

## Morie's Your holiday and everyday fashion answer

If you're like most students and staff on campus you've hardly had time to think about the holiday season. Well don't look now, but it's less than four weeks away!

A lot of you are probably saying, What am I going to wear? And what am I going to give?

Well ladies, relax. The answer is as close as Morie's in HUB Mall.

Morie's is a new concept in fashion marketing for women, that is proving extremely popular to value wise shoppers. Basically what Morie's does is accept high quality and designer label overstocks from some of Edmonton, Calgary and Vancouver's finest stores. Morie's then discounts these items substantially — passing great savings to you. Morie's suppliers are often so prestigious that the labels must be removed from many garments.

Morie says her business philosophy is simple— offer the customer the best in quality, and the best in price.

"If you know your fashion and your fabrics you can really get some great deals," says Morie Ford who opened Morie's last spring. Designer labels are 40-80% off suggested list.

Morie's also markets "gently used" clothing on a consignment basis.

This Christmas season Morie's has a great selection of holiday fashions at exceptional prices. How about a "gently used" party dress for \$28 or a new Marc D'Alcy pant outfit for just over \$100?

If you're in more of a practical mood Morie's has plenty of quality, versatile fashions for everyday wear, as well.



Why not check out the outfit worn by Sandy (\$24.00 tam in hand): Pierre Balmain walking pants \$62.00 (suggested list \$110) and Bibi Pepper sweater \$62.00 (suggested list \$124). Monique's outfit (all "gently used") is certainly reasonable at mini skirt for \$14.00 and gold sweater \$22.00.

But say, did you know this is supposed to be one of the coldest winters ever? Brrrrrr! Well Morie's has been handling used furs since November. And business has been brisk. (I couldn't resist the pun.) Furs are available for under \$200; some that have sold for \$400 have been appraised \$1200-\$1500. Feeling warmer?

Morie says her business philosophy is simple — offer the customer the best in quality and the best in price. To do this Morie's goal is to maintain a high turnover and low overhead.

Price comparison at Morie's is simple. New items have the suggested list price and Morie's discount price right on the tag. You see immediately what you're saving.

So if you're on a budget and can't waste a lot of money or time head for Morie's in HUB Mall; and maybe go skiing with the money you save.



## A & A 'racquets' to Xmas

A & A Sporting Goods, located at 9010 - 112 Street (HUB Mall) opened in mid-June under new ownership.

"We've redecorated and we've added new lines of sporting goods," says manager Alan Shaw.

A & A carries a host of racquets.

Squash is a very popular racquet sport and A & A carries Manta and Black Knight.

For racquetball players, there's Promark, CRS and VOIT to choose from.

Aside from the actual racquet, A & A carries numerous accessories including Penn and CRS balls and CRS gloves.

If you're looking for sportswear, then A & A has what you need.

The store carries kangaroo jackets, hockey jerseys, Edmonton '83 three-quarter football shirts, Universiade '83 shirts and other Universiade items, a plethora of T-shirts, and the popular Norsport Hoodini (K-Way-style) jackets and pants.

If you or a group of people would like to get your sportswear crested, then A & A will make all the arrangements.

And once you've got that uniform

look, then A & A can help you get running. The store carries the very popular Bauer Targa. This running shoe is one of the proven shoes in the Bauer line.

With the cold weather here, you can pick up touques, scarves, and mittens, too.

If you need a backpack, then A & A carries Taymor, the Bauer tote bag, and the Promark sportsbag.

That'll come in handy as a Christmas stocking stuffer since A & A has ideal gift items including locks, footballs, soccer balls, baseballs, skipping rope, shoe laces, athletic supporters, kneepads, and the list goes on.

Besides the special team discounts and weekly sale items, another bonus is coming in January.

That's when A & A will be offering the Intellivision games, Coleco-vision, and Texas Instruments. These will be placed special order.

Or if you're in need of gym shorts, A & A has that too. Obviously, you get the idea. A & A is a one-stop sporting goods store.

## HUB's one stop book store

There are always times in the life of a university student when you need some supplementary reading to compliment a course. You may, however, simply want a book that you can read to relax and totally forget that course for awhile. You might just want a magazine or even a newspaper but the simple fact of the matter is, whatever you want, there is a store in HUB mall that has it all: Charing Cross Books.

Turning right as you come out of the Rutherford walkway, Charing Cross has a wide selection of literature. The range includes classicals, drama, philosophy and poetry. Manager Joe Hill is aware of the proximity of Charing Cross to the university and he says he likes to offer people as many services and choices of reading as possible. If you need a book put aside, Charing Cross will do that. If you want a book ordered, Charing Cross will do that, usually at no extra charge.

Attesting to the wide range you have at Charing Cross, is one of the best newspaper and magazine stands around.

"We bring in a lot of Canadian magazines and foreign newspapers. It's an alternative many people are looking for," Hill says.

Along side the magazine stand is something that can be of interest to almost everyone; that's a comic stand. Hill feels that there are many comic book enthusiasts who really enjoy the stand, although, anyone would be interested.

In addition to the range of reading material already mentioned, Charing Cross also offers many fictional and non-fictional light reading. You can choose from adventure, horror, romance and many, many others.

But whether you go into Charing Cross to buy or to simply look around you can count on answers to all your questions. You will never be pressured to buy something, you can choose at your own leisure. Charing Cross tries to create a friendly, relaxed atmosphere that you can feel comfortable in.

"I've seen people come in here, take a book and sit on the floor reading it all afternoon," laughs manager Joe Hill.

For supplements to courses, relaxing reading, a wide selection of papers and magazines, comics or any other book buying needs, Charing Cross Books in HUB mall has what you need.



## JAVA JIVE

Coffee is a beverage with a long tradition of history, ritual and taste enjoyment.

It was in coffee houses during the 18th century that our modern day thoughts of democracy and free speech were first discussed and debated.

In Turkey the ritual serving of coffee has evolved to the point where the coffee reflects the occasion; the happier the occasion the sweeter the coffee.

The world of coffee enjoyment extends far beyond that habitual morning cup of instant that we in North America content ourselves with all too often.

As the largest retailer of gourmet coffees in Edmonton Java Jive is well suited to allow the customer to fully explore the world of coffee enjoyment.

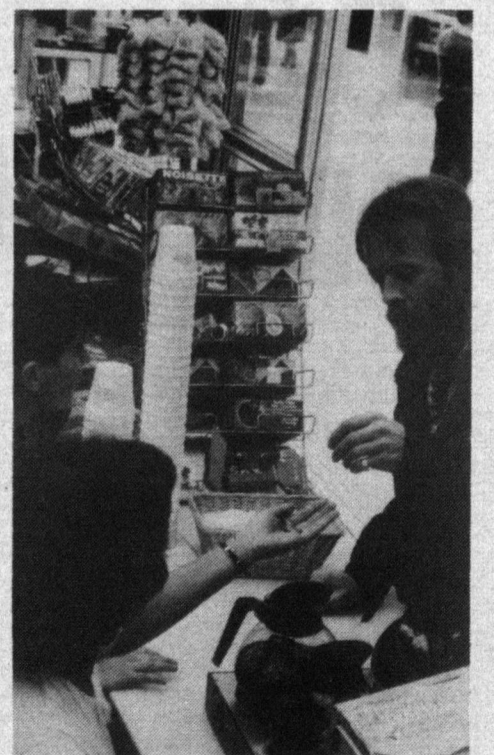
Java Jive stocks a full selection of gourmet coffees ranging from the gentlest of the mildly roasted coffees such as Brazilian Santos to the dark bitter sweet dark roasts, like Italian.

Java Jive buys the best coffee beans available and then roasts the beans right here in Edmonton. Since coffee deteriorates more quickly after it has been roasted no more is roasted than can be sold. And since coffee deteriorates even more quickly after it has been ground the coffee will not be ground until it is purchased, ensuring maximum freshness.

And that is what Java Jive is all about; providing the freshest best quality gourmet coffee in the city.

Since freshness is largely the key to a good cup of coffee, customers are encouraged to grind their own coffee. This not only ensures the coffee will be as fresh as possible it also allows the customer to experiment with developing his own particular blend.

The best way to start blending your own coffee is to buy a mild roast, a stronger more aromatic medium roast, and a darker more bitter-sweet roast. After trying each type on its own try



mixing the coffee 2 parts mild, 2 parts medium, and 1 part dark. Later, adjust the amount of dark toast to bring out those nuances which you desire in your coffee.

This allows a person to develop a blend particularly suited to his or her own palate. For coffee is an individual taste experience!

In addition to selling quality coffee in quantity Java Jive also sells the best 10 ounce cup of coffee in the city daily. Every day customers are offered the choice of sampling one of the dark or mild quality coffees by the cup.

Java Jive has four locations in the city: two on campus and one in Bonnie Doon Mall, and one in Kingsway Garden Mall.