

Bargain hunters swarm new store

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The floors of S and R Department Store, which opened Wednesday morning, resembled opening day the Canadian National Exhibition, as hundreds of bargain-conscious shoppers flooded the store in search of a good buy.

The opening day crowd had store personnel looking haggard less than an hour after Mayor George Zegouras made his opening address at the ribbon cutting ceremony.

"We're thrilled at the crowd we have out today," said store owner, Percy Robertson, "but I think there will be a steady success story for the business because of the type of merchandise we specialize in."

The 30,000 square feet of retail space was made ready for customers in just three and one half months. There are three floors currently stocked with merchandise, with plans to open a fourth "in the near future."

S and R management personnel praised the city for its "determination in revitalizing the downtown core." One spokesman for the company, which owns one other store, in Kingston, said the downtown revitalization project was the major factor in swaying company owners to locate in Belleville.

Mayor Zegouras touted the opening of the store as an encouraging sign for the rebirth of the downtown core.

"It is heartening to see a successful company express faith in downtown Belleville," said Mayor Zegouras. "I think this (the opening) will be very good for Belleville."

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S + R STORE