



OPENS THURSDAY, MAY 29TH, 10 AM

S. S. KRESGE CO. LTD. OPENS 28th Kmart DEPARTMENT STORE FIRST IN BRAMPTON FOR NATION-WIDE CHAIN



Kmart TO EMPLOY 200 PERSONS

At 10 a.m. tomorrow morning, the first K mart department store in Brampton opens its doors in the Shoppers' World Plaza. Twenty-eighth in a chain of stores stretching as far east as Sydney, N.S., the K mart stores are a division of S.S. Kresge Co. Ltd., one of the largest variety-department store chains in the world.

K mart is a large single floor structure of 93,000 square feet with more than 1,000 free parking spaces surrounding the store.

In announcing the opening of the new K mart, Mr. A. S. Parker, President of Kresge's, said that the Steeles Ave. area

site was selected for the new store because the company has confidence in the future growth of Brampton. "We are happy to bring to the people of this growing area something new in retailing. K mart will offer all the economies that mass merchandising can produce, plus quality that is guaranteed, friendly, efficient service, and a tradition of integrity," stated Mr. Parker. Mr. Pearce, manager of the new unit, states that the new store employs just under 200 local people. Mr. Pearce was appointed to his position in April. He has worked closely with the company's home office in readying the new store for its opening.

Although K mart is termed

a self-service organization, personalized service will be available throughout its 40 departments. In addition, complete credit service will be offered through the K mart Thrifty-Charge Plan.

Among the departments in the store will be women's fashions, children's and infants' wear, men's and boys' wear, shoes, millinery, cosmetics, appliances, TV, stereo and radio, jewellery, housewares, hardware, lincens, fabrics, photographic equipment, sporting goods, luggage, toys, records, books, stationery, a cafeteria and many others.

The one-storey structure features functional, modern brick construction with a wide

across the front and a storm vestibule for convenient entry and exit. The high K mart sign stands out with its large red "K" and complimentary blue "mart".

Shopping carts will make customer shopping quick and convenient. A self-service snack bar with table facilities will be provided. Fourteen check-out stations equipped with automatic cash registers will enable traffic to move smoothly and efficiently.

Founded in 1889, Kresge's has expanded rapidly in recent years. Besides the variety store and K mart Discount divisions, the company also operates a Jupiter Discount division featuring a limited

Kmart Home Improvement Centre where Discount Prices Predominate

Now, at K mart, a Home Improvement Centre occupying 6,000 square feet under the same giant roof and featuring high quality name building supplies at low, low discount prices.

A department well-stocked with brand names such as Abitibi, Arborite, Flintcote, LePage, Rebmecc, Miami-Carey, Glipay, Canadian International Panel Boards, Luxaply and Kitchens By Paris.

You'll find complete ranges of materials for every new or remodelling job, whether big or small. Items to build, renovate or repair homes, cottages and farms. Lumber for framing, strapping, fencing, shelving. Poplar, fir and mahogany plywood for all interior and exterior applications. Wood and hardboard panelling in many decorator colors. Complete kitchens. Floortile in indoor/outdoor carpet or vinyl-asbestos. Ceiling tile in a variety of designs. Aluminum doors and windows. Unfinished and pre-finished mouldings. Fiberglass and styrospan insulation. Room dividers in plywood, filigree, hardboard filigree and K-lux.

K mart's Home Improvement Centre offers to-day's homeowners low discount prices on high quality merchandise every day of the year. And all purchases can be charged on your K mart Credit Card.

Why not drop around and discuss your next project with our well-qualified, experienced manager. He'll be more than happy to help you.

BRAMPTON K-MART MANAGERIAL APPOINTMENTS

JOHN E. PEARCE
Appointed Manager

Mr. John Pearce, Manager of the Brampton K mart store, was born in Oshawa, Ontario, in 1929. He is married and has 2 sons.

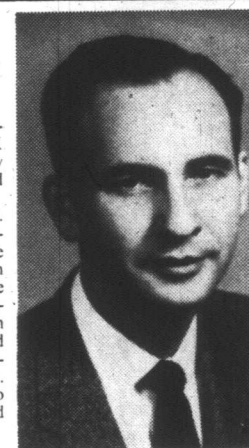
Mr. Pearce joined the S.S. Kresge Company in June, 1948 in Oshawa. Since then, he has gained wide experience in store management and merchandising in several posts across Canada. In February, 1958, he was appointed Manager of the Kitchener Kresge store. He became Associate Manager of Kresge's in Hamilton in 1960. In the following years, he served as Manager of Kresge's in Edmonton and Welland. Since March 1967, he has been the Manager of the downtown Toronto Kresge store. Mr. Pearce was appointed Manager of the Brampton K mart store in April of this year.



JOSEPH F. McLEAN
Co-Manager

Mr. Joseph McLean, the Co-Manager of Brampton's new K mart, was born in 1926 in Sydney Mines, N.S. He is married and has five children.

Mr. McLean joined the S.S. Kresge Company in 1947 in Toronto. He took his training in the customary manner by starting in the stockroom, progressing to the sales floor and Assistant Manager's responsibilities. Through the years Mr. McLean has gained wide experience in merchandising in various cities in Canada. Previous to his appointment to K mart in Brampton, he served as a District Manager.



TOTS to TEENS favoured here

Captivating fashions for the very young elegants and their teen sisters are waiting at K mart for the smart shopper. Tots to teens will enjoy browsing in the apparel sections devoted especially to their needs. Casual clothes

for leisure time activities plus a wide assortment of party dresses are sure to appeal to the younger set. Mothers will appreciate the wide variety of fabrics, styles and colors available.

Kmart CREDIT CARD PLAN AVAILABLE Unique, low-cost plan for credit customers

Here's How

duces too. You always know what you are paying and you adjust it yourself to suit your

will imprint your name and address on the sales check.

its, is added to each monthly statement. Therefore, the