

Montreal's  
Big...

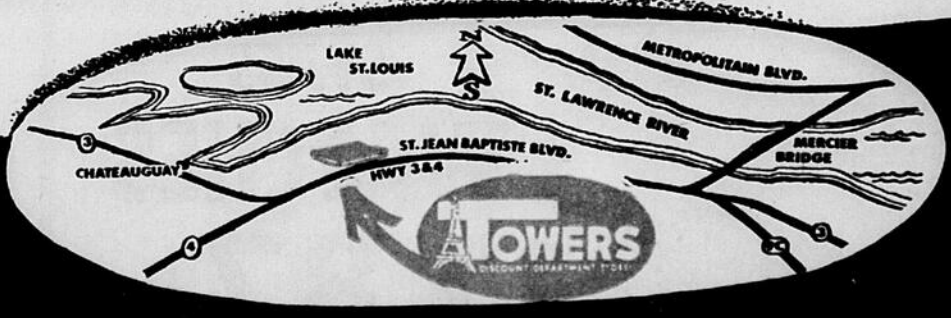


To our first 1,000 customers  
**GENUINE CANADIAN  
SILVER DOLLARS 80¢**  
OPENING DAY ONLY!

A nos premiers 1,000 clients  
**VERITABLE DOLLARS  
D'ARGENT CANADIEN 80¢**  
JOUR D'OUVERTURE SEULEMENT!

**Grand  
OPENING!**

**THURS., NOV. 15th, 9.30 A.M.**  
**CHATEAUGUAY** HIGHWAY  
NO. 4  
**15 ST. JEAN BAPTISTE BOULEVARD**



**FREE BUS SERVICE!**  
**TO TOWERS** FROM ALL REGULAR LOCAL BUS STOPS  
IN CHATEAUGUAY (THURS. - FRI. - SAT. ONLY)

(JEUDI, VENDREDI ET SAMEDI SEULEMENT)  
**Service d'autobus gratuit!**  
AU **TOWERS** Service d'autobus jusqu'au Magasin TOWERS  
à partir de tous les arrêts réguliers dans Chateauguy

(Published for TOWERS by The St. Lawrence Sun)

**FIRST IN CANADA TOWERS DISCOUNT DEPARTMENT STORES** *Grand* **OPENING SPECIALS!** **JUST SAY "CHARGE IT"**



Save '12.18! Ladies'

**CAR COATS**

**7.77**  
Compare at \$19.95  
Valeur comparable \$19.95

**PALETOTS D'AUTO**  
pour dames

32" length. Wool-Jersey laminates. Warm full quilt lining. Orlon pile collar, double breasted effect with colour matched buttons. Green, brown, or beige. Sizes 10 to 18.  
Longueur 32". Laine et jersey laminés. Doublure entière piquée, chaude. Col en Orlon poilu; effet croisé avec boutons de couleur assortie. Vert, brun, ou beige. Tailles: 10 à 18.

Ladies' First Quality **NYLONS**

première qualité, pour dames

**3** pair for **87¢** paires pour

400 needle, 15 denier. Latest fall shades in sizes 8½ to 11. Cello pack. Limit of 3 pairs to a customer.  
400 aiguilles, 15 deniers. Nouvelles nuances d'automne. POINTURES 8½ à 11. Enveloppe Cello. Limite de trois paires par cliente.

VELOUR or BEAVER **HATS**



**5.77**

Chapeaux en velours ou similicaster

Comparable values to \$10.98

Finest imported velour and beaver fabrics. Cloche, pill boxes, full crowns, brims, square and round pill-boxes. Wide range of styles in white, black, beige, green, coffee, gold, brown, and red.

Velours et similicaster importés, de la meilleure qualité. Formes cloche, tambourin, grands, à rebord, carrés et ronds. Grand choix de modèles en blanc, noir, beige, vert, café, or, brun, rouge.



Save Up To '14.95! Noted Maker's Samples!

**DRESSES**

Pour Madame, **ROBES**  
Valeurs jusqu'à \$19.95  
Values to \$19.95  
**\$5** each

Epargnez Jusqu'à \$14.95! D'un fabricant de renom. Valeurs jusqu'à \$19.95. Voici le clou de la saison pour célébrer l'ouverture du nouveau magasin Towers de Châteauguay. Dernières modes, en un grand choix de styles et tissus dont lainages, orlon et laine et tissus nouveauté. Juniors: 5 à 15; jeunes filles: 10 à 16; dames: 16½ à 22½.

Here's the scoop of the season to celebrate Towers new Chateauguay store opening! Latest fashions in a wonderful variety of styles and fabrics including wools, orlon and wools, and novelty holiday fabrics. Juniors 5 to 15. Misses 10 to 16, Women's 16½ to 22½.

TOWER'S FASHION SHOP

NOUS NOUS RESERVONS LE DROIT DE LIMITER LES QUANTITES S.V.P. PAS DE MARCHANDS

WE RESERVE THE RIGHT TO LIMIT QUANTITIES. NO DEALERS PLEASE!



First Quality MERCHANDISE ALWAYS!

WARM FOR WINTER! GIRLS'

**CAR COATS OR SNOW SUITS**

**7.77**

Compare at \$14.98

CHAUDS POUR L'HIVER!

**PATETOTS D'AUTOS OU COSTUMES DE NEIGE**

pour fillettes

Valeur comparable à \$14.98

Both in cuddly "Eskimo" style. Warm furry pile, quilted lining, with attached hood, storm cuffs, and zippered jacket. Car Coats, sizes 8 to 14. Snow Suits, sizes 4 to 6x (includes slacks with elastic back and adjustable braces). Wide choice of colours.

Les 2 de modèle "Eskimo" confortable. Toison douce, doublure piquée, capuchon tenant, poignets tempête, veste à glissière. Paletots d'auto: 8 à 14. Costumes de neige: 4 à 6x (avec slacks à taille élastique au dos et bretelles réglables). Vaste choix de couleurs.



Girls' Orlon **PULLOVERS or CARDIGANS**

**1.47** ea.

Compare at \$2.98  
Valeur comparable à \$2.98

**Chandails ou Cardigans** en Orlon pour fillettes

100% high bulk Orlon. Machine washable, shape retaining, interlock knit. Rib knit waistband and cuffs. Newest fall shades. Sizes 4 to 14.  
100% Orlon épais. Lavables à la laveuse, retenant leur forme, entrecroisé. Bande de taille et poignets en tricot côtelé. Nouvelles nuances d'automne. Tailles: 4 à 14.

Girls' **SLIMS**

Valeur comparable à \$1.98

Compare at \$1.98

**97¢**

**SLIMS** pour fillettes

Canadian Made, pre-shrunk cotton with warm Kasha lining. Boxer waist. 3 to 6x.  
Confection Canadienne, en coton pré-rétréci; doublure chaude Kasha. Taille élastique. 3 à 6x.

Sizes 7 to 14 in washable woven flannel. 2 side pockets. Latest style!  
Tailles 7 à 14, en flanelle lavable. 2 poches aux côtés. Dernière mode.

**1.67**



Ladies' or Men's **SWISS WATCHES**

**12.87** ea.

**MONTRES SUISSES** pour dames ou hommes

17 Jewell movement with yellow Gold top and stainless steel back. Waterproof. Shock resistant. Matching bands. Men's watch includes luminous dial and second hand.

Mouvement 17 rubis, avec dessus or jaune et fond d'acier inoxydable. Etanches et résistantes aux chocs. Bracelets assortis. Montres d'hommes, à cadran lumineux et aiguille des secondes.

Exciting Values Now at Towers Grand Opening . . .

**CHATEAUGUAY-HWY. 3 & 4**

BOULEVARD

**PREMIER AU CANADA**  
**TOWERS**  
 LE GRAND MAGASIN DE L'ESCOMPTE

# Grande OUVERTURE

**PRIX SPÉCIAUX**

**MEN'S DRESS SHIRTS CHEMISE DE TOILETTE POUR HOMMES**

# DRESS SHIRTS

# 3.37

**Finest Brand Names Now  
 At Exciting Discount Prices!**

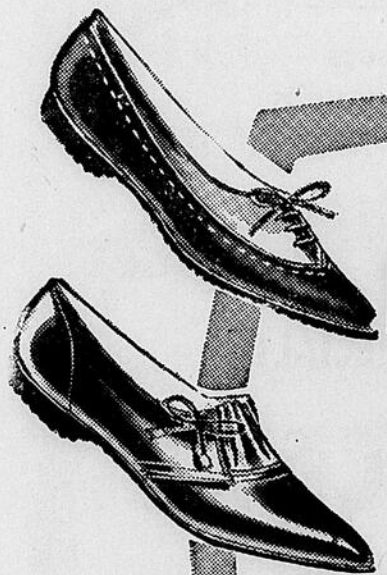
Rich Sanforized cotton broadcloths with choice of medium and short point collars. Choice of single and French cuffs. White only. Sizes 14½ to 17. Limit of 2 to a customer.

**Chemises de marques  
 connues à prix  
 d'escompte attrayants!**

Riches broadcloths de coton Sanforized, avec choix de col à pointes moyennes ou courtes et de poignets simples ou doubles. Blanc. Encolures: 14½ à 17. Limite de 2 par client.



JUST SAY  
**"Charge it"**



**Ladies' Dress  
 FLATS or BOOTS**

**1.87**  
 Values to \$4.95  
 Valeurs jusqu'à \$4.95

**SOULIERS PLATS OU BOTTES  
 de toilette pour dames**

Large selection of latest Quebec styles! Constructed from genuine leather with composition soles. Oxfords, pumps, and boots are included in the group. Black, tan, or green. Sizes: 5 to 9 including ½ sizes.

Grand choix de nouveaux modèles de Québec. En cuir véritable, avec semelles en composition. Souliers lacés, escarpins, et bottes, dans le groupe. Noir, tan ou vert. Pointures: 5 à 9, en demies.



**Men's,  
 Boys' and  
 Children's**

**ALL  
 RUBBER**

**Snowboots**

**4.17**  
 MEN'S SIZES 6 TO 11  
 Pour hommes: 6 à 11

Compare at \$5.98  
 Valeur comparable, \$5.98

**Bottes tout caoutchouc  
 pour hommes, garçons et enfants**

FABRICATION CANADIENNE! Qualité supérieure. Courroie réglable au côté et doublure crème, molletonnée. Elargissements au devant. Semelles et talons en caoutchouc strié, résistant. Brun.

CANADIAN MADE! Superior quality! With adjustable side strap and cream fleece lining. Expanding front pockets. Sturdy corrugated rubber soles and heels. Brown.

Boys' sizes 1 to 5  
 Pour garçons: 1 à 5 ..... **3.67**  
 Compare at \$4.98 - Valeur comparable \$4.98  
 Children's: sizes 5 to 3  
 Pour enfants: 5 à 3 ..... **2.97**  
 Compare at \$3.99 - Valeur comparable \$3.99

Every item in every department is discount priced every day of the week.

**MEN'S LAMINATED SUBURBAN COATS**



Compare at \$24.50

**\$12.**

Valeur comparable, \$24.50

**PALETOTS DE BANLIEUE laminés, pour hommes**

VALEUR FABULEUSE! MOINS QUE LA ½ DU PRIX! 100% nylon suédé laminé. Doublure entière, avec entredoublure piquée, recouverte de rayonne. Devant boutonné. Parements et col à plusieurs piqûres. Patte-lettes des manches, parements et rabat de poche boutonnés. Fente au dos. Longueur 36". Vert, beige, chocolat. Tailles: 36 à 46.

FABULOUS VALUE! LESS THAN ½ PRICE! 100% Sueded Nylon laminates, fully lined with Rayon covered quilted interlining. Button front. Gun pads with multi-stitch collar. Buttoned sleeve tabs, gun pads, and pocket trim. Split back vent. 36" length. Green, beige, chocolate. Sizes: 36 to 46.

Towers' Men's & Boys' Wear Department

**Boys' All-Wool Blend PULLOVERS**

**2.77**

Compare at \$3.95

**CHANDAILS TOUT LAINE**

pour garçons

Manches longues, avec bande de taille et poignets en tricot serré. Motif jacquard. Vert loden ou bleu. Tailles: 26 à 34.

Long sleeved with snug knitted cuffs and waistbands. Jacquard pattern. Loden green or Blue. Sizes: 26 to 34.



PLAN DE MISE DE COTE  
**Gratuit**

Towers' Men's & Boys' Wear Department

**MEN'S or BOYS' SLIPPERS**

**PANTOUFLES pour hommes ou garçons**

Valeur comparable, \$3.49. Cadeau idéal! Pantouffles confortables en cuir tan souple, avec entrées en toison véritable. Semelles et talons rembourrés. Pour hommes: 6 à 11. Pour garçons: 1 à 5.

Compare at \$3.49. An excellent gift! Snug genuine Shearling cuff slippers with soft tan uppers. Padded soles and heels. Men's sizes 6 to 11. Boys' sizes 1 to 5.

**1.97**

**SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED**



**BOYS' 2-Pc. SETS**

Compare at \$3.49

**1.97**

Valeur comparable, \$3.49

**ENSEMBLES 2 PIECES pour garçonnets**

Long wearing Corduroy pants, fully lined for extra warmth, complete with elastic waist. Plaid cuffs match a fully cut flannel shirt. Assortment of latest colours. Sizes 3 to 6x.

Pantalon en velours côtelé de long usage, entièrement doublé pour plus de confort, avec taille élastique. Revers en plaid assortis à la chemise en flanelle de coupe ample. Choix de nouvelles couleurs. Tailles: 3 à 6x.

Towers' Men's & Boys' Wear Department



**CHATEAUGUAY-HWY. 3&4 15 ST. JEAN BAPTISTE BOULEVARD**



# Grande OUVERTURE

PRIX SPÉCIAUX

## GRAND PRIX ROAD RACE SETS

### Série de course GRAND PRIX

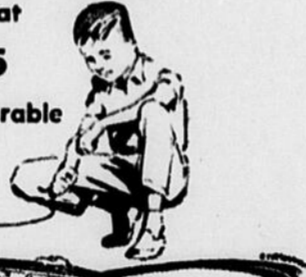
# 19.99

UN JOUET SENSATIONNEL POUR LES JEUNES ET LES MOINS JEUNES! Fabrication superbe, au complet avec 2 autos de course à l'échelle ainsi que toutes les pièces requises pour jouer aux courses à la maison. Comprend 8 pistes courbes, 4 droites, piste élevée pour pont, raccord de moteur, membres et supports d'approches de pont, barrières et contrôles jumelés. Achetez maintenant à ce très bas prix d'escompte — payez comptant, chargez-le ou profitez de notre plan de mise de côté gratuit pour Noël.

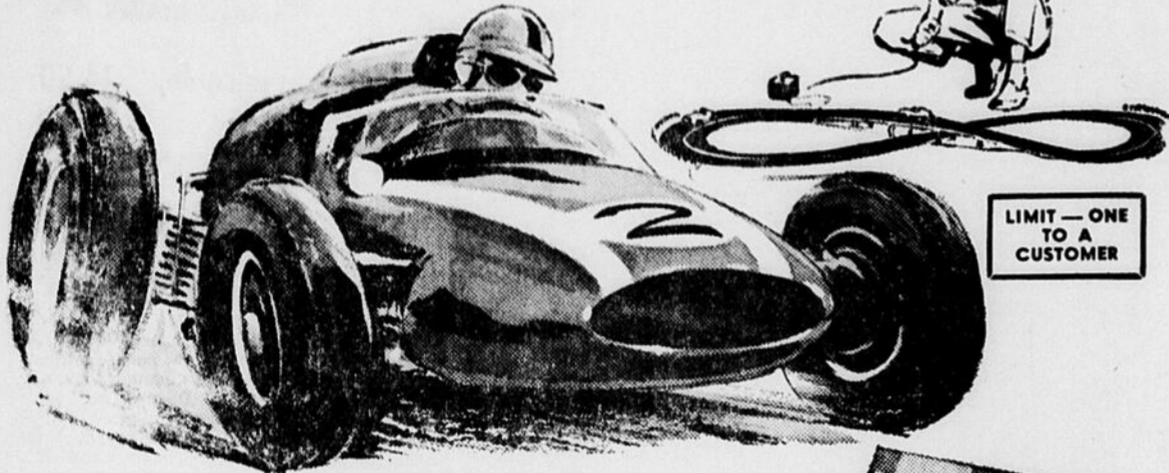
THE LATEST TOY SENSATION! FUN FOR OLD AND YOUNG ALIKE! Beautifully made, complete with 2 scale model racing cars and all the parts needed for a thrilling game of racing at home. Set contains 8 curved track units, 4 straight track units, 1 humped track for bridge, power connector, bridge members and approach supports, crash barriers, twin controls. Buy now at this low, low discount price — pay cash, charge it, or use our free layaway plan for Christmas.

Compare at \$39.95

Valeur comparable



LIMIT — ONE TO A CUSTOMER



6 to choose from

### PENCIL ART SETS

CHOIX DE 6 SERIES DE CRAYONS A DESSINER

# 37¢

each — ch.

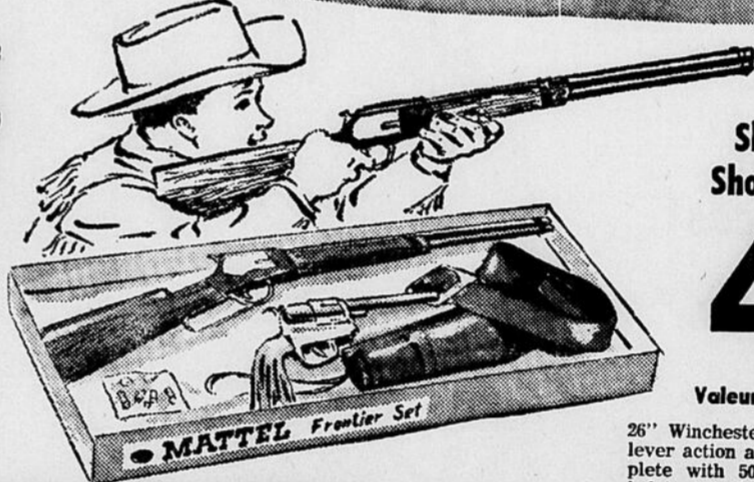
3 pour \$1

Compare at \$1.29 each

Passionnant! Instructif! Texture Tones; dessin au crayon magique, noir, 12-13-Color; Teach-U-Art; miniatures moulées; mosaïque; dessin au crayon.

Exciting! Educational! Texture Tones; Magic Black Crayon - Art; Dot-in-Color; Teach-U-Art; Molded Miniatures; Mosaic Pencil Art.

VALEUR COMPARABLE, \$1.29 CH.



MATTEL

Shell Shootin'

## FRONTIER SET

# 4.96

Compare at \$8.50

Valeur comparable \$8.50

SERIES D'ARMES "FRONTIER" MATTEL

26" Winchester model with realistic lever action and shell ejection. Complete with 50 shot cap pistol and holster. Includes shootin' shell cartridges and 6 safe bullet noses for rifle. Limit — One to a customer

Modèle de carabine Winchester 26" genre à levier et éjecteur de cartouches. Au complet avec pistolet 50 coups et étui. Comprend cartouches blanches et 6 pointes de balles pour la carabine.

Limite — Un par client

Less than 1/2 Price!

## Auto SEAT BELTS

# 3.01

Compare at \$6.95

Aircraft Type buckle with hi-lustre chrome finish. Metal to metal closure. Instant release. All metal fittings plated to resist rust. 100% Nylon Webbing. No-sew construction eliminates danger of thread breakage.

Towers' Hardware Dept.

A moins que la 1/2 du prix!

Ceintures de sûreté d'autos

Boucle genre avion au fini chromé, très lustré. Fermeture métallique. Dégagement instantané. Toutes ferrures plaquées, résistant à la rouille. Sangle 100% nylon. La fabrication sans coutures élimine le risque des fils cassés.

Dépt. de la Quincaillerie Towers

Valeur comparable, \$6.95



## BUDGIES

PERRUCHES

# 1.99

Compagnons agréables. Quantité limitée. Wonderful companions. Limited quantity.



FREE GOLDFISH

For children accompanied by parents!

Poissons rouges gratuits

Aux enfants accompagnés de leurs parents!

Towers' Pet Department

## WASHABLE FLOWERS

# 1.00

Compare at \$2.49

Valeur comparable \$2.49

FLEURS ARTIFICIELLES

Belles fleurs en plastique résistant toujours fraîches. Grande variété.

Beautiful plastic flowers that always stay fresh! Large selection.



60-Watt Sylvania

## LIGHT BULBS

# 2 for 33¢

AMPOULES Sylvania 60 Watts

Compare at 52¢

Valeur comparable 52¢

## All Steel Adjustable Ironing Board

# 4.74

PLANCHE A REPASSER REGLABLE

Sturdily made. All steel. Adjustable from 24 to 36" high. Ventilated top.

Fabrication solide. Tout acier. Réglable de 24" à 36" de hauteur. Dessus ventilé.

PAD & COVER SET 88¢

REMBOURRURE ET COUVERTURE 88¢

Towers' Hardware Dept.

## STEP ON WASTE CAN

Recessed pedal activates lid. Leak proof. White. Approx. 19 x 12 x 11".

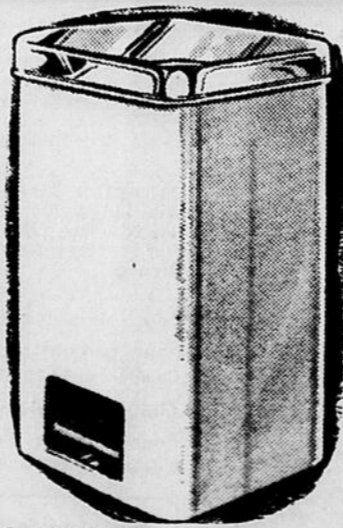
Compare at \$8.25

# 4.99

Valeur comparable \$8.25

POUBELLE A PEDALE

Pédale en retrait. Antifuites. Blanc. Environ 19 x 12 x 11".



GRAND OPENING SPECIAL!

## GARBAGE CANS

# 1.97

each

GRAND SPECIAL D'OUVERTURE POUBELLES

Made from heavy galvanized metal. Weather resistant. 14 gallon capacity. 21" high. Complete with lid.

En métal galvanisé de qualité épaisse. Résistantes aux intempéries. Contiennent le 14 gallons. Hauteur 21". Avec couvercle.

Towers Hardware Department



Ne manquez pas la grande ouverture de Towers

CHATEAUGUAY-HWY. 3&4

15 ST. JEAN BAPTISTE BOULEVARD



# Grand OPENING SPECIALS!



**"GILLETTE" SUPER BLUE BLADES**  
15 BLADES **64¢** Compare at 1.00

---

**"MOIRS" 14-OZ. BOX SELECT CHOCOLATES**  
Tasty treat. Compare at 1.00. **56¢**  
CHOCOLATS "MOIRS" DE CHOIX 14 oz. Délicieux. Valeur comparable, 1.00.

---

**LAVORIS MOUTH WASH**  
Large 17-oz. bottle. Compare at 1.25. **68¢**  
RINCE-BOUCHE LAVORIS Grand flacon de 17 oz. Valeur comparable, 1.25.

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**STRIPE TOOTHPASTE**  
Economy size. Compare at 98¢. **52¢**  
PATE A DENTS "Stripe" Format économie. Valeur comparable, 98¢.

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**"CURITY" 250'S COTTON BALLS**  
Plus free bottle of Vaseline Baby Oil. Compare at 1.49 **89¢**  
250 BOULES DE OUATE "Curity" Avec flacon gratuit d'huile de vaseline pour bébés. Valeur comparable, 1.49

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**"Z.B.T." BABY POWDER**  
Compare at 95¢ **62¢**  
POUDRE DE BEBES "Z.B.T." Valeur comparable, 95¢

Towers' Cosmetic Dept.  
Rayon des cosmétiques Towers



CHAQUE ARTICLE A Prix d'escompte TOUS LES JOURS

**"Wabasso" FAMILY SHEETS**  
Size 63" x 100" **4.18**  
LA PAIRE PAIR

**"Wabasso" Grands DRAPS**

FAMEUX DRAPS WABASSO DE PREMIERE QUALITE, en beau coton blanc de neige. Reconnus pour leur long usage. Ourlets unis offrant un meilleur service. Achetez maintenant et profitez de ces prix d'escompte extraordinaires.

FAMOUS FIRST QUALITY "FAMILY" SHEETS BY WABASSO! Fine snowy white woven cotton. Renowned for its long wear! Plain hems for longer satisfactory service. Take advantage of these super-discounted prices and buy now!

**Wabasso Family PILLOW CASES**  
**87¢** Pair la paire  
Snowy white pillow cases. Fit standard sizes.

**SIZE 72" x 100"** **4.68** Pr. la paire  
**SIZE 81" x 100"** **4.88** Pr. la paire

**TAIES D'OREILLERS "Wabasso"**  
Pour oreillers de grandeur ordinaire. Blanc de neige.

Towers' Domestic Department  
Rayon des articles de maison Towers

## Fantastic Savings on FABRICS!

## Epargnes sensationnelles sur les TISSUS!

**PRINTED COTTON FLANNELETTE**  
Florals, children's, geometric designs. 36" wide. Compare at 69¢

**37¢** yd. la verge

**FLANELLETTE DE COTON IMPRIMEE**  
Dessins de fleurs, enfantins, géométriques. Largeur 36". Valeur comparable, 69¢

**IMPORTED SATIN BROCADE**  
Heavy quality. Two-tone effect. 42" wide. Compare at 2.98.

**1.33** yd. la verge

**BROCAT DE SATIN**  
MPORTE  
Qualité épaisse. Effet deux nuances. Largeur 42". Valeur comparable, 2.98.



Ready-To-Sew SKIRT LENGTHS

**1.47** yd. la verge Compareable to 2.98 Valeur comparable, 2.98

LONGUEURS A JUPES prêtes à coudre

Wools in checks and solids, 54" Wide  
Lainages quadrillés et unis, Largeur 54"

**FREE** LAY-AWAY PLAN

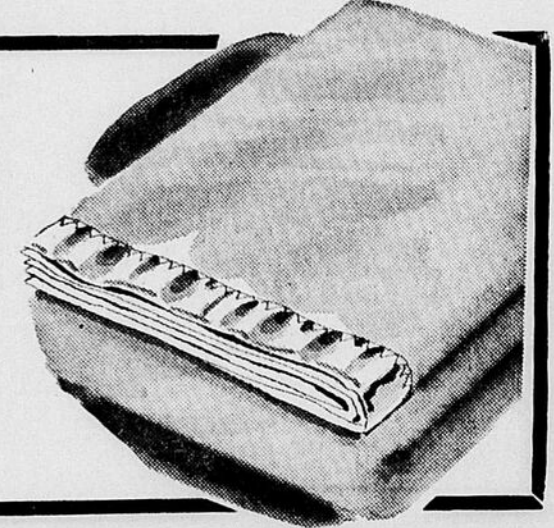
## "Celanese" BLANKETS - COUVERTURES

Soft viscose-and-nylon blend. Machine washable. Satin binding. Wide color choice. Size 72" x 84".

**3.67**

Viscose et nylon doux. Lavable à la laveuse. Bordures de satin. 72" x 84". Grand choix de couleurs.

Valeur comparable 5.95



## "Curity" BIRDSEYE DIAPERS

**COUCHES BIRDSEYE "Curity"** **2.88** DOZ. DOUZ.

Première qualité. Très douces. Très absorbantes. Achetez maintenant et épargnez.

First quality. Extra soft. Highly absorbent. Stock up now and save.

**DON'T MISS TOWERS GRAND OPENING! CHATEAUGUAY-HWY. 3&4 15 ST. JEAN BAPTISTE BOULEVARD**

# Fabulous Family Shopping Centre All On One Floor

## Towers Stores Planned For Average Shopper

There is more to opening a new department store than building it and then inviting the public to shop there.

Particularly when the store in question is the latest in the expanding chain of Towers Discount Department Stores.

Plans for the new Towers opening Nov. 15th in Chateauguay on St. Jean Baptiste Blvd. (Highway 2 & 4) were conceived a year ago, and in the interval the labor of hundreds of people was needed to bring these plans to reality.

First surveys were conducted to determine the type of store best suited to the Canadian consumer and the community where he lives.

Then merchandising experts were called in to study all the kinds of retailing now being used with the idea of developing something newer and more appealing than ever before.

"From the start, we decided to build a self-service, low price, high-volume store selling high-quality merchandise," Towers president Ben Rosenberg explained.

"Once this had been decided the study then turned to how, when, and where the store would be built," he continued.

Realtors investigated potential building sites and architects planned the ideal size and type of building to be erected.

Lighting experts were consulted to determine the most efficient and attractive type of lighting fixtures for the new store.

With these preliminary steps finished, surveys were begun to find out the kind, quality, and type of merchandise that would be required.

Towers' expert buyers travelled thousands of miles looking at merchandise, checking values and suggesting recommendations that would make the goods

they chose even better values. Adequate supply lines were set up with suppliers to ensure a smooth flow of goods for initial stocking requirements and subsequent replacements.

Decorators, color and lighting experts provided information that would help produce the most nearly perfect store possible.

Meanwhile, architects had designed a building with 102,000 square feet of floor space, all open and entirely functional in that every inch would be used for the display of merchandise and shopping ease.

The planners of the new store had one important task working in their favor.

The first Towers store which opened in Scarborough, Ontario, in 1960, was planned so well that it has served as a model for all subsequent stores in the chain.

"Only minor changes have been necessary to keep pace

with new developments in merchandising." Planning Director Fred Cohen remarked.

Towers stores have aroused interest among other merchandisers also. The company's operations have been visited by many merchants in the United States and Canada.

The outstanding exterior features of the store are its clean lines and the acres of parking space, all marked with extra wide lanes.

Once the behind-the-scenes work was completed, construction of the building itself was begun.

Plumbers, electricians, painters, guards, clerks, shoppers, receivers, and delivery service personnel all moved in to put the finishing touches on the huge store.

While this was going on, provincial employment officials were busy interviewing hundreds of job applicants.



EVERY SHOPPING CONVENIENCE AT TOWERS

Customer 'Plans' Are Geared To Suit Every Family Need

## Credit Plans Available For Those Who Prefer

Instant credit — destined to make purchasing even easier for Towers customers — will be another feature of the new Chateauguay store on St. Jean Baptiste Blvd.

This is a new plan just introduced throughout the Towers chain and it contains many easy-to-use features.

"Under the terms of this plan," Towers president Ben Rosenberg explained, "payment for merchandise purchased can be made within 30 days with no additional carrying charges."

The plan also provides for payment on a revolving charge basis in which the customer pays a regular amount monthly

or on an instalment basis. "We eliminate frills, which lowers prices to the customer and the charge plan is no exception," Mr. Rosenberg added.

### WORK, TOO, FOR MANY PEOPLE

Towers Discount Department Stores pay as much attention to the people behind the counters — the clerks — as they do to the people in front of the counters — the customers.

Spacious employee lounges are provided and the wage scale at Towers is on a par with other retailers.

"We look for the best when we hire people, and we want to make sure they stay with

reception to this policy as we believe it to be another way of saving our customers money," Mr. Rosenberg added.

The use of Towers credit plan can result in substantial savings for customers. The plan gives shoppers the opportunity to take advantage of special offers without needing cash at the time of purchase, store officials pointed out.

Discount prices are the rule at Towers, but occasionally items are offered at even greater savings than normal.

The instant credit feature means that these bargains need not be missed because of lack of cash at the time the bargain is on sale.

A free lay-away is also available at no cost to Towers shoppers.

## Congratulations To

# TOWERS

- All interiors, store fixtures and decor planned, designed,
- built and installed by

## ONTARIO STORE FIXTURE CO. LTD.

2256 Lake Shore Blvd., West, Toronto 14, Ontario

## Congratulations and Best Wishes to TOWERS



Compliments of

# CAPLAN BUILDERS LTD.

5174 Cote des Neiges, Montreal, Quebec

GENERAL CONTRACTORS

Tel. 735-2208

We built Towers of Chateauguay in a record six weeks!

**JEAN BEDARD LTEE**  
0117 Clement LaSalle, Quebec  
Tel. 366-2770  
Asphalt Paving

**STANDARD STRUCTURAL STEEL LTD.**  
5330 Parc Montreal, Quebec  
Tel. RE. 1-7831  
Structural Steel

**TRUSCON STEEL OF CANADA, LTD.**  
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Tel. DO. 6-3260  
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**LOU SELTZER AGENCIES**  
7521 Ouellet Crescent Montreal, Quebec  
Tel. RE. 7-8219  
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**COVERTITE LTD.**  
9925 Rome Montreal, Quebec  
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**BOND CHALKBOARD LTD.**  
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**STAR GLASS LTD.**  
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Glass and Aluminum

**MURRAY ACOUSTIC REGISTERED**  
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Tel. RA. 8-9731  
Acoustic Tile

**A. BEBEK & CO.**  
8844 - 13th Avenue St. Michel, Quebec  
Tel. 727-7631  
Miscellaneous Metalwork

**A. VACCARO & SONS**  
7027 Waverley Montreal, Quebec  
Tel. CR. 6-4568  
Plastering

**PERFECTION CONTRACTORS & DECORATORS INC.**  
3110 L'Assommoir Montreal, Quebec  
Tel. RE. 9-9922  
Painting

**CITY LUMBER SUPPLY CO. LTD.**  
3731 DeBullion Montreal, Quebec  
Tel. VI. 4-3911  
Lumber and Millwork

**PIVODER (EASTERN) LTD.**  
9481 Blvd. Parc Georges Montreal, Quebec  
Tel. 221-8180  
Metal Doors and Frames

**AMBASSADOR MFG. CO.**  
1100 Victoria St. Lambert, Quebec  
Tel. OR. 1-3741  
Garage Doors

**GRINNELL COMPANY OF CANADA LTD.**  
3980 Jean Talon West Montreal, Quebec  
Tel. CR. 3-5321  
Sprinklers

**ATLAS FLOORING COMPANY LTD.**  
95 Beaumont Montreal, Quebec  
Tel. CR. 6-3918  
Resilient Flooring labour

**TRIMONT BUILDING PRODUCTS LTD.**  
3540 Prohibitor Montreal, Quebec  
Tel. RE. 9-2401  
Resilient Flooring suppliers

**ARMSTRONG CORK CANADA LTD.**  
6911 Decarie Montreal, Quebec  
Tel. RE. 3-9981  
Resilient Flooring Manufacturer

**LANGSNER-FUHRER INC.**  
6170 Jeanne Mance Montreal, Quebec  
Tel. CR. 3-1545  
Plumbing

**BILLEN AIR CONDITIONING OF CANADA LTD.**  
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Tel. RU. 9-1858  
Heating, Ventilation and Air Conditioning

**AMERICAN ELECTRICAL CONTRACTING LTD.**  
400 Hopewell Avenue Toronto, Ontario  
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**CANADIAN FLOORING TILE CO. LTD.**  
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Tel. OR. 8-2274  
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**MONETTE SAND & GRAVEL COMPANY**  
2190 Gouin Blvd. East Montreal, Quebec  
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Excavation

**MAHER CONSTRUCTION LTD.**  
8453 Coteau Montreal, Quebec  
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Excavation

**MONAST EXCAVATION LTEE**  
7919 - 15th Avenue St. Michel, Quebec  
Tel. ME. 7-9236  
Excavation

**PAYETTE CONSTRUCTION LTEE**  
2345 Rue Viau Montreal, Quebec  
Tel. UN. 1-1514  
Excavation

**MOUNT ROYAL PAVING & SUPPLIES LTD.**  
P.O. Box 2000 Rosemount, Quebec  
Tel. RA. 2-2511  
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**MODERN CONCRETE FLOORING CO. LTD.**  
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**WEBSTER & SONS LIMITED**  
Canada Cement Co. Bldg. Montreal, Quebec  
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Tel. 321-6522  
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**DOMTAR CONSTRUCTION MATERIALS LTD.**  
Sun Life Building Montreal, Quebec  
Tel. 874-5400  
Brick Suppliers

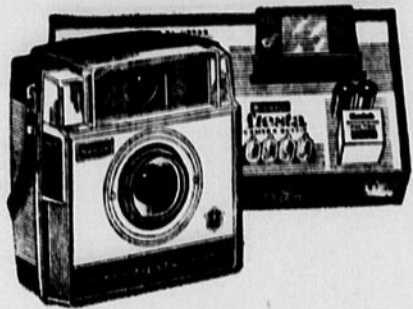
**ST. LAURENCE BRICK COMPANY LIMITED**  
La Prairie, Quebec  
Tel. 866-8374  
Brick Suppliers

**MIRON COMPANY LIMITED**  
2201 Jarry Street East Montreal, Quebec  
Tel. RE. 9-6391  
Concrete Block

**PRESSURE PIPE DIVISION**  
6905 Clarendon Montreal, Quebec  
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Concrete Block

**J. PASCAL HARDWARE COMPANY LTD.**  
901 Bury Montreal, Quebec  
Tel. UN. 9-5192  
Hardware

**TOWERS** *Grand* **OPENING** **SPECIALS!** **JUST SAY "CHARGE IT"**



Kodak-Brownie "Fiesta" camera takes color prints or slides and black-and-white. Ideal for those Christmas morning shots! Built-in AG1 flash. 127 standard roll of film — 12 snaps per roll. **Compare at 11.60**

Caméra "Fiesta" Kodak-Brownie, pour copies en couleurs et diapositives ou noir et blanc. Idéale pour le matin de Noël. Lampe éclair AG1 incorporée. Rouleau de film 127 ordinaire, de 12 poses. **Valeur comparable, 11.60**

**"KODAK" FLASH CAMERA COMPLETE OUTFITS**

**6.77**

**CAMERA KODAK A LAMPE ECLAIR ET ACCESSOIRES**

**ACHETEZ SANS ARGENT**



**AU MOYEN DE LA**



**EPARGNEZ AUX BAS PRIX D'ESCOMPTE TOWERS!**

- AUCUN ACOMPTÉ !
- AUCUN ACHAT MINIMUM !

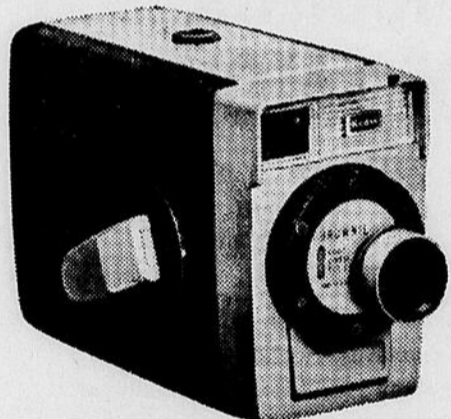
MAINTENANT, achetez ce que vous voulez, quand vous le voulez, en continuant à épargner aux bas prix d'escompte. Chaque mois, nous vous enverrons un relevé de compte portant les achats du mois précédent (avec les billets de vente et les crédits et les paiements du dernier mois). Vous pouvez payer votre solde dans les 30 jours suivant la date de facturation (et économisez les frais de crédit), ou échelonner vos paiements sur plusieurs mois. Il n'est pas nécessaire de faire des arrangements spéciaux pour échelonner vos paiements, car le montant de votre chèque nous indiquera automatiquement si vous voulez payer sur une base de 30 jours ou par paiements mensuels. Ouvrez un compte de crédit Towers dès maintenant! Remplissez la formule de demande et postez-la ou apportez-la à votre magasin Towers.

**Ouvrez un compte de crédit pratique dès aujourd'hui**

C'est facile d'ouvrir un compte de crédit — Remplissez simplement cette formule et envoyez-la MAINTENANT!

**Formule de demande de compte de Crédit Towers**

M.	Prénom	Deuxième prénom	Nom	Age	Nom de l'époux ou de l'épouse
Mlle.					
Adresse			Depuis combien de temps	Locataire <input type="checkbox"/> Propriétaire <input type="checkbox"/>	
Adresse antérieure					
Commerce ou emploi de l'époux			Depuis combien de temps		
Emploi de l'épouse					
Nom et adresse de votre banque					
Références de crédit dans d'autres magasins					
Références de compagnies de finances					
Références personnelles					
SIGNATURE					DATE
SIGNATURE					



Save \$12.18! Automatic film counter. Easy sundial setting. Simple drop-in loading. Standard 8mm roll film load. A low-cost way to capture all the delight of Christmas!

Épargnez \$12.18! Compteur automatique. Cadran de réglage facile. Chargement simple. Prend film ordinaire de 8mm. C'est un moyen peu coûteux de capter toute la joie de Noël.

**KODAK "BROWNIE" MOVIE CAMERA**

**17.77**

Compare at 29.95

Valeur comparable, 29.95

**CINECAMERA KODAK**

8mm KODACHROME II FILM	For inside or outside Compare at 5.15	3.59
KODAK VERICHROME PAN	127, 620 and 120 Compare at 60¢	36¢
KODACOLOR	127, 620 and 120 Compare at 1.35	93¢
KODAK ECTACHROME	135, 20 exposures Compare at 2.84	1.81
SYLVANIA M2 FLASHBULBS	One Doz. Compare at 1.44	72¢



Save to \$2.23! L-P

**RECORDS**

**1.97**

Compare to 4.20



**ELVIS PRESLEY** "Pot Luck" Album. Includes: Times Sake; I'm Yours and others.

**CONNIE FRANCIS GREATEST HITS**. Volume 2. Second Hand Love, Don't Break The Heart That Loves You and others.

**ROBERTINO**. Volume 2. La Paloma, Oh My Pa-Pa, Luna Rosa and many other great favorites.

**AIME MAJOR CHANTE L'AMOUR**. Ne T'en Va Pas, Tant Que L'Amour Vivra, L'Amour and others.

**MICHEL LOUVAIN SES SUCCES**. Louise, Je Ne Sais Pas, Un Certain Sourire and others.

**ELVIS PRESLEY** Album "Pot Luck". Comprend: Kiss Me Quick, Just For Old Times Sake, I'M Yours et autres.

**LES PLUS GRANDS SUCCES DE CONNIE FRANCIS**. Volume 2. Second Hand Love, Don't Break The Heart That Loves You et autres.

**ROBERTINO**. Volume 2. La Paloma, Oh My Papa, Luna Rosa et autres grands succès.

**AIME MAJOR CHANTE L'AMOUR**. Ne t'en va pas, Tant que l'amour vivra, l'amour et autres.

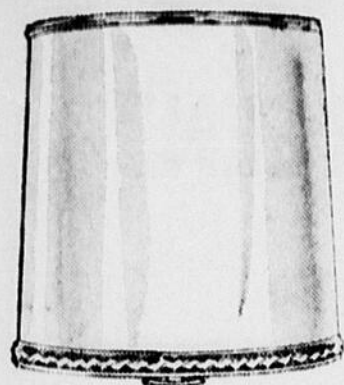
**MICHEL LOUVAIN ET SES SUCCES**. Louise, Je ne sais pas, Un certain sourire et autres.

PREMIER AU CANADA  
**TOWERS**  
 LE GRAND MAGASIN DE L'ESCOMPTE

# Grande OUVERTURE

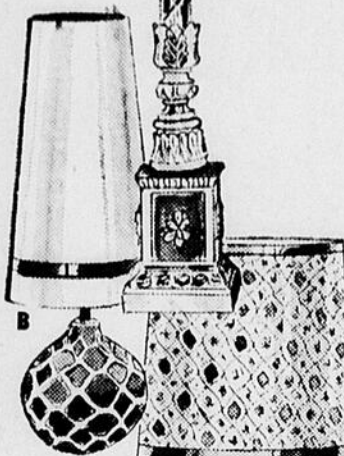
PRIX SPECIAUX

## TABLE LAMPS



**8.88**  
 Your Choice  
 Votre choix

## LAMPES DE TABLE

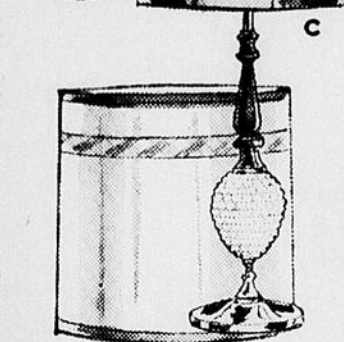


a. Model 936. French Provincial styling, 40" high with sturdy, carefully carved base and stem. Attractively designed shade.

a. Modèle 936 Provincial Français. 40" de hauteur. Base et tige solides et soigneusement sculptées. Abat-jour attrayant.

b. Style T7085. Beautifully designed Ceramic base with modern, tapered shade. 32" high.

b. Modèle T7085. Magnifique base en céramique, avec abat-jour moderne, profilé. 32" de hauteur.



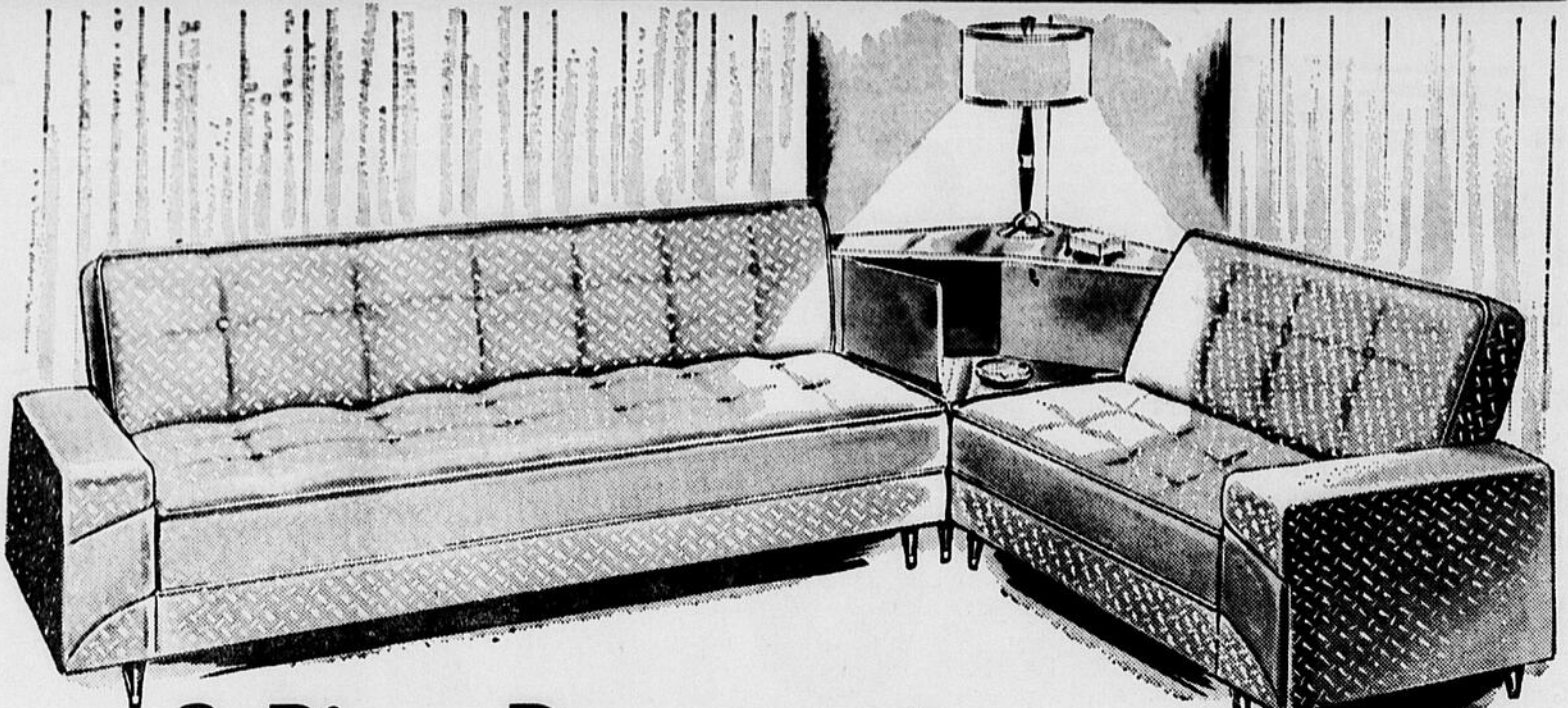
c. Style T3409. Colonial styling with highly polished base and printed shade. 29" high.

c. Modèle T3409 Colonial, avec base très polie et abat-jour imprimé. 29" de hauteur.



d. Styles T-1, T-2, and T-3. Three styles from which to choose. All with solid Walnut stems and bases. Approximately 32" high. Complete with modern shades.

d. Modèles T-1, T-2 et T-3. Trois modèles à choisir. Tous avec tige et base en noyer massif. Environ 32" de hauteur. Au complet, avec abat-jour moderne.



## 3 Piece Davenport SECTIONAL SUITE

**168.88**

### Complete with Corner Cupboard

As illustrated

One section converts into comfortable bed. Very well made with coil construction throughout on kiln dried hardwood frame. Attractive, hard-wearing frieze in two tone combination of chocolate and platinum. Other colours available.

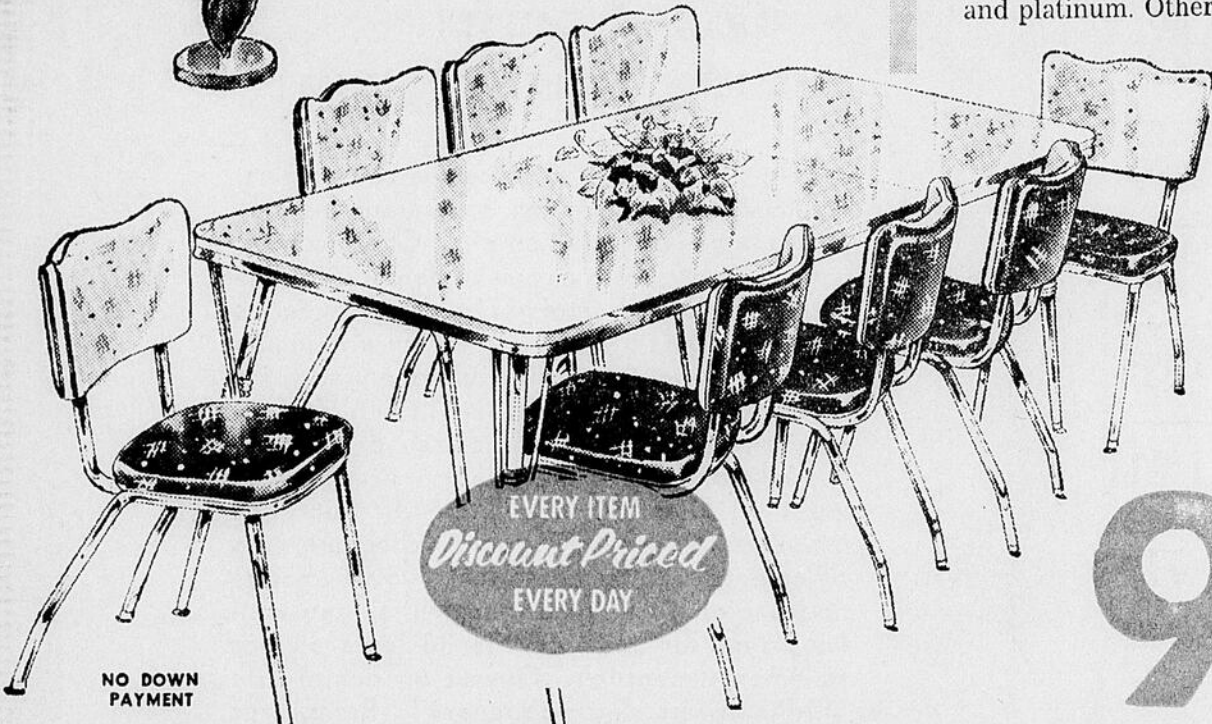
## MOBILIER DE SALON

par sections - 3 pièces

Au complet avec armoire de coin tel qu'à l'illustration

Une section se transforme en un lit de 4 pieds. Très bonne fabrication entièrement à ressorts, avec cadre en bois dur séché au four. Frise attrayante et de long usage en deux nuances combinées de chocolat et platine. Autres couleurs disponibles.

MARCHANDISE TOUJOURS DE PREMIÈRE QUALITÉ



## MOBILIER de CUISINE

9 pièces

**98.88**

Grande table 36" larg., s'allongeant à 84" avec deux rallonges au centre. Dessus Arborite et cadre résistant. Choix de fini chromé ou nuance bronze. 8 chaises assorties, avec sièges et dossiers rembourrés, recouverts en vynile lavable de bonne qualité.

EVERY ITEM Discount Priced EVERY DAY

## 9-PIECE KITCHEN SET

Big 36" wide table extends to 84" with two centre leaves. Arborite top and heavy duty frame. Available in choice of Chrome or Bronzotone

finishes. 8 matching chairs with well padded seats and backs are covered with good quality, washable vinyl.

## Chrome KITCHEN CHAIRS

**2.88**

## Chaises de cuisine

chromée

Valeur Remarquable! Recouvertes en vynile lavable, d'entretien facile. Siège et dossier confortables. Embouts pivotants.



DELIVERY FREE on all furniture and appliance items.

Outstanding Value! Covered in easy care washable Vinyl. Comfortable seat and back. Swivel tips.



## FAMOUS ROSELAND 4'6" MATTRESSES

**22.88**

Smooth top for added comfort. Made with 252 coil springs and covered in durable ticking. Matching box spring also available at this same low price.

## FAMEUX MATELAS ROSELAND 4'6"

Dessus uni pour plus de confort, avec 252 ressorts spiralés et recouvert en coutil durable. Sommier à ressorts assorti, au même bas prix.

FREE DELIVERY ON ALL FURNITURE and APPLIANCE ITEMS

Livraison gratuite de tous les meubles et appareils

## Step & Coffee TABLES 7.88

## TABLES A GRADIN ET A CAFE

Choice of several styles. Heavy duty construction. Walnut designed Arborite tops and faced edges. Coffee tables approx. 18" x 36"; step tables approx. 16" x 24".

Choix de plusieurs styles. Fabrication résistante. Dessus et bords en Arborite fini noyer. Table à café environ 18 x 36"; table à gradin environ 16 x 24".

TRES BELLES VALEURS D'OUVERTURE CHEZ TOWERS

CHATEAUGUAY-HWY. 3&4 15 ST. JEAN BAPTISTE BOULEVARD