

We are happy to extend a warm welcome to the new students and members of the faculty of both U.N.B. and S.T.U., as well as to our old friends and clients at both Universities. Our hope is that you will enjoy living in the 'City of Stately Elms', and will remember with pride and happiness your years at the University.

## REPUTATION IS BUILT ON FAITH \_\_\_\_\_

And, faith in an organization is usually based on character and quality of performance.

We, at the GAIETY MEN'S & BOYS' SHOP, have been fortunate enough to earn our reputation, and our hosts of satisfied clientele are a daily reminder that, folks who prefer quality, prefer to do their buying in the friendly and helpful atmosphere at the

# GAIETY MEN'S & BOYS' SHOP LTD.

Having been the pioneers in arranging for the University jackets, some 35 years ago, for U.N.B. and later on, in the S.T.U. colours, together with the official U.N.B. crests for the various faculties and residences (All designed by student bodies, and approved in design by the Deans of the various faculties before they were considered official, and so ordered by us), we are now happy to be able (despite higher wholesale cost prices) to still offer you the U.N.B. and S.T.U. nylon (winterised) jackets at last year's prices. ((P.S. We even sew on your faculty crest and graduation numbers without sewing charges.)) (Forestry jackets also available!)

As well, we have recently received a large supply of U.N.B. top quality leather jackets, (with black-on-white chenille letters "U.N.B." on the back), which helps to identify you as a university student if you have occasion to "Hitch A Lift" for a week-end or holiday home.

It will be our pleasure to have you come in to select your college jacket - whether nylon or leather - and to see the quality brand-names lines of merchandise we carry in our stock. You will find our friendly and capable staff will do all they can to make your visit with us a happy, enjoyable and profitable

# GAIETY MEN'S & BOYS' SHOP LTD

"For those who prefer  
quality & personal service"

546 Queen St.

(next to the Theatre)

Fredericton, N.B.

Our hearty felicitations to U.N.B.'s new president, Dr. James Downey.