

Bright And Spacious Building Provides Space For Improved Service To Customers



MEMBERS OF Simpson's-Sears staff are ready to welcome you today at the Grand opening sale at their new

Kent Street store. Back row, left to right: Gordon Barr, Cecil MacPhail, Lorne Burke, Ray Gauthier, Wayne Ham-

bl, John Miller. Front row, Harry Lange, Mrs. Erma MacKett, Mrs. Olga Butler, Mrs. Lois Carr, Mrs. Joan Cud-



IN A BRIGHT and cheery section of the new Simpson's-Sears store on Kent Street is located the Catalogue Sales

office. Here customers will receive immediate attention and help in making any selection. The office is staffed by Mrs. Joan Cudmore and Mrs.

Shirley Murphy. This department lives up to the slogan that "wherever you live or move Simpson's-Sears service is available."



WILLIAM L. HAMBLY
Store Manager

HARRY MORRIS
Assistant Manager

2 The Guardian, Charlottetown, Tues., April 7, 1964.

CURLING DRAW

The following is the curling draw for Tuesday at the Charlottetown Club.

Ice 1 — R. Ketch, L. Johnson, K. Dalziel, H. Coffin vs. R. Ewing, W. Farrell, N. MacNeill, F. Burke.

Ice 2 — J. Squarebriggs, G. Dillon, A. Ballew, I. MacKinnon vs. A. Burke, D. Bell, F. Nicholson, S. Lavers.

Ice 3 — Dr. MacDonald, A. Llewellyn, D. George, B. Acorn.

decided to go on publishing this magazine, and items for the next issue were solicited.

DISCOVER MOUNTAINS

A mountain range 4,000 to 6,000 feet high has been discovered in an uncharted portion of Queen Maud Land in the Antarctic.



Here is a general view of the furniture and appliance section of the new Simpson's-Sears store which opens this morning with a grand sale. Conveniently grouped and

displayed, the many articles, and pieces of furniture can be easily viewed and examined by the prospective purchaser. The store is brilliantly lighted and there is an

MACRAE

(Continued from page 1)

Frank McNamora, general sales manager, who will be remembered by many here as he worked in this province as district representative for his company for seven years. Also showing the Island visitor details of the operation there were Jack Diamond, a former Federal Bureau of Agriculture executive, and Elmer Smith, the chief agricultural representative for North and South America.

TAKEN ON TOUR

The Minister of Agriculture was also under the wing of a United States Government official when he was taken on a tour of the principal conservation areas in the Georgia area by Jack White, Winton, Georgia, who is the Federal Representative of the U.S. Department of Agriculture in charge of water conservation and show.

DEADLY DRAGON

The sharp, saw-edged teeth of the Komodo dragon — world's largest lizard — can rip a goat in half with a single snap.

P.E.I. Music Teachers Attended Study Session

Music teachers of the province attended the P.E.I. Teachers' Federation meetings held at Birchwood High School. On Wednesday afternoon a study session "Music in the Classroom" was conducted by Christopher Gledhill, director of music. This was attended by classroom teachers as well as music specialists.

Mr. Gledhill said that there were ways in which the teachers could help themselves to improve their work in teaching music in the classroom. The first being attendance at a summer school in classroom music, such as the course being offered at Mr. Allison University, Sackville this summer from July 2 to Aug. 14.

Another way is to attend a music workshop for classroom teachers which is held at the end of August every year. While it cannot hope to cover as much material in a three day workshop as in a six week course, this workshop was proving successful. Local music specialists who knew the local problems were the instructors, and the group is divided into small syndicates where it was possible to ask questions without feeling embarrassed.

Another way in which teachers could find help in the teaching of singing was by the use of records, and records are now available for songs in the Ginn series, which are in use in the public schools. Also films could be used.

A film entitled "Ju'ennesse Musicale" was then shown and a discussion of the film followed. This was followed by a theory workshop.

On Thursday afternoon a business meeting of the P.E.I. Music Educators' Association was held. This was attended by Mary Winnifred and Gabriel Chabousson.

The minutes of the previous meeting were read by the secretary-treasurer Mrs. Nan Kirby and were approved as read. Mr. Locke reported for the committee studying needed revisions in the Music Festival syllabus.

Changes are necessary in the elementary schools in the province now only go to Grade 6 with the Regional High Schools from grade 6 to 12, but this year's syllabus groups schools from grades 1-5 together, and 6-10 which meant that in smaller schools grades 6 to 8 do not have enough pupils to enter the music festival.

Also it was felt that classes are needed for regional high schools and for Glee Clubs.

Some discussion also took place regarding older beginners in the piano classes. It has been found that these pupils cannot enter after the first year because the pieces are too hard. It was

New Simpson's-Sears Store Opens Today On Kent St.

Simpsons - Sears Ltd. will hold a grand opening sale in their new store on Kent Street today.

The people of Charlottetown and surrounding areas will enjoy shopping in the new, bright and spacious store. Everything possible to assist the busy shopper has been kept in mind in the construction of the store, and in the layout of the various departments.

heating department. Trained experts will design a complete, new plumbing or heating system for your home without cost or obligation. Simpson's-Sears can supply all the necessary equipment at low, mail order prices.

As a seasonal special, if you buy your heating system NOW you can take advantage of a 10 per cent discount on regular catalogue prices! Simpson's-Sears will be glad to arrange installation by a professional contractor if you wish, or you will need your own contractor to do the job. The tools without charge so you can make the installation yourself.

The staff in the new catalogue order office is ready to serve customers who know or quickly learn that it pays to "Shop and Save at Simpson's-Sears". You can phone your order from the quiet and comfort of your own home or you can visit the office in person and discuss your requirements with one of the specially trained clerks. By shopping through the order office you save on postage, on the new increased C.O.D. fees or on money orders.

you can purchase merchandise at any time with no down payment if you have an "Easy Payment Account" or an "All Purpose Account". Any member of Simpson's-Sears staff will be glad to explain these plans and open an account for you if you do not already have one.

"SERVICE" WATCHWORD

Service has always been the watchword of Simpson's-Sears since they opened a great many years ago in Charlottetown. Following the disastrous fire which destroyed their premises last year, arrangements regarding temporary quarters for selling and service were being set up the next day! Only a few days later, plans were started for a new building in which to house the new catalogue sales office (through which customers can buy directly off the floor) and the order office (through which customers can place orders from all current Simpson's-Sears catalogues).

Displays have been designed for the convenience of customers in making selections. Those wanting tires and auto accessories can shop in a special section of the store where tires and auto lines are displayed to the best advantage. Furniture — a department given special attention at Simpson's-Sears — has been allotted a generous section where you will find modern furniture, bed room suites, bedroom suites, dinette suites, occasional chairs and all the other articles necessary for the full enjoyment of your home.

The appliances section features such famous Simpson's-Sears brand lines as Coldspot refrigerators and freezers, Kenmore electric and gas ranges, Kenmore wringer-washers, Kenmore automatic washers and more. If on a tight budget, the Harmony House bathroom ensembles, and many similar items, a variety of housewares and hardware rounds out this section.

For your visual and listening pleasure Simpson's-Sears features a full line of Silvertone television sets, radios, radio-phonographs and three-way combinations for the entertainment center of your home. Simpson's-Sears sporting goods section can also add to your enjoyment of living. There are boats to take you travelling on peaceful waters, tents and camping equipment to let you get your share of living in the beautiful outdoors, bicycles to give your children daily exercise and keep their figures in good terms with the bathroom scales!

For your visual and listening pleasure Simpson's-Sears features a full line of Silvertone television sets, radios, radio-phonographs and three-way combinations for the entertainment center of your home. Simpson's-Sears sporting goods section can also add to your enjoyment of living. There are boats to take you travelling on peaceful waters, tents and camping equipment to let you get your share of living in the beautiful outdoors, bicycles to give your children daily exercise and keep their figures in good terms with the bathroom scales!

There are many other substantial cash awards.

Simpsons-Sears is featuring for their great opening sale a two-page advertisement which appears in yesterday's papers. These ads are packed with furniture, home furnishings and appliances at money-saving prices. See them for yourself — buy and save!

The firm expressed its appreciation and thanks to Hambly Enterprises for the quick and efficient manner in which the new building at 156 Kent Street was constructed.

Simpsons-Sears also felt that when patrons visited the new building they would be impressed

SPECIAL SERVICE

A special service to customers is provided by the plumbing and

heating department. Trained experts will design a complete, new plumbing or heating system for your home without cost or obligation. Simpson's-Sears can supply all the necessary equipment at low, mail order prices.

and agree that it is another step forward in the great progress of Charlottetown and the Island.

FEW EARN MONEY

In Uganda's population of nearly 7,000,000, only six out of 100 are rich.

FEW EARN MONEY

In Uganda's population of nearly 7,000,000, only six out of 100 are rich.

For All Your . . .

ELECTRICAL WORK

See Us Today . . .

We were pleased to have been chosen to install the Electric Wiring in the new Simpson's Sears Building.

Newson Electric
161 Queen St. Phone 894-8325

See Us Today . . .

We were pleased to have been chosen to install the Electric Wiring in the new Simpson's Sears Building.

Newson Electric

161 Queen St. Phone 894-8325

We Are Pleased To Have Been One Of The Main Suppliers For the New

Simpsons - Sears Building

M. F. SCHURMAN CO. LTD.

Summerside Charlottetown

We are pleased to have been chosen to install the tile flooring in this fine new building—

CONGRATULATIONS to SIMPSONS-SEARS

PAQUET FLOORING SERVICE

31 Orlebar Street
Charlottetown, P. E. I.
Tile and Inlaid Linoleum
Wall to Wall Carpet Installation

LEO P. MCADAM **ELMER PAQUET**
PHONE 4-8932 PHONE 4-8703

SIMPSONS-SEARS 156 Kent St. Ch'town

Fine Construction, Lasting Performance!



"SIMPSONS-SEARS BUILDING"

We were pleased to have been chosen as General Contractor for this fine new building.

WILLIAMS, MURPHY & MacLEOD LTD.
"General Contractors"
Charlottetown Summerside