



THE UNIVERSITY OF  

---

MELBOURNE

## Archives Digitised Collections

### Creator(s)

### Title

Advertising Guard Book

### Date

1981

### Description

Sub-item: 2012.0031.01342

### Terms and Conditions

This image is in copyright. UMA has published a copy for research purposes only with the permission of the FJ Foundation. For information about ordering a copy or reproducing this image contact the University of Melbourne Archives: [archives@archives.unimelb.edu.au](mailto:archives@archives.unimelb.edu.au).

### Preferred Citation

University of Melbourne Archives, Advertising Guard Book, 2012.0031.01342



**"What do you think  
about Fletcher Jones  
new blazers and trousers?"**



**"Well, from only \$188  
for both, you could  
really lose your head!"**



Fletcher Jones  
have some surprises in  
store for you this winter.

A whole new collection of superb  
clothes at very realistic prices.

All with that traditional Fletcher  
Jones quality, fit and service.

Here you see our new blazer and  
trouser co-ordinates. Both Woolblendmark

quality products.

The blazer in classic navy  
wool blend. Is available in two  
styles. Only \$139.

The trousers are also in two styles.

On the left, a classic wool blend  
grey melange-\$49. On the right, a classic  
wool blend black and white miniature  
houndstooth-\$63.

So, before you go  
through the rigmarole of  
shopping around, come and  
see what we have in store for you this  
winter.



**FLETCHER JONES**

You'll be surprised what we have in store.

Fletcher Jones & Staff Pty. Ltd. 1 Queen Street and 133 Bourke Street, Melbourne, Chadstone, Eastland, Northland, Southland, Forest Hill, Frankston, Brunswick, Footscray, 379 George Street, Sydney, Bondi Junction, Chatswood, Launceston, Newcastle, Wollongong, Tamworth, Orange, Albury, Bendigo, Morwell, Ballarat, Geelong, Warrnambool, Mt. Gambier, Toowoomba, Parramatta, Bankstown, Brookvale, Miranda, Brisbane, Adelaide, Perth, Canberra, Hobart. FLE 927



"At only \$91 my new  
Fletcher Jones winter  
outfit is a real gift!"

"That's my cue.  
How's this for a break?  
Mine is only \$68!"



The quality of Fletcher Jones  
is now available in a whole  
wardrobe of superb clothes for  
winter.

All at very realistic prices. With all  
the features you expect from Fletcher  
Jones—classic styles, comfort, fit, and  
service.

On  
the left, our cord  
blouson jacket \$59 and  
washable pants just \$32. On the right our  
pure wool navy/camel polo striped  
pullover \$32 and cord trousers only \$36.

Both outfits feature a check Viyella  
shirt which is only \$46.

Come into  
Fletcher Jones and  
see for yourself. We have some  
surprises in store for you this winter.

**FLETCHER JONES**

You'll be surprised what we have in store.

Fletcher Jones and Staff Pty. Ltd. 1 Queen Street and 133 Bourke Street, Melbourne, Chadstone, Eastland, Northland, Southland, Forest Hill, Frankston, Brunswick, Footscray, Bendigo, Morwell, Ballarat, Geelong, Warrnambool.  
379 George Street, Sydney, Bondi Junction, Chatswood, Parramatta, Bankstown, Brookvale, Miranda, Newcastle, Wollongong, Tamworth, Orange, Albury, Canberra, Brisbane, Toowoomba, Adelaide, Mt. Gambier, Perth, Hobart, Launceston.  
FLE 967