

Wide range of merchandise offered public by Stedman's



VARIETY OF SMOKERS SUPPLIES

Over 20 departments offering the shopping public everything from ladies wear to goldfish and television sets is what is to be found when Stedman's at the Royalty Mall Shopping Plaza open their doors to the public on Wednesday.

The new store, which has been under construction by M. F. Schurman Co. Ltd. for the past several months, has approximately 30,000 sq. feet of shopping area on its one floor.

The new store is bright and attractively decorated to make shopping more pleasant and wide aisles and well-defined departments to make it easier.

The departments contained in the new store include, ladies, men and children wear, shoes, ladies jewellery and accessories, a toy department, a smokers shop with a complete line of cigarettes, pipe tobaccos and other needs of the smoker, a camera shop, a cosmetic and hair care department, a home remedy department, pet supplies, a wide assortment of fabrics and sewing and knitting needs, drapery and housefurnishings including blankets, linen and so on; small appliances, large appliances such as televisions, stoves, fridges, furniture, stationery, china and glass and many, many more.

There is also a lunch counter which will be serving counter lunches and full meals from a modern fully equipped kitchen. Stedman's will be employing approximately 107 people for their opening in addition to the department heads, office staff

and so on. George Bryenton, manager of the new store said that after the opening sale the staff will be cut back to about 50 per cent of that number and will then be added to as customer demands increase.

NEW INNOVATION

Stedman's is a new innovation in self service shopping for Charlottetown and shopping carts that have been associated mainly with supermarkets are provided for shoppers at Stedman's and just as in a supermarket you can fill up your basket and take it to a check-out counter.

Mr. Bryenton added however that there will be more than enough sales personnel in the various departments to help you make selections and in certain sections there will be smaller check-out and wrapping areas.

Mr. Bryenton said that some of the department heads have not been named yet, but department managers have been appointed for many of the major departments.

Heading up the ladies wear and accessory department will be Mrs. Marjorie Jay of Charlottetown, who has had a great deal of previous experience in merchandising and who worked for some time at Ellis Bros. Shopping Centre.

David Shaw of Brackley, PEI will be manager of the shoe department. Mr. Shaw is familiar with the shoe business and in this department will handle all types of men's, women's and children's footwear.

HUNTING DISPLAY

Brian Lewis, who is well-known to hockey fans in Charlottetown, will be managing the store's sporting goods department and for his opening display Mr. Lewis has arranged a display of the latest in hunting and camping equipment, to coincide with the opening of the hunting season on October 1. The sporting good department will also be selling hunting licenses.

The drug and stationary departments will be managed by Mrs. Patricia Griffin and the comedian will be Miss Shirley MacPhail, and the cosmetic department will handle the Durbur and Yardley lines, as well

as the lower priced variety "camera shop" will be Douglas Durbur of Charlottetown. Mr. The manager of the store's Durbur, a native of England,



MR. BRYENTON

Native Islander named manager

George Bryenton manager of Stedman's, which is opening at the Royalty Mall on Wednesday is a native Prince Edward Islander and says "I'm very happy to be coming back to the Island".

Mr. Bryenton, who comes from Kensington, P.E.I. has been with Stedman's for a number of years serving in a variety of capacities. Most recently he was a district manager for Stedman's in Ontario.

He has taken up residence in Charlottetown with his wife and 11-year-old daughter.

Commenting on Royalty Mall Shopping Plaza, Mr. Bryenton

said that it was fortunate for the people of Charlottetown have the Mall developing into such a pleasant shopping centre. He said that when the Sobeys Food Store is completed all the bigger plaza stores will be installed but he added that he thought that most of the present firms in the Mall would be happy to see more: all specialty shops and service businesses locate within the complex, so that "one stop" shopping at Royalty Mall could be even more satisfactory for customers.

He noted that the Mall had ample parking space for 600 cars, which he said was more than adequate.

Washington Drops Charge

who has lived in P. E. I. for a number of years now has always been a camera enthusiast. In addition to camera and other photographic supplies, Mr. Durbur's department will handle musical instruments.

Mr. Bryenton said that most Stedman's stores do carry auto supply department, but that in the Royalty Mall store officials felt that this would be unnecessary since the Canadian Tire Store at the Mall could adequately handle shoppers' requirements along these lines.

CREDIT SERVICE

The new store will have available a credit services for customers with a monthly charge account or a budget account system. The manager of the credit department will be Mrs. Sybil Kennedy. Mrs. Kennedy, a native of P. E. I. for several years worked in the credit department of Simpson Sears Ltd., in Halifax, N. S.

The Charlottetown Stedman's will be the 150th store opened in Canada.

PILGRIM PRIEST DIES

VATICAN CITY (AP) — An Italian monsignor died of a heart attack Saturday at a group audience with Pope Paul in the Vatican. Rt. Rev. Msgr. Giovanni Dossi, 63, of Varese, slumped to the floor as Varese pilgrims were being received by the pontiff.

BUFFALO, N.Y. (AP) — The federal government has dropped charges against one of four men—one a Canadian—accused of conspiring to export illegally seven Second World War B-26 bombers to Portugal.

U.S. Attorney John T. Curtin declined to say why he asked Judge John O. Henderson of U.S. district court to dismiss charges against Keat Griggers, an aircraft mechanic from Jamestown, Calif.

Griggers was ordered, however, to appear at the trial of the three remaining defendants as a government witness.

The others are Woodrow Rodrick, a businessman from Winipeg; John R. Hawke, 29, a former RAF pilot now living at Fort Lauderdale, Fla., and Henri de Montmarin, 58, now of New York City, a French importer.

A fifth man indicted by a federal grand jury, Gregory R. Beard, 45, a native of Australia and a naturalized U.S. citizen, has not been found.

The government charges the defendants, arrested a year ago, flew the B-26 planes to Tancos, Portugal, from various cities in the U.S.

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WELCOMES

STEDMANS

Store hours are more convenient

The new 10:00 a. m. to 10:00 p. m. shopping hours that will be observed at the new Stedman's Variety—Department store opening at Royalty Mall on Wednesday are the coming thin in store hours according to the store's manager, George Bryenton.

Mr. Bryenton said that the 10:00 a. m. to 10:00 p. m. hours are particularly popular in plazas.

Plaza's, he said, were usually built in areas where they served younger suburban population and these people find it easier to shop, either as a family in the evening, or for mother to shop in the evenings when her husband is home to baby sit and she has a car available.

Stedman's will be open from 10:00 a. m. to 10:00 p. m. Monday through Saturday every week.

ROYALTY MALL LTD.

WELCOMES

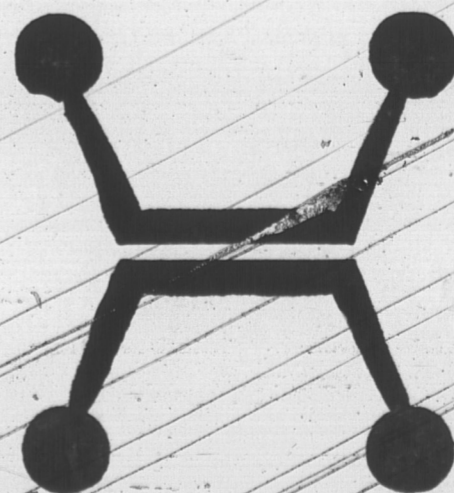
Stedmans Variety Dept. Store

to

**P. E. I.'s ONLY
ENCLOSED SHOPPING MALL**

This completes "Phase Two" of The
Mall expansion programme

Congratulations - Stedmans



STEDMANS

VARIETY DEPARTMENT STORE

Royalty Mall

the Island's only Mall Shopping Centre

was constructed by

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