

Stedman variety store opens Wed.

On Sept. 28 a Stedman store will open in P.E.I. to further service the city of Charlottetown. The store will have a total area of over 35,000 sq. ft. with approximately 30,000 sq. ft. devoted to sales area and the balance to stockroom. In addition to the merchandise assortments handled in the store, the Junior Dept. store will handle greatly expanded assortments in all departments. The new store will also feature a modern lunch counter serving lunches as well as a full time meals. Customers will enjoy the modern facilities provided to "take a break" while doing their shopping. The lunch counter facility will provide accommodation for customers, combining stool and booth facilities. Shopping in the new Stedman store has been made convenient and pleasant for the customer. Modern fixtures present all merchandise for easy customer examination and service, although the store will feature self-service qualified sales people are always ready to help those requiring service and assistance.

In addition to many other services the new store will also feature the conveniences of a credit plan in order that approved customers may purchase with "No money down". Added conveniences in the new store is attained through having all merchandise on one floor, with spacious aisles and mass displays with each department in the store clearly identified. This new Stedman store will be the 150th company store that Stedmans operate across Canada.

New service to expand

Next Wednesday the new Stedman Junior Department store at Royalty Mall will officially

open its doors for the shopping public. Hundreds of new lines of merchandise will be available including ladies, mens and childrens clothing and footwear. The store will also handle sporting goods, furniture small appliances, luggage and a hardware department.

A specialised gift counter with "gifts for every occasion" will also be a feature in the new store. The Company also reports that assortments in all departments have been provided to make the store have maximum appeal for the whole family.

DESECRATE CHURCHES
 VANDALS
 TERNI, Italy (AP)—Vandals desecrated four churches Sunday in this city north of Rome, smearing hammer and sickle signs on outside walls with red paint.

Locks Are Big Selling Item In Cities Of Soviet Union

By JOHN BEST
 MOSCOW (CP)—If there were such a thing as a private-enterprise lock salesman in the Soviet Union, he could make himself a bagful of money.

Locks are possibly the heaviest-selling durable goods in the whole Soviet economy. Many Russians seem to have an obsession about them.

It's not uncommon to see three locks on a single apartment door and sometimes you see four.

The only possible conclusion to be drawn from this phenomenon is that Russians—at least the urban component of the population—tend to be distrustful of other Russians.

One of the most vivid recollections I have of my first days in Moscow, two years ago, is of stepping into a hardware store one day for a look around and noticing the brisk trade in locks.

It almost seemed as though there were a run on them.

I remember idly speculating that, in some vague way, this probably reflected a preoccupation with privacy among a citizenry only just starting to enjoy a tolerable housing accommodation.

Now I know that the cause goes much deeper than that. The Russians are noted for their inordinate suspicion of foreigners. Not so well known is the fact that they are also inordinately suspicious of one another.

FEAR BURGLARS
 The vast amount of publicity given in the daily press to the problem of "burglars" serves to intensify this built-in characteristic, of which the lock is a symbol.

Many Russians, rightly or wrongly, are scared to death of what would happen if they left their doors unlocked, even during the daytime when they are in their apartments.

When a Russian moves to a new apartment, he is handed the key to the door lock. The trouble is that every other apartment in the same block—and in any number of other blocks—has the same lock, which can be opened with the same key.

The potential for burglary is practically unlimited. So the first thing the new tenant will do is rush out and buy another lock, of possibly two or three. The variety is

limited, otherwise he might buy more.

He will proceed to have these extra locks installed on the door to augment the original one.

If at some time the man changes apartments, he will go through the same process all over again—the theory that the previous tenant could come back with his key some night and rob the place.

As I most times of week, a foreign-made lock is held in much higher esteem than a Russian one. The owner of such a lock can sleep content knowing that nobody else has a key to fit it.

Fixtures of latest design

Latest design in fixturing is the word at the new Stedman store opening, Sept. 28 at 10 a.m.

Each fixture in the store is designed to display to the maximum advantage the merchandise throughout the store.

All fixtures are designed for maximum flexibility to look after the store merchandising needs both for today and the future.

Self service shopping at Stedman is easy for the whole family, roomy shopping carts are provided for convenience as customers may select items they choose from the many specially designed open display.

Continuous slim line fluorescent lights are designed for customer convenience while shopping.

Defence Dept. Footnotes To Hectic Summer

By MADVE MCINTOSH
 OTTAWA (CP)—Footnotes on a hectic summer in the defence department:

The 4th Canadian Infantry Brigade in Europe has started calling itself the Canadian Army National Force (Europe). This is to better distinguish itself from other NATO military forces.

Airmen who spend at least one year working in the underground Northern Region headquarters of North American Air Defence Command at North Bay, Ont., are awarded the "order of the mushroom." Members wear a tiny gold mushroom pin.

NORAD headquarters at Colorado Springs, Colo., has an underground "yacht club." The club features a rowboat which is used to inspect the two huge water reservoirs inside Cheyenne Mountain where the headquarters is located.

Norman W. Radforth, a McMaster University professor who does work for the Defence Research Board, told a meeting here that more attention is being paid to vehicles for getting around on the surface of the moon than to vehicles capable of crossing muskeg. There are more than 500,000 square miles of muskeg in Canada.

The new headquarters of the 14-nation Supreme Headquarters, Allied Powers in Europe, at Casteau, Belgium, will cost \$43,000,000. This is about the estimated cost of Canada's new defence headquarters.

The defence department is still considering re-engagement bonuses for men who leave the services and then re-enlist. This would make it possible for a man who was given a fat bonus when compulsorily retired to rejoin and get another bonus.



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Offer congratulations and sincere best wishes to Stedmans on the official opening of their branch store at Royalty Mall.

We are pleased to note that another national firm has recognized Charlottetown as a progressing, growing community and the central shopping point for Islanders.

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