

Welcome to another Kiddie Kobbler

STONE ROAD MALL

WE'RE NOW OPEN TO SERVE YOU

We proudly offer the following services and exclusive features . . .

- At Kiddie Kobbler every fitting is checked by our Manager.
- Our reminder card service is another plus for busy parents who may forget that it is shoe check-up time.
- Brand names you will recognize and trust are featured in all our lines.
- Kiddie Kobbler offers more variety than any other store.
- "B" to 3E" widths in stock.
- Kiddie Kobbler's Shoe Club records your child's size with each fitting and pays a bonus too.
- Kiddie Kobbler offers a special line of "Teen" shoes for youngsters with adult size feet, at reasonable prices.
- Kiddie Kobbler offers a special line of Dance wear, Ballet, Tap, Highland, Irish and Gymnastic supplies. Special orders welcome.



ATTENTION DOCTORS!

Kiddie Kobbler's qualified manager will give prompt personal attention to all prescription fittings.

- Orthopedic shoes • straight last • sole and heel wedges • scaphoids (cookies)

Every fitting will be double checked personally

by **Mr. Gordon Angus**
(our store owner)

Our motto is:
We're very careful . . . we have to be

BUSTER BROWN HEADQUARTERS IN GUELPH

Kiddie Kobbler is very proud of our association and the distinction of being the largest dealer in Canada of Buster Brown Shoes

USE THIS \$2.00 CASH BONUS

for the purchase of any pair of Infants', Childrens' or Teens' Shoes. Retail Value from \$7.98

Kiddie Kobbler
STONE ROAD MALL
GOOD TILL APRIL 1, 1978



Kiddie Kobbler
Shoes for Young People

STONE ROAD MALL

- Family Allowance
- Chargex
- Master Charge
- Always Welcome

SPECIALS
IN STOCK
WALLPAPER
up to **50% off**

20% off
BENJAMIN MOORE PAINT

300 Wallpaper Books
to choose from

Pallet DECORATING CENTRE
836-8620

Congratulations
on your
Grand Opening

We're happy to have supplied the mall seating & planters

JENSEN'S guild house ltd.
fine contemporary furnishings

163-195 King Street 429-1941, Westmount Mall 471-4770
London Ontario N6A 1C9

Bett's and 5 seasons for fashionable women

Bett's and 5 seasons Shops are sister shops which opened in the Stone Road Mall in 1975. Owners are Betty and Murray Pond who have lived in Guelph since 1973.

Murray opened Pond's Camera Store, having had many years experience in the retail business.

Betty as a wife and mother for many years got restless and wanted a challenge. They bought a boutique and hair-dressing shop on Speedvale Plaza in 1974. The boutique was very successful.

They decided to open a new and bigger store in the mall. As business grew, six months later they opened the sister store 5 seasons.

Because of the time demanded Murray Pond sold the camera store and boutique, so that all efforts could be put into the Stone Road Mall store.

Betty and Murray's aim was to bring to the ladies of Guelph and district a store with top quality merchandise, stylish fashion for women today, regardless of age. They felt there was a need to be filled, for a woman who wants to look well dressed, fashionable without extremes, young without being a teeny bopper, but in good taste.

"We feel we have achieved this, with the lines we carry," the owners say. "Our sales staff is trained to co-ordinate, serve and be honest in their opinion."

"Bett's and 5 seasons is our only business, and you our customers are our biggest concern. Hopefully you will find our store as important to you," the Ponds say.

Owner excited about new Cordwainer store

Mention his newest store, The Cordwainer, soon to be opened in the expanded Stone Road Mall and the owner, Chandrakant really becomes excited. "Look", he says, "we started in a small secondary location in Guelph some eight years ago and despite the problems of a small location, by providing the right shoes at the right time and at a right price we became fairly successful. We then moved into Stone Road Mall three years ago and became very successful. However, even with this location we could not quite provide the type of shoes we really wanted to, and some of the discriminating people in Guelph had to shop outside town."

"THE CORDWAINER will open with eighty-four other stores with some of the finest fashion stores anywhere. Now we have the challenge to provide the finest in shoes."

Chandrakant, who apart from his three shoe stores in Guelph is active with such other activities as the Lions Club of Guelph, being the vice president of the Stone Road Mall Merchants Association and representing the interests of the consumers and retailers as a director from the Western Ontario board of directors for the Canadian Shoe Retailers Association. The recent imposition of quotas on imported shoes are his main concern as the director of the Canadian Shoe Retailers Association.

Already some shortages and price increases in footwear are becoming quite apparent. Under the present situation it is hard to rationalize another shoe store and yet Chandrakant maintains great enthusiasm for his newest store The Cordwainer and the expanded Stone Road Mall.

"Look, here in Guelph a need always existed for a store that provided the latest and most up-to-date in shoes, combined with a personalized service. Sure, fashion is important but as far as shoes go, fitting is as important too. There are stores that either provided the fashion or the fit, we at The Cordwainer are going to be the first to put the two together."



TRAVEL TREND TOURS LTD.

STONE ROAD MALL
GUELPH, ONTARIO N1G 2X6
TELEPHONE (519) 836-4940

BOOK YOUR CHARGER FLIGHTS TO BRITAIN & EUROPE NOW!

A \$50. DEPOSIT SECURES YOUR AIR SEAT
(You pay the balance 45 days before departure.)

MAKE STONE ROAD MALL YOUR ONE STOP SHOPPING CENTRE. Travel Trend Tours, located at the Scottsdale 2 Entrance, will be more than pleased to take the time to arrange any travel plans you may have, whether it be business or pleasure. Drop in today and make your travel arrangements.

Call Barb or Chris at **836-4940**

CLASSIC IS COMING! CLASSIC IS COMING!

Bringing Guelph the best in books...

Classic Bookshops announces the opening of a brand new bookstore in Stone Road Mall. It's spacious and modern stocked with the most complete selection of books imaginable: a bibliophile's heaven of hard-cover and paperbacks, fiction and non-fiction. Books on art, history, music, literature, science, philosophy, biographies, autobiographies, Canadiana, photography, gourmet cuisine, childrens' books, science fiction, modern living, travel, economics... the list is as long as the thousands of titles stocked in the new Guelph Classic Bookshop.



Classic Bookshop has everything you read.

We're really proud of our modern, spacious store where books are arranged for easy browsing and selection. Our helpful staff is always ready to answer any questions or make special orders for you. Classic has a great sale section too: a collector's collection of publisher's reprints, overstocks and remainders at drastically reduced prices. Hundreds of real finds to take home... all at super savings! Come on in and browse... whether it's current bestsellers or a hard-to-find book on your special interest, you'll find them all at the new Classic Bookshop. Classic — the different bookstore.

Opening Specials

- WEBSTER'S NEW 20th CENTURY DICTIONARY \$29.95
- STUDY OF HISTORY \$17.95
- LA CUISINE \$10.99
- LAROUSSE ENCYCLOPEDIA OF ANIMAL LIFE \$ 9.99
- CANADIAN GUIDE TO HOME ENTERTAINING \$ 6.99
- COMPLETE PIRELLI CALENDAR BOOK \$ 3.99
- TOM SWIFT SERIES ea. 69¢
- PICTURE LION SERIES ea. 39¢
- PLUS 100'S MORE

CLASSIC BOOKSHOP
Stone Road Mall

* Limited quantities.