

Stone Road Mall THE fashion place

Some of Canada's finest fashion leaders join Stone Road Mall's team of fashion experts. Stone Road Mall will feature more fashion selection than anyone in this area with such ladies fashion leaders as Fairweathers, Town & Country, Very Very Terry, Jerry, Springfield's Alcove, The Loft, Suzy Shier, Dalmy's, Hi-Lo, Bett's, 5 Seasons, Irene Hill, Fashion Gallery, Echoes, Flair, Today's Girl, Smart Set, Sears and K-Mart.

Men will have an excellent opportunity for selection as well with Sears, Tip Top, Big Steel, Star, Jack Fraser, Peter Maxwell, Elks, Saturdays and K-Mart. If you're looking for shoes you're in luck and can choose from the fine selections of Kinney, Cordwainer, Fredelle, Belinda & Brother, Sears, K-Mart, Rare Earth, Kiddie Kobbler and Gallenkamp.

For leather apparel there's Tramps, for jeans Thrifty's and Discovery. For sports clothing Riordans and for the kids Petits Children's Fashions. For a new hair fashion—Ms. Flair and Crown Cut. Stone Road Mall with such fashion leaders as mentioned will definitely become Ontario's Fashion Centre.

Morse Jewellers has wide selection

Morse Jewellers, as part of the Morse chain and Stone Road Mall, welcomes you to Stone Road Mall.

Manager Wayne Earle and staff invite you to come and browse in the store.

Morse Jewellers brings more than 25 years of experience in the jewellery trade to Guelph. You'll be delighted with our selection of diamond rings, pendants and ear rings. There are many other jewellery and gift items to choose from at exciting everyday low prices.

Morse offers to all customers a 12-day comparison shopping policy! Ask about it.

The Craft Shop at Morse provides an excellent adjustment and repair service for customers. "We'll be happy to serve you and give help with your gift ideas and selections. Many of our craft shop creations are now on display. Come and see us at Morse Jewellers soon," says Mr. Earle.

Newest styles at Smart Set

Smart Set, a name that is fast becoming synonymous with quality fashions at middle-of-the-road prices, will become an integral, and exciting part of the overall fashion picture at Stone Road Mall.

Smart Set caters to the young customer with a full and complete selection of junior styles. Sportswear is a large part of the Smart Set story, but dresses, coats and accessories are important features.

Smart Set stores, staffed by friendly and well-trained fashion minded young women, are bright, colorful and feature the newest innovations in merchandise display.

Smart Set offices and buying facilities are located in Montreal, the hub of the Canadian fashion industry, so Smart Set customers across the country can be assured of seeing the new looks as soon as they arrive on the fashion scene. By keeping a careful watch on fashion trends, Smart Set offers the widest assortment of the most wanted styles at prices within the budgets of the career and college type customers.

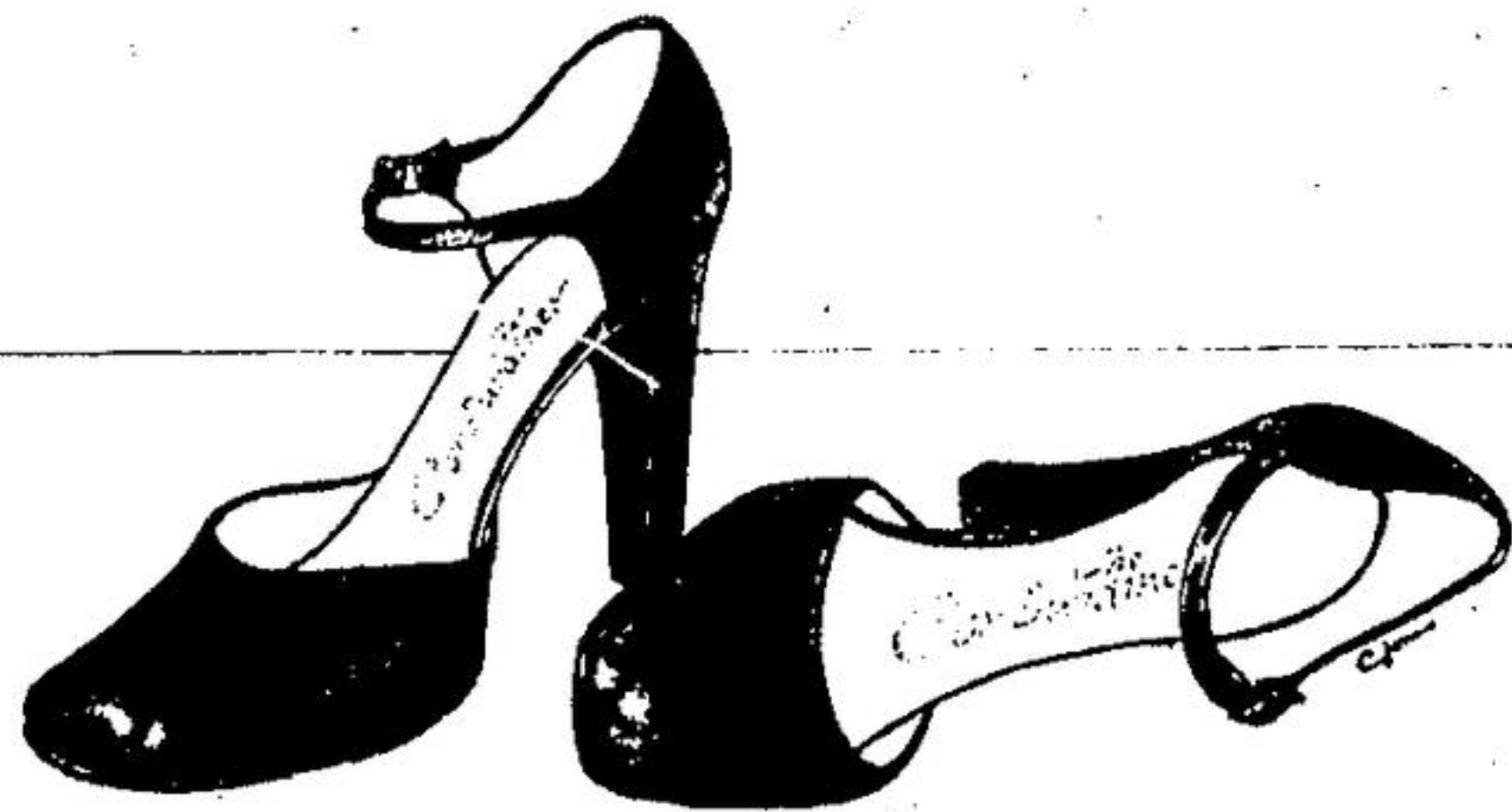
The Woolly Lamb

where you will find a well trained and courteous staff to help you with any of our crafts. If you would like to learn to hook a rug, do needlepoint, crewel, crochet, etc. etc. please feel free to ask us for help.

We now have a line of 30% wool knitting worsted machine washable yarn.

Welcome to Stone Road Mall

The Woolly Lamb



The Cordwainer

A new shoe store with a very old heritage — The Cordwainer represents the high standards of quality synonymous with the "Guild of Cordwainers" in England. The Cordwainer doesn't stop at quality though, it also has the best of the fashion world, and carries a size selection wide enough to ensure you a proper fit. Come in and see us, and see the best of men's and women's shoe fashions.

EVER HAD YOUR TOOTSIES ROLLED?

To celebrate The Cordwainer's opening, we're giving away FREE with any shoe purchase, a "TOOTSIE ROLLER". Made of solid Canadian maple, (a \$9.95 value) the "TOOTSIE ROLLER" may be just what your tired feet have been hoping for! Come in and treat your tootsies!



We do have lots to crow about . . .

Our fine new store and many . . .

OPENING SPECIALS

ON watches, gold jewellery, silver ware, leather goods, fashion jewellery

Come See Us—in the Stone Road Mall

stone road mall

BIRKS Jewellers

Guelph