U.S. to devalue, either.

it may turn out to be the answer.

Towers Opens New Store Third In Toronto Area

A new Towers discount department store opened today at Bloor and Dundas Sts., the chain's third store in the Tochain's third store in the Tocoperating concessions

Since formation of Allied of Towers Marts and ProperTowers Merchants, a new ties Ltd., said the company of fers first-quality products at genuine savings. .Canada.

1,000 customers.

It was the first new store!

ronto area and the 11th in throughout the Towers chain.

The basic merchandising To symbolize its discount pattern established with the policies, the store sold silver first Towers store in 1960 is dolars at 80 cents to the first retained in the new one, officials said.

Ben Rosenberg, president

dia nes say:

Gou

"We do this by keeping costs to a minimum in selfservice stores, providing plenty of parking space and planning store hours to suit everyone," he said.

In anticipation of bigger turnover, the new store has 21 check-out counters, eight 3 more than the other stores.

Donald Jaffey, president of 34 Allied Towers Merchants, said the new company will mean greater efficiency in CNR management, and will enable CNR the concessionaires to cut CNR costs through increased purchasing power.

"Central warehousing and 54 15 distribution, centralized mechanical bookkeeping and 3% inventory control will also ont help streamline our financing ont and merchandising opera-

Seven sets of triplets, from Officers of triplets, from Officers of triplets, from Officers of the Officers of opening ceremonies.

They helped Mr. Rosen-NB herg fill a time capsule yes-NS terday with a second capsule yes-NS terday with photographs and out 5 newspapers. The capsule will ATE remain buried until 2062.

The triplets took part in a fashion show today which wind highlighted the opening.

Dividanda

MARKET VIEWS

What's In Name?

American Molasses Co. -or Sucrest Corp? National Automotive Fibres Inc. or Nafi Corp.? Chicago, Indianapolis and Louisville Railway Co. - or Nonon Railroad?

For 133 companies listed on the New York Stock Exchange, corporate name changes in the past six years have been aimed at presenting a certain picture of the corporation's nature, size, scope and activities.

Transition to a new name isn't an overnight affair. It

past six years, 46 did so to find a clearer statement of the corporate area of operation. Thus Atlas Powder Corp. became Atlas Chemical Industries in 1961.

Twenty-nine firms adopted a completely new name, some reflecting a merger, others seeking a more familiar or impressive nomenclature. Thus Nehi Corp. became Royal Crown Cola Co.

Twenty companies chose fabricated names, aiming at uniqueness and memora-