

St. Nick launches biggest, merriest gift season early

Christmas gifts season is officially open! So declares the man who should know — Santa Claus himself. Most renowned of all gift givers, the jovial, red-suited gentleman has come to town to offer his assistance and inspiration to every other gift giver in this community.

As he launches the biggest, brightest, merriest Christmas shopping season yet, Santa presides over an array of gifts that is indeed exciting and filled with surprises — an array

now spread forth on the counters and racks, the windows and shelves of the town's leading stores.

Get Going Now!

Santa's early arrival has one most important purpose. He is here to remind gifts givers that prompt planning, early action are essential, not only for care-free shopping but also for the successful gifting that leads to a really memorable Christmas-time.

True, a first glance seems to indicate that this year's calendar is kind to the laggards. There are 25 shopping days — one more than last year — in the "traditional" shopping period between Thanksgiving and Christmas. And, since Christmas comes on Sunday, there are six full shopping days in the final week before the holiday.

But Santa cautions gives against being lulled into "over-confidence". Those shopping days can really fly! How about the big gifts, for instance? It doesn't really pay to shop hurriedly at the last minute for such wonderful surprises as a color TV set, a major appliance, fine jewelry, new sofa or dining room group. For the gifts that are big in size as well as significance, there's a delivery problem involved. Stores are going all out to assure deliveries in time for Christmas, but even with this special effort, a last-minute selection of a major item is likely to lead to a gift that arrives, disappointingly, after Christmas is all over.

And how about the pleasure of careful, considerate shopping. Much of the fun of the holiday is missed, by giver as well as receiver, if delay makes it necessary, at the last minute, to shop by snatching up something that "will do."

With the wide, dazzling assortment arrayed for gift selections a prompt start is necessary, to take full advantage of the many opportunities for choosing just the right presents.

Preview Gifts Here

For all these reasons, and more, Santa's motto is as it ever will be. "Let's wrap up this Christmas early!"

When to begin? Tomorrow is none too soon! In fact, shoppers can get a head start now, by previewing the hundreds of story and picture suggestions for gifts, in this newspaper's Special Christmas Gifts Section. Here, too leading stores have taken advertising space to present the highlights of their gifts collections.

Parents and children might begin by shopping together, amid the marvels of Toyland. For today's sophisticated youngsters, new toys, dolls and games put the emphasis on life-like realism. Both education and creativity get a hearing, but with no sacrifice of good old-fashioned fun.

It's a natural step from realistic Toyland to such actual needs and wishes of the family as furniture, appliances and entertainment gifts. Many of these gift decisions can only be made after a joint shopping trip.

Replace Old with New

Along with beauty and comfort, new furniture stresses versatility, as tables, sofas, chests and other storage units are designed to serve at least two purposes.

Appliances, present many new developments, many extra features — so many, that Santa's helpers will be well-advised to consider replacing one or more pieces of major kitchen and laundry equipment this year. Among small appliances, too, there are many gifted opportunities for replacing old with new, or adding new convenience.

The same holds true for entertainment gifts. Transistorizing and portability spread the possibilities for individual as well as family gifting of TV, radio, phonographs and tape recorders, while color TV grows in gift importance.

For the Young

The range of gifts for personal pleasure was never wider. From fine jewelry and silver to apparel and accessories, from sports and hobby ideas to bicycles and cars, from tools to toiletries, the selection now ready provides chances galore to delight every individual, in an individual way.

Along with such basic gift categories as "for Mom, Dad, the kids," special attention is paid this year to the growing group of "under 25" young people. To meet their lively, up-to-date tastes and interests, manufacturers and stores are presenting an appropriate variety of gifts — from watches to please the new liking for unusual styles to sportier auto accessories.

It's all part of a great Christmas shopping season — offering extensive, exciting ways to happier gifting!

Wrap Center where needed materials are kept together and ready for use. This "Center" may be a room, a closet or merely a drawer providing storage space for equipment.

Privacy and secrecy can be maintained if boundaries are set up beforehand so that the rest of the family knows when "Do Not Peek ... Santa's Helpers at work" is in effect.

The Gift Wrap Center should be equipped with a table or counter-top space, a selection of various-sized boxes, attractive gift wraps, tissue paper for linings, ribbons, bows or bow makers, stickers, tags, package ornaments (these can be anything that takes the wrapper's fancy), cellophane tape, scissors, cardboard, rubber cement or glue.

A wastebasket, broom and dust pan should be kept handy for quick clean ups. A large discarded box is a convenient container for waste materials because the container and all can be thrown away at cleanup time.

For packages that are to be mailed, there should be wrapping paper, tape, sturdy string, corrugated cardboard, mailing labels, excelsior or newspaper for interior packing of fragile items.

To make sure Santa's Christmas-by-mail is a happy one, pack fragile gifts carefully and wrap all gifts securely. Address clearly and don't forget the return address. Above all, mail early.

When imagination flows through the gift wrapper's fingertips, shirtheads, paper, ribbon, empty ribbon belts and spools can turn packages into unusual creations to be admired under the tree.

IT'S NEAT IDEA

Neat and practical as well as pleasing gifts for boys are durable-press slacks and shirts. Mom likes them, too.

FOR TEEN-AGERS

Frequently when a teen-ager becomes a candidate for car ownership smart dads arrange to give them one of the family's existing cars, and buy mom a new one. This plan makes two people happy and the new car gift purchase a "clean deal."


Artistic wrappings for bright Christmas

Wrapping up Christmas is a major task that can be pleasant and artistic or tedious, hectic and frantic on Christmas Eve or leisurely spaced throughout the pre-Christmas buying season.

Everyone has his or her own pet gift wrapping methods, whether gifts are wrapped all at once or wrapped as they are bought, and hidden away until Christmas morn.

Either way, it is helpful and time-saving to set up a Gift

Christmas Gift Specials



perfect for everyone!
Smiles 'n Chuckles
Chocolates

But naturally ... all our gift suggestions are special! Those who receive them are mighty pleased too. ... call in and browse around ... see what interesting gifts will appeal to every age group on your list. See you soon!

- Children's Plush Toys
- Timex Watches
- Scripto pens
- Jaguar cosmetics for men
- Yardley cosmetics
- Vanity sets by Hostess
- Leading Lady children's cosmetics
- Clifton Bubble Bath
- Old Spice sets
- Infants toys
- DuBarry cosmetics
- Gift Wrap
- Perfumes and Colognes
- Toys
- English toffees

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St. Peter's Road Parkdale "Open 7 Nights a Week" Dial 4-9553

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20% OFF DIAMOND RINGS AND WATCHES

Why Wait for Christmas? Buy it Now

112 KENT STREET CHARLOTTETOWN

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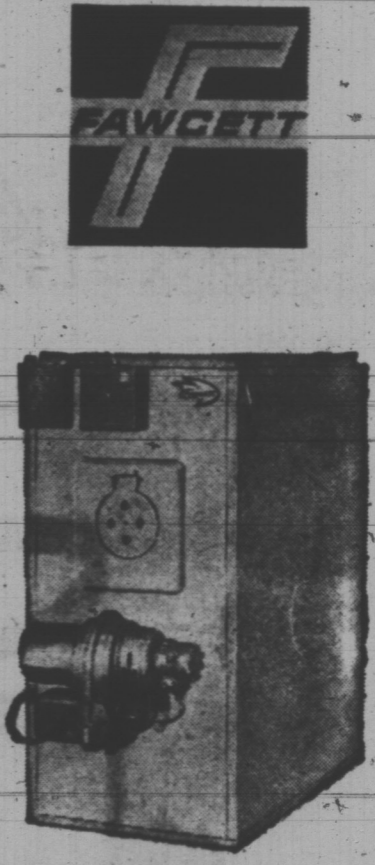
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