

Short wait for Longo's



Anthony Longo
Store to open
June 3 on Hwy. 7

Thirty years and four stores later, the Longo family is coming into its own.

Preparing for a June opening in Markham, Longo's Food Market sees the move as a coup for food retailers.

"Markham is an expanding market," says Anthony Longo, a junior family member of the 30-year-old business. "The growth rate we've seen shows that Markham is the second fastest growing city in Markham."

With an emphasis on fresh produce — about 60 per cent of its stock — store officials are confident they can claim a percentage of local shoppers.

Built within sight of competing food retail store Knob Hill farms on Hwy 7, Mr. Longo said the two will draw shopping traffic from one another.

But there isn't a concern about

direct competition between the two.

Mr. Longo said the produce focus will appeal to a different clientele.

"We feel we're in two different markets," he said Thursday. "The average grocery store has about 10 to 15 per cent (designated for produce)."

And that emphasis is the cornerstone of the growing Longo chain. Started on Toronto's Yonge St. by brothers Tom, Gus and Joe in the 50s, the policy hasn't changed.

"We've always had that focus," noted Mr. Longo. "It's only been in the last six years we've really expanded into grocery, deli and fresh meat."

The grand opening of Markham's first store, which was three years in the making, is June

Hi! We're Billy & Brittany...



and Mom & Auntie Margo're having a 20% off Grand Opening Sale.



Billy: Hey, did you say 20% off?

Brittany: You got it, ace. Starting on May 2nd for a whole week there's 20% off all our baby furniture, 20% off all accessories like bumper pads and quilts, 20% off all strollers and child seats, gifts, cards and books...

Billy: Have Mom and Aunt Margo flipped their trolley? They've been planning for months to open The Baby Place, and they're starting with a SALE?

Brittany: So's they can introduce everyone to all the great kid stuff they've got at The Baby Place, and they'll keep coming back. Boy, for a twin brother, you sure are slow!

Billy: Well, it was my idea to have a FREE DRAW on May 9th for a Kidcraft Crib or a Silvercrest Stroller.

Brittany: And don't forget the PICTURE CLUB — \$50 worth of merchandise each month awarded to the winning baby picture.

Billy: I still think we should be able to enter.

Brittany: Huh! You'd always come second!

Billy: Britt, there's so much going on... discounts on clothing up to 6X, "BEAR BUCKS" discount coupons good on your next purchase... hey, how come our Mom knows so much about what's great for kids?

Brittany: Listen, when you have twins, you learn in a hurry!



For Discount Present This Coupon (1 per customer)

Recommended by Billy and Brittany
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74 MAIN STREET IN MARKHAM
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as sung by Howard Miller

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THE MARQUETTE

Barthelme JEWELLERS

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ADVERTISING CORRECTIONS
Eaton's Home Sale insert appearing in the Markham Economist and Sun, Wednesday, May 6, 1987.

Due to supplier delivery problems, the following item(s) listed below are not available for immediate delivery. However, orders will be accepted for delivery by the date shown.
Pg. 5 - Item "C" Entertainment centre - Available June 23rd.
Back Page - Item "F" Noritake "SANDHURST" pattern - Available July 1st.
Pg. 28 - Item "F" Serving Trolley - Description incorrect. This is not an INTRODUCTORY OFFER... 99.98 is an EATON REGULAR PRICE.
Pg. 16 - Item "K" CGE Best Buy Light Bulbs - NOT SHADOW BAN as illustrated.
Inadvertently, the errors listed above have appeared in our advertising. We sincerely regret any inconvenience or confusion to our customers.

EATON'S

A SWEETHEART IDEA FOR MOTHER'S DAY

DAIRY QUEEN FROZEN CAKES AND LOGS.



This Mother's Day treat Mom to a taste that'll make her feel like a queen — a delicious Dairy Queen Frozen Cake or Frozen Log.

Cool, creamy chocolate and vanilla Dairy Queen soft serve. Crisp chocolate cookie crunch. Rich, cold fudge and icing. FROZEN and packaged for easy take home.

It's not just a delicious idea. It's a sweetheart of an idea that'll show Mom how much you care. Just give us a call a day in advance to arrange your Mother's Day Frozen Cake or Frozen Log. She'll love the thought. And the taste.

MOTHER'S DAY—SUNDAY, MAY 10



We treat you right!™

*Registered Trade Mark, Trade Marks Office (Ottawa, Canada), American Dairy Queen Corp., Dairy Queen Canada Inc. Registered User.

Offer available at participating stores.
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