

### Condominium bucks trend

Although continued development of high rise apartment style condominiums in Mississauga is unlikely because of slow market acceptance, the eight-storey Southdown Village has sold 17 suites in less than two weeks.

The structure is under construction at the southern end of Roche Court, near the Sheridan Mall, and its combination of double storeyed suites and low prices have led to remarkable market acceptance. But don't hold your hats, the prices are predictably going up.

Full price for the three bedroom models is \$21,500 but that figure should rise to \$23,000 shortly. At present down payments are \$3,165 but with the price hike lower down payments of between \$1,000 to \$1,500 are expected.

At that rate monthly mortgage financing would come to \$173 a month plus a maintenance fee of \$45 and estimated taxes of \$30 for a total carrying charge of just under \$250.

Unfortunately only one space has been made available for each suite.

Martin Mendelow, the architect who designed both Vertical Village and Southdown Village, tried to create his village atmosphere by placing a games room and conversation lounge on each floor to bring the tenants together.

In the Southdown Village he has added an enclosed swimming pool to the standard list of saunas, exercise rooms and children's playground.

Smith, as the on-site sales representative for Hydakast Developments, feels the initial low prices have been a fantastic incentive to buy early. He claims profit margins were obviously just too low at the original listed figure when compared to similar developments selling around the \$25,000 mark.

He admitted that condominium apartments still meet market resistance but that the twin storey aspect of the Southdown Village suites helped counteract this.

"The idea of bedrooms upstairs helps cut through the psychological barriers of buying a condominium apartment — namely privacy," Smith said.

"In addition there has been a definite trend over the last few years towards two storey homes and this building fits in with it."

Stoves, refrigerators and carpeting are not included in the purchase price but are available through the developer at reduced prices.

Surprisingly the majority of buyers so far have few, if any, children. The units are relatively small with the three bedroom covering about 1,000 square feet and the development seems to be attracting small families interested in a number of bedrooms beyond their sleeping needs.

One three bedroom model features two of the bedrooms upstairs with the third living room. Its potential use as a television room or family room is obvious and makes it the most popular of the three bedroom models.

With his experience as a salesman Smith felt the building's eventual make up would be roughly 50 per cent in their late 20's, 25 per cent in the mid-30's, and 25 per cent in their mid to late 40's.

The nearby Mississauga landfill site may someday prove to be an asset when it is finally turned into a park. The area nearest the Southdown Village is already filled in and slated for seeding by next year, Smith claimed.



Chef Joseph Pontie admires a salmon destined for the table with Whalers Wharf owner John Boduris. The new seafood house has been packed since it opened last week.

### WHALER'S WHARF

## Luxurious decor for old salts

Mississauga has come of age. She can now boast her own sea food specialty restaurant.

The Whalers Wharf at Wharton Way and Dundas Street under daring owner John Boduris has gone first into an expensive effort to prove that elegant dining facilities and a limited specialty menu can work.

And in just one week of business Boduris has proven his point.

To date the public response has been "fantastic." By the weekend every table was filled throughout each evening. "People in Canada are eating out more and are developing an appreciation for good seafood. I've waited 10 years for this spot."

But Whalers Wharf is not for the budget crowd and Boduris admits it. At \$13.95 for a fresh two pound steamed lobster who can disagree with "lobster eaters are willing to pay the price."

About \$250,000 worth of interior decorating and frontal decoration let the seafood nut know that this place is here for keeps. Even the exterior brick work mimics the rolling action of the high seas.

Massive timbered doors and dining partitions are styled after sailing ships of old. If you look closely you can sometimes make out the graffiti of some famous sea captain in the wood planks that line the walls.

Boduris claims he is an eternal optimist and never doubted that an authentic seafood specialty restaurant would succeed in Mississauga. "Many of our first customers have been saying that it's about time that this town had a restaurant like this."

Intimate, private, quiet dining in the French style was his goal and although he admits not all the bugs have been worked out the decor certainly shows he is headed in the right direction.

With a seating capacity of 102 the sudden wide acceptance of his establishment has already urged Boduris to consider developing the downstairs section into a similar room. "By the weekend I wished we were twice the size."

The dark stained walls are decorated with original sailing

and nautical equipment signs from the nineteenth century, some valued at more than \$250. An original ships wheel, compass and clock may be passed up in the intimate atmosphere but nevertheless just knowing they are real brings the sea a little closer.

The menu lists main courses in several seafood varieties including Arctic Char glazed with crab meat at \$5.50, Frogs Legs Provencale at \$5.95, Alaska King Crab at \$6.95, Paar for two at \$14.50 and Stuffed Dover Sole for \$6.95.

The Galaxy of Seafood Au Whisky offers a samplers delight of lobster, shrimp, scallops and oysters "in a creamy sauce with shallots, green pepper, mushrooms and asparagus tips with whisky."

Boduris, who owns a steak house in Rexdale, had his liquor license on opening day, a feature that guarantees almost any restaurant in Mississauga immediate acceptance with the luncheon crowd.

Business men's lunches vary from \$2.75 to \$3.25 and again they are exclusively seafood oriented.

"The secret of good fish is to get it fresh if it's at all available. Our lobsters are flown in from the east coast and trucked directly from the airport. I wish I had double the holding tank size."

And of course lobster is still one of the all round seafood favourites. Live lobster steamed or broiled to your order hovers in the \$13 to \$14 range for a two pounder while dishes such as Lobster St. Tropez (two pounds of lobster baked in sauce and flavoured with tarragon and pernod) go for a more reasonable \$8.95.

But the cheque is a little easier to swallow after spending one and a half to two hours dwelling over dinner in surroundings such as Whalers Wharf offers.

Boduris has committed himself to quality. Eventually \$54 a dozen silver plated fish knives and forks will grace the private tables along with service of \$14 engraved pewter-like plates and \$6 creamers and sugar bowls. The warm all wool carpeting runs to \$24 a square yard.

But John Boduris has proven his point. If you've got what the public wants they'll beat a path to your boat, er — door.

—RODWAY

## Mad house of bargains brings first week stampede

BY SID RODAWAY

If it's a modern piece of brand name clothing but something is a trifle wrong — Julius Kosta wants it because he can sell it.

Last week Kosta threw open the doors to his second mad house of bargains. In the first 48 hours of the Lawrence Emporium's life 400 dozen panty hose were sold for nine cents each.

A full 200 men's leather coats were cleared down to the hangers in just one day. After all, who wouldn't put out \$14 for a slightly damaged item originally worth \$70.

The Lawrence Emporium, in the former Cooksville I.G.A. and Bab's Boutique residence on Dundas Street just east of Hurontario Street, has brought a good old stampede style budget clearing house to Mississauga.

"We are a warehouse outlet for slightly irregular clothes, samples and ends of lines," says Kosta, who opened his first Lawrence Emporium in Scarborough five years ago. He claims families can save up to 40 and 60 per cent over suggested retail prices.

Kosta emphasizes that his merchandise is not out of date. "I sell only current merchandise, not year-old stuff. Everything is brand name and almost everything has a little something wrong with it."

The "something wrong" is often a missing button, an absent button hole, a bad seam, a weaving flaw or a tiny tear. In all cases, however, the problem is marked by a pin or an attached tag.

The customer decides if it's good enough for his or her standards. But if they think differently at home they can bring it back within 10 days for a complete refund or exchange.

"Once you establish connections in the garment manufacturing trade you can win their confidence and they will use you to dispose their damaged or samples material as quickly as possible."

"I don't buy clearances such as 100 dresses of one size. We take any and all sizes a manufacturer has got."

Kosta does not compare his Lawrence Emporium with any other local business and thus feels he offers no competition to the more normal variety of Mississauga clothing.

That may be so but the mobs of mainly women

shoppers came from somewhere and they often leave with armloads of deals.

"The future attracted us to Mississauga," said a beleaguered Kosta Saturday afternoon. It seemed everyone wanted him at the same time.

"I'm extremely pleased with the initial response." Who wouldn't be — the turnover takes place before the very eyes of an observer. Brand name men's underwear at 39 cents each and top line \$7 style shirts going at three for \$5 are hard to believe.

"I do all the buying. I have to decide in a couple of minutes 'will she like it or will she not' and 'how much will she be willing to pay me for that'."

The technique is an art and an art that Kosta has mastered. It doesn't really matter whether he is buying damaged lots of 24 or 2,000.

Although he is not allowed to advertise the brand name they are generally first rate labels. The Emporium, on the other hand, deliberately creates an atmosphere of just the opposite.

"The sparse decoration creates a psychology that we don't waste money," smiles Kosta. By the look of it a work crew of one spent 10 minutes applying the first and the last touches.

Simple fiberboard display tables, crowded aisles, lots of freshly penned signs and acres of garrish wallpaper combine to create the true bargain basement feeling.

Costs are kept to a minimum through the niggardly use of sales personnel and a no-stock policy. Everything you see is everything there is, seven days a week.

"Some of our customers spend five hours browsing around trying on items — we don't care and we will never approach them to ask what they want — they're on their own."

It must work. "We have a very loyal clientele in this kind of business. They often come back every week to check out the new merchandise."

If success continues unabated in Mississauga Kosta foresees a third operation somewhere north of Toronto. Meanwhile the crowds keep jamming to pick at his 30,000 pieces of clothing in his small 4,000 square foot store.

The shoe-horn effect of half price signs is truly amazing.



Lawrence Emporium owner Julius Kosta is delighted with Mississauga's shopper's response to his new end of line and seconds only style of merchandising. He sold 400 dozen panty hose in the first two days. (Times photo by Ray Saltz)

### Maisonettes for family

Luxury maisonettes in the \$295 a month range can hardly be described as budget type accommodation but with rentals starting on Monday 100 possibilities have already expressed interest in leasing.

Winzen Real Estate of Toronto is handling the rental and management of the California styled Woodchester Gardens Maisonettes on Woodchester Drive. All of the 70 units are three bedroom models and so far response has been "phenomenal."

The firm describes the project as a small family oriented building largely aimed at older couples who have probably already owned a house and want to return to renting.

Total monthly costs will approach the \$345 mark when utilities are included.

Washer, Dryer, Fridge and stove are part of the deal along with wall to wall shag carpeting.

Every suite includes a full basement, air conditioned, electric heat, two bathrooms, sunken living room and a small balcony off the master bedroom.

After parking the car in the underground garage a tenant enters a basement level hallway and gains access to his suite through a basement doorway. There is a main floor hallway as well for ground level access through entrance lobbies.

The zig-zag shaped design breaks up the tendency towards long halls and provides extensive landscaping area as well.

Occupancy is slated for the end of April. The builder is Cosmic Construction Ltd.

### Sports centre on again

The on-again, off-again Mississauga Sports Centre should be under construction as soon as weather and ground conditions permit, developer Rex Faithful claims.

Faithful, who is president of Caval Associates, said the consortium is seeking building permits from the town.

The \$3.5 million facility was to be started last December but negotiations over land caused delays, he said.

March 15 was the next date set for construction but wet conditions ruled against a start, Faithful noted.

He said Caval has retained a building site in the general vicinity of the former location "at Wolfedale and Burnhamthorpe Roads.

The centre will incorporate two minor hockey ice cushions and a 7,500 seat arena. Faithful says he has a long term contract with a Major Junior A hockey club that would play out of the centre.

### Komatsu expanding warehouse

Komatsu Canada Ltd., the importers and distributors of the firm's Japanese made heavy equipment, will move to new headquarters on Sismet Road by the end of the month.

In a press conference Monday afternoon the firm announced it would vacate its existing small location on Jarrow Road.

The 17,000 square foot parts warehouse and distribution centre will allow the operation to maintain its rapid growth. Last year training school Komatsu has operated for eight years in the Canadian market and with the move will merge with Sumitomo Shoji.

Komatsu Canada Ltd., sold 150 heavy bulldozers and outside fork lift trucks valued at \$5.5 million.

The new headquarters will also be used as a dealer

Unity Bank puts Canada first

The Unity Bank of Canada, the country's tenth chartered bank, opened its first branch today in Mississauga.

First account was opened by Dr. W.D. Lavis of Lonefeather Crescent. The branch is located at Wharton Way and Dundas.

The bank received its charter a year ago and was granted a licence to operate last November.

It was the brainchild of Toronto lawyer, Benjamin Levintor, after he was given encouragement by former finance minister Walter Gordon. Its theme is that it will be a "personalized bank — a bank for all Canadians."

One of its major policies will be to promote small and medium-sized business. Its president, Richard Higgins, says it will be a "Canada first" bank and will not lend money to foreign firms to take over Canadian companies. It has adopted a red maple leaf as its major corporate identification.

The bank expects to open other branches in Metropolitan Toronto and in Vancouver in the next few months. Eventually it plans to have branches across Canada.

Dr. W.D. Lavis on the right opened the first account with the Unity Bank of Canada at its Mississauga branch opening on Monday. The bank's first branch manager is Aubrey Beers.

### School, library may share same facilities

The first shared school and public library may become a reality at the innovative Woodlands combined senior public and high school.

The Peel board of education's planning and buildings committee will ask the board to sell a portion of the Woodlands School property to the Mississauga Library board for a branch of the town's growing public library system.

"If the library board builds a new facility practically under the same roof as the school, this innovation

will pave the way for future combined public and school library complexes," J.A. Turner, the board of education's director said.

Mr. Turner explained that school trustees and members of the library board are now planning a combined school and public library to be built in Erin Mills as a pilot project.

"This project came about as a result of a study commissioned last year by the board and Mississauga library which recommended an experiment to see if a

school library can be combined with a public library and serve the best interests of both students and the community. Everyone concerned thinks it should work well."

Turner said that the idea of combining libraries goes back to 1967 when the town built three public libraries to celebrate Centennial year.

"Proposals were made at that time to combine facilities but plans just didn't materialize," he said.

A permanent joint committee was set up two years ago to investigate the complex question of combining school and public libraries and the board of education and the library board are now enthusiastically pursuing the Erin Mills project and looking to further projects.

Boom

Mississauga's building boom continues to resound throughout the town as residential construction was up \$11-million from January through February of 1973 as compared to the same period in 1972.

Commercial construction for the same period in 1973 topped earlier figures by \$643,000, while industrial construction was up over \$9-million above the same period in 1972.