



### Golden Dolphin Creates Beautiful Bathrooms

"You can co-ordinate everything for the bath right here," says president William Winter of the Golden Dolphin. "Our real specialty is towels and shower curtains, but for any towel we carry we have co-ordinated broadloom and rugs, window draperies, even decorative soaps and tissue dispensers."

Bathroom broadloom and custom made draperies to match shower curtains are particular specialties of the Golden Dolphin. They carry a nice selection of hardware for the bath, too, but not of the gimmick sort. No gold taps either. Primarily good solid brass.

Golden Dolphin carries an exceptionally large selection of designer items including Yves St. Laurent and Pierre Cardin. They will also carry a collection of bath co-ordinates from David Hicks, the English designer who decorates for the royal family. "More and more famous designers are getting into this field," says Mr. Winter. "And when they do, we'll have them."

The shop will be golden in decor — gold carpeting, gold wall paper and golden oak counters. "Our merchandise is so colorful we wanted to set it off with a neutral tone," says Mr. Winter.

Golden Dolphin is a three-year-old enterprise, started in Ottawa by Mr. Winter and two partners. This is their first branch venture. Mr. Winter will manage the Sherway store himself. He shops for his merchandise in New York, Chicago, Montreal and Toronto. Even the designer items are made in New York.

"In Europe you get fabulous quality. They'll last forever. But the colors are so ugly no one would buy them. Europe is best for bath fixtures."

The Golden Dolphin is located right across from Gourmet Fair.

### Fashion A Fine Art At Lipton's

Right next to the Desert Garden is Lipton's Fashion Wear. The large and beautiful store is designed to give an air of "elegance to highlight the fine merchandise Lipton's offers," according to designer Shiro Takeda of Shiro Takeda Associates.

It centres around Monogram Court with its glass facade on which is etched the classic Lipton's monogram. Here are found the exquisite bridal fashions for which Lipton's is known, as well as evening wear and better dresses. Over the court hangs a great chandelier of bronze and crystal. Antique mirrors and graceful antique furniture add to the elegance of the court.

Leading to the court are mushroom carpeted levels in which are departmentalized the sportswear, lingerie, and other fashions. Colors are predominantly mushroom and bronze with walls of Regency flocked wall-paper and natural fruitwood.

Lipton's, whose slogan is "The difference between hoping to look great and knowing you do, is one of Toronto's best known stores for ladies' better fashions. They carry styles from many of the world's designers."

Mr. Marvin Goodman, President of Lipton's from the time of its inception, is taking personal charge of the Sherway enterprise. He is frequently quoted in Toronto publications as a forefront in the field of fashion. He has built his fine store on a concept of personalized service to customers which will be carried on at the Sherway shop.

Mr. Goodman is extremely pleased to be part of Sherway Gardens. He describes the Gardens as "... a complete and total environmental shopping experience ... the modern-day approach to the olden-day country market ... exciting ... offers such diversity under one roof ... truly an "entertaining" experience for the shopper ... who is exposed to the various exciting trends and ideas surrounding him or her ... Both a visual and a tactile experience ... variety of merchandise to look over and feel ... colors ... disciplined and groomed idea of street-shops."



Gabriel Hadrovic has been appointed Operations and Maintenance Manager for Sherway Gardens.

Mr. Hadrovic will direct a group of highly skilled electricians and air-conditioning technicians who will operate and maintain modern mechanical and electrical equipment providing year round climate control for shoppers and merchants.

It is interesting to note that some 750,000 feet of electric wiring, 400 electric motors ranging from 1/3 to 1,000 horsepower, 300 air conditioning units handling 2,000,000 cubic feet of air every minute and 20,000 electric lights will be installed in Sherway Gardens ... the equivalent of a small town.

### Everything For The Camera Bug At Black's

For Eddie Black photography was a hobby until 1939 when the impending visit of the King and Queen made him think it might become a good business. His first shop has now branched out, under the leadership of Mr. Black's four sons, until today Black's is one of the largest chains of camera stores in Canada. They have twenty-five outlets in Ontario from Windsor to Ottawa. And they own one of Canada's most modern photofinishing plants. They have become leaders in the supply of audio visual equipment for industry, institutions and schoolboards throughout Canada.

In the Sherway shop, around the corner from the Tropical Garden, one will find photographic equipment for everyone from the rankest amateur to the professional. Equipment from major manufacturers all

over the world.

As well as a full range of cameras, projectors (both still and movie), and a full range of camera accessories, Black's offers cassette and tape recorders.

The shop is designed to be attractive yet utilitarian. There is a complete self-serve section for a wide range of merchandise such as slide trays and movie reels, gadget bags, screens, developing chemicals and titling sets. And there is a separate area in which to demonstrate projectors, screens and recording equipment.

Black's staff is fully equipped to advise on any photographic problem.

Black's have had a location in West Toronto since the late 1930's. "We feel that Sherway Gardens is best suited, more than any other location, to properly serve the western area of Toronto. That is why we have chosen Sherway Gardens," said William F. Black, President.

In a golden boutique in Sherway Gardens you will discover everything you ever dreamed of to make your bathroom into a fabulous pamper room.... there are no ostentatious solid gold taps but there is beautifully sculptured practical bath hardware... and co-ordinated selections of matching towels, drapes, bathroom broadloom, shower curtains and accessories... designer collections include high fashion bath items from Yves St. Laurent, Pierre Cardin and a new bath co-ordinate collection by David Hicks, decorator for the Royal family.

Look for the Golden Dolphin in Sherway Gardens

**New Fashion Co-ordinator for Sherway Gardens**

Miss Marie Paulyn

In Paris, as a model for Haute-Couture fashion houses, Miss Marie Paulyn learned how it is done. Later she graduated to co-ordinating, accessorizing and presenting shows herself. In Canada, Miss Paulyn has worked closely with the fashion and leather industries and in 1967 received the coveted 'Judy Award' for excellence in Fashion Merchandising. She travels extensively, visiting shows on this continent and overseas, always keeping a watchful eye for new ideas and trends. She has unusual depth of knowledge of Canadian leather fashions. She has exhibited these around the world.

Miss Paulyn is currently regional director of The Fashion Group Inc. of Toronto, a member of Shoe Women Executives of America; a member of the evaluation committee for the Canadian Federal Government program 'Fashion-Canada.'

At Sherway Gardens Miss Paulyn will be organizing a series of fashion events each aimed at stimulating interest in the many moods of fashion — how your clothes can make you feel elated, or serene, intimately romantic or formal and elegant — how you are now free to mirror every style and period and place — and how to make this vast choice simply, economically, and right for your personality.

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Lipton's is pleased to announce the opening of a new shop in Sherway Gardens, Wednesday, February 24, 1971, 9.30 a.m. A delightful new fashion oasis, for women who demand individual perfection. Designed by the celebrated Shiro Takeda & Associates of Toronto, and featuring the exquisite fashions for which Lipton's, 2982 Bloor Street West, has become so famous. Lipton's. The difference between hoping you look great and knowing you do. Right next door to the Desert Garden, at Sherway. O.E.W. & Hwy 27, 622-0211. And at 2982 Bloor Street West, Toronto, 231-1168.

Free Desert Flower Cologne for opening day visitors to Lipton's—located right next door to the Desert Garden, at Sherway. Be among the first 500 visitors to our new fashion oasis—right next door to the Desert Garden, at Sherway—on Opening Day, Wed., Feb. 24, and receive—an attractive 2 oz. aeromist bottle of Desert Flower cologne by Shulton of Canada. Desert Flower. The fragrance that won't change you—just the men around you!

**LIPTON'S**