD FAMOUS

Rolleicord



NATIONAL DISTRIBUTORS
ARROW FILMS
LIMITED