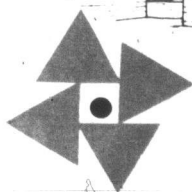
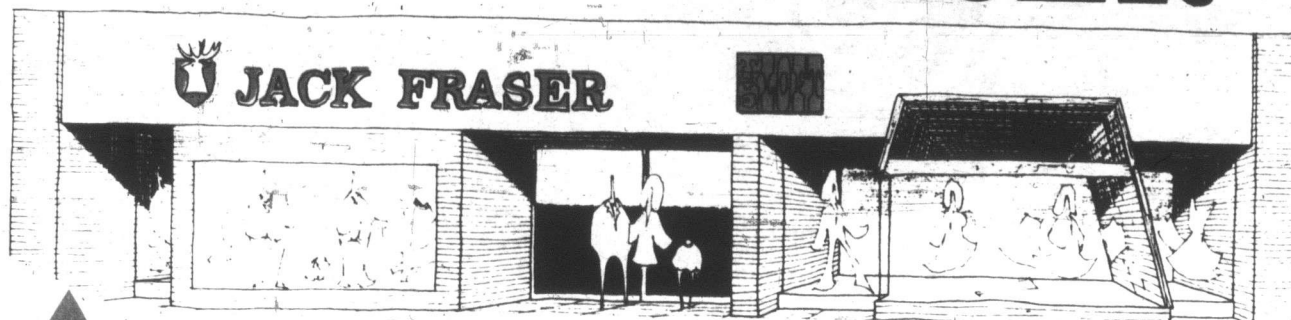


opening tomorrow...

JACK FRASER



SHERIDAN MALL

SOUTHDOWN ROAD
NORTH OF Q.E.W.

Jack Fraser, in Sheridan Mall Mississauga, is for you! A great store dreams of growing with its community, of meeting the needs of an ever expanding population, until one day it becomes an institution, a source of pride held in respect by the community it serves.

JACK FRASER has been in the men's and boys' clothing business for over 43 years and has kept pace with the times. With the addition of smartly styled ladies' Sports wear to Jack Fraser, we feel we have reached a new concept in family shopping.

The store of tomorrow now! It is vibrant, modern, very flexible, and highly competitive. It is a local store with local interests, not simply a unit in a vast impersonal chain. Most important, we are anxious to have you come to see the merchandise assortments. You will find everything that is first in fashion, first in quality, whether it be fashion for you or fashion for your family.

THE Loft at JACK FRASER

A new concept at Jack Fraser and the second to be opened in the Metro area. The Loft is a unique "Shop-within-a-Shop" featuring an extensive collection of fashionable ladies' sportswear for the career girl and the campus set. The Loft will complement our strong selection of men's and boys' sportswear and it is imaginatively designed and decorated to provide a stimulating and pleasant place to browse, visit and shop.

A pleasurable experience awaits you whether buying or just browsing — in our men's clothing department you will be impressed with the rich, masculine decor, subtle lighting, and the unique cedar panels. This shop features a really great selection of quality clothing from Canada's top makers in a wide range of prices and styles, to satisfy the needs of every man.

The Boys' Shop . . . at Jack Fraser we take pride in our boys' wear. For over 43 years Jack Fraser has been outfitting boys in the very latest of fashions and has earned a reputation as one of the great boys' and young men's stores in the area. We now bring this reputation to Mississauga with a very updated boys' and young men's department (eight to eighteen). Treat your son to a new experience in shopping, carpeted floor, hanging psychedelic panels, brightly coloured walls, and most important, stylish fashions at a reasonable price.

Join us in the excitement of our opening celebration!

- * Save on dozens of Anniversary Feature Values. Men's sport and dress shirts at \$3.99, famous Alpacama top coats at \$50.00, pure wool dress slacks at \$13.88, boys' permanent press shirts at \$2.59 plus many more exceptional values.
- * Visit "The Loft", our new and exciting ladies' sportswear boutique!
- * For your convenience . . . Open a Jack Fraser "All Purpose" Charge Account and charge your purchase on our convenient all-purpose Charge Account.
- * Use it as a 30 day account or take up to 10 months with no down payment.

CHARGEEX also available.

SAVE \$21! LADIES' SUEDE & LEATHER COATS

First quality, the latest styles. Convertible collar, zip-in pile lining. Regular \$90

SALE \$69

SAVE \$5 ON FAMOUS MAKE JUMPERS!

REGULAR \$17 . . . two new styles in rich masculine stripes! Single or double breasted; bonded wool to retain shape.

SALE \$12

LADIES' PANTS

Save over \$6. Wool worsted, several colours. Regular \$17

SALE \$10.99

SAVE \$32! SUEDE COATS MINK COLLAR \$108

Sheridan Mall & Shoppers World, Brampton