

Bonimart has the right idea!

Bonimart moves into the 80's. Plans include new, clean, modern look.

Bonimart, Canada's premier discount department store chain, announces new initiatives in a wide variety of areas—to make the chain even stronger and more competitive in the 1980's.

It's a decade of changing lifestyles and more active consumers," says Bonimart president W. Atkinson, "and the retailer who hopes to stay ahead must pay attention to these trends and respond to them."

Overhauling the store program is a major renovation campaign designed to make Bonimart's stores a more attractive and comfortable shopping environment. "We're expanding sales and making them more fun and exciting," says Mr. Atkinson. "Brighter colors, reflecting wherever it's required...it all adds up to make Bonimart a more enjoyable place to shop."

Geographic expansion is also part of the Bonimart campaign, with a new store slated for Ontario bringing the chain total to 47 stores in Quebec, the Maritimes and Ontario.

While the chain is undergoing physical change, Bonimart is holding firm to its basic philosophy of doing business. Bill Atkinson explains: "Bonimart offers quality merchandise with the emphasis on brand names, at low competitive prices everyday—plus weekly specials."

"We give guarantees. We believe in straightforward advertising and readily honest promotional techniques. We want merchandise for quality and value, the provide clean, well-organized stores

staffed with well-trained, friendly people. And when we say we give you good value for your money—we mean it. Our buyers are knowledgeable and experienced, so they stay on top of the retail market."

"Change is part of the retail business," Mr. Atkinson stated, "and Bonimart is bound to experience even more of it in the coming years. However, our customers have come to depend upon us for their everyday needs at reasonable prices. So value-priced merchandise and good service will not go out of style at Bonimart."



Mr. William Atkinson, President, Bonimart.

Today's fashions for today's consumer.

More than ever, today's shopper is concerned about getting fashionable clothing at sensible prices. Recognizing this concern, Bonimart has become a leader in fulfilling the fashion needs of Canadian men, women and children.

Through its buying offices in Montreal, Canada's fashion capital, Bonimart purchases a large percentage of their seasonal lines from major Canadian suppliers. These fashion experts work closely with quality suppliers to get the consumer the best quality merchandise for the best possible price. And the great part is it's easily visible to you. Bonimart stores where you'll find a good stock of up-to-date, popular priced fashions.



Bonimart has also earned its reputation for an excellent selection of children's wear and the ever-growing popularity of Bonimart's men's wear departments. Thanks to Bonimart's knowledge of the Canadian fashion marketplace, knowledgeable buying consumers to look to Bonimart for all their fashion needs.



Bonimart satisfies customers with competitive prices, pleasant shopping atmosphere and warm smiles.

Retail Research Foundation. The answer to consumer concerns.

In response to public concern regarding the quality of merchandise being offered, Bonimart and several other retailers decided that an efficient and impartial way had to be found to test merchandise before it was marketed. This led to the founding of The Retail Research Foundation of Canada, an organization established as an independent, non-profit, joint venture by Bonimart, Department Stores and five other major retailers. Its purpose: "To provide technical support to Canadian retailers in deter-

ring to their customers. Quality Assured Merchandise is accordance with Government regulations. The RRF laboratory tests consumer products to verify their performance and ensure that they are properly labeled and truthfully advertised. It is the mission of such stores, that has led to Bonimart's position as a leader in answering the needs of the consumer and has been a key factor in the growth of Bonimart Department Stores as a store to shop and trust.



Apparel, Chemistry, Electronics, Mechanical



Bonimart's refund policy is geared towards customer relations.

Bonimart is proud of consumer guarantees.

Everyday Bonimart strives to bring its customers the best value possible on all Bonimart's merchandise. To make that happen, Bonimart has implemented strong sales, returns, item check and refund policies that the entire organization lives by. **Refund Policy:** "Selling makes it important. But when you return to an item, we'll refund it. Bonimart, you have the best quality merchandise (we buy for the store). And that's our value." **Item Check Policy:** Bonimart guarantees that if you are not totally happy with any purchase, Bonimart

will replace it, repair it under the warranty, or even give you a refund. And that's the deal we'll make.

Our Rate Check Policy is the right deal. It's our mission to have efficient and ability of advanced items. Should an article sell out, we will offer an article of equal value or provide you with a Rate Check which will be honored at the advertised sale price if additional merchandise is available.

Bonimart's Selection Policy. It's disappointing to make a step in the store only to find that the item you want are not available. Bonimart strives to maintain sufficient supplies of sale merchandise to ensure customer demand and to help promote your every-day needs, we hand to you. If that's the case, we'll find what you want, when you want it.

Our consumer guarantee Bonimart is proud of. And, partially so.

Bonimart—a solid commitment to Canada.

As a totally Canadian-owned company, Bonimart stands totally behind all things Canadian. All Bonimart buys, strongly support Canada's Shop Canadian campaign. They are looking to Canada first when buying merchandise. Only when they can't achieve the best value for the dollar here in Canada, do Bonimart buyers look elsewhere.



Bonimart strongly supports the government's Shop Canadian campaign.