

### Jack Fraser still growing

Grafton-Fraser Limited, an all Canadian company and one of Canada's largest men's wear retailers (88 stores) announces the opening of their 54th Ontario Jack Fraser store in Stone Road Mall, Guelph.

The Company, Grafton-Fraser Limited, traces its roots back to pre-Confederation days when pioneer James Beatty Grafton opened a modest dry goods store in Dundas, Ontario in the year 1853.

Seventy-three years later and 52 years ago in 1926, Jack Fraser opened a men's and boys' wear store in Toronto that swiftly expanded during the depression years into a major men's and boys' wear chain.

Jack Fraser stores and Grafton's merged in 1967 to become Grafton-Fraser Limited. This year the company celebrates its 125th Anniversary.

The manager of the new Guelph store is Bill O'Connor, a native of Owen Sound who until his recent appointment managed the Calgary Jack Fraser Market Mall store.

The new Jack Fraser store, Stone Road Mall, Guelph, will carry many of the finest names in men's clothing including Pierre Cardin, Riviera, Forsyth, Shipley, Merit Clothing and their exclusive "Jack Fraser" house brand, all representing today's best fashion... sensibly priced.

The Loft, a women's boutique shop will open adjacent to Jack Fraser. The Loft caters to the young career girl, the girl about town. It specializes in fashion for the 18 to 25 year old and is another division of Grafton-Fraser.

Both Jack Fraser and the Loft stores have been designed to provide the shopper with optimum visual presentation of merchandise and its fashion co-ordination; plus ease of selection. Freeman Formal Rental service is provided by the Jack Fraser store.

The management and staff of Jack Fraser and The Loft look forward to providing Guelph and area shoppers with the enjoyable experience of fashion, quality, value and service... not surprising when you realize that Grafton-Fraser have been merchandising fashion for 125 years.

### Birks stresses continuity in Canada-wide shops

Birks has a long and impressive history in Canada. In 1879 Henry Birks opened his shop in Toronto with a staff of three. Now there are over 3,000 employees in many stores all across Canada.

It's now a complex organization which has its own silver factory, jewellery factory, central watch division and jewellery wholesale division with buying offices in London, England and Florence, Italy.

Buyers search the world to bring their customers a wide range of products which compare favorably with the merchandise of the same quality sold anywhere in Canada. In addition to its well-known prestige items, Birks carries costume jewellery, gifts, leather goods, china and crystal.

The secret of success for this Canadian company, through all the years, has been continuity, the art of preserving the best of the past while always being responsive to the demands of new generations.

### Stone Road . .

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the parking lot to check where the license plates are from, just to make sure.

The next major Stone Road-Westmount type development for Sifton properties will probably be on their large holdings in Moore Township near Sarnia. If a mall is built there too, it will probably look pretty much the same as the first two.

The only problem is the Sifton team may trade Mr. Broadley to Sarnia. But that's down the road still, problems about this eventuality can be faced in the future.

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