

230 manufacturers at Malton furniture show

More than 230 manufacturers of furniture, lighting and accessories will display products in over half-a-million square feet of exhibition space at the 1975 Toronto Furniture Show, opening Sunday, Jan. 12 at the International Centre in Mississauga.

Sponsored by the Canadian Council of Furniture Manufacturers, the show is expected to attract 10,000 furniture retailers from across Canada and the United States.

The 1975 show, believed to be the largest furniture show ever held in Toronto, is in its fourth year.

It began in 1972 with 76 exhibitors and 250,000 square feet of exhibition space in the International Centre.

With 40,000 square feet of additional space this year at the Woodbine racetrack facilities, added to approximately 223,000 square feet of space at the International Centre, manufacturers will now occupy 263,000 square feet of temporary space during the week of the show. Another 50 furniture manufacturers will

occupy permanent showrooms for a total of another 240,000 square feet.

The space at Woodbine Racetrack Building is reserved for some 25 lamps and home-furnishings manufacturers.

Woodbine, located four minutes from the International Centre, will be accessible by free shuttle-bus service during the hours of the show.

Toronto, Montreal and Western Canada manufacturers exhibiting in the Toronto Furniture Show expect to generate between 10 and 15 per cent of their total annual sales at the show and as a result of follow-up business.

If the sales pattern holds true this year — and retailers believe that consumer spending on furniture will remain strong during the first half of the year — the show could generate (directly and indirectly) about \$125 million in orders.

The exhibition committee this year has chosen to emphasize the "pro" aspect of the event by selecting a

"planning and profits" theme.

Organizers of the show were in agreement that the changing trends in consumer tastes make it necessary, for professional buyers to plan carefully their purchases while manufacturers plan their production accordingly.

The end result of these procedures should mean greater profits for both sectors of the industry, according to show officials.

Some 16,000 consumers are expected to visit the exhibits at the International Centre.

Trade hours for the show are 9 a.m. to 6 p.m., Sunday, Jan. 12 through Wednesday, Jan. 15, while the show will be open to the general public from 6 p.m. to 10 p.m., Wednesday, Jan. 15, and from noon to 10 p.m., Thursday, Jan. 16.

Trade hours at the Woodbine location are from 9 a.m. to 6 p.m. Sunday, Jan. 12; 10 a.m. to 10 p.m. Monday, Jan. 13 through Wednesday, Jan. 15; and from 10 a.m. to 4 p.m. Thursday, Jan. 16.



Woodlands Manor, at Credit Woodlands and Dundas, is one of two condominium developments on Dundas. It offers huge four and five bedroom townhomes between \$51,995 and \$59,995.

Dundas new look condominiums

By SID RODAWAY
Highly-commercialized Dundas St. is showing a new side to the world — condominium stacked townhouses and apartments.

Two major Dundas developments — Woodlands Manor at The Credit Woodlands and San Tropez between Tomken Rd. and Constitution Blvd. — offer a total of 625 new condominium units in two different environments.

Woodlands Manor is a long apartment building varying between six and eight stories, and a variegated exterior featuring large balconies and a wooden capped roof. On the inside, the presentation is straightforward: large four- and five-bedroom double-level suites with up to 1,784 square feet.

Built by Kuhl Construction, prices start at \$51,995 for a four-bedroom

unit and go to \$59,995 for a five-bedroom unit that also features a study.

The price includes wall-to-wall carpeting, air-conditioning, electric heating, double-paned windows and underground parking. However, Kuhl is offering a special deal now: a free fridge and stove, or fancier shag carpeting.

All suites have large living rooms, two bathrooms, walk-in closets, kitchens big enough for a breakfast nook, and a unique upper-floor layout that affords maximum privacy and isolation of bedrooms.

About 63 of the 175 suites have been sold. Designed for big families the units so far have often been sold to small families and couples. Here's how the financing works. With the four-bedroom models (\$51,995) a downpayment of \$11,595 is required, with a 25-year

first mortgage of \$40,400 at 10 1/4 per cent. Monthly mortgage payments are \$368.21 with

estimated taxes and condominium maintenance fees adding another \$105. This brings the total

monthly outlay to \$473.21. Add \$73.46 a month more to the total, if you require a second mortgage of \$8,600 at 10 1/4 per cent.

With the five-bedroom unit (\$59,995), you can buy in with a \$19,995 downpayment and one mortgage of \$40,400. Total outlay here comes to \$483.21 a month. An \$11,600 second mortgage is available at 10 1/4 per cent for an extra \$99.08 a month.

Prices rise by \$1,000 where there are two balconies.

Victoria Wood's new San Tropez Villa Homes development offers 450 stacked townhouses at prices ranging from \$42,995 for a small two-bedroom Penthouse Villahome, to \$53,995 for a four-bedroom Patio Villahome.

San Tropez features Spanish-inspired stucco styling and highly landscaped interior courtyards

on top of underground parking lots.

Access to the Penthouse upper units is by walking through a garden courtyard and gatehouse that leads to a breezeway passing your suite.

Broadloom, stove, fridge, washer and dryer are all included in the purchase price, as well as membership in a fully-equipped recreation centre.

Here's how San Tropez's financing works on the two-bedroom Penthouse unit. With \$4,300 down, the monthly principal, interest, taxes and maintenance fee payments total \$326.91.

The relatively low monthly cost is achieved by a deferred second mortgage of \$10,000 or \$11,000 that will cost the buyer another \$125 or so a month at the end of a three-year period. Then the total would rise to \$452.

Business

Passbook scheme fails: restaurateur

The V.I.P. Dining Lounge in Cooksville won't honor those Metro Passbook cards for a free \$5 meal anymore.

George Filntiss, half owner of the restaurant, had signed a contract last year to allow his restaurant's name to be placed in a book of Metro Passbook tickets.

The idea is that the restaurant gets some advertising by giving away meals, and the passbook firm makes its profit by selling the books to the public.

Filntiss says he told the passbook firm not to include his restaurant in the 1975 Metro Passbook which came out the beginning of December.

About 500 people showed up at his Hurlontario St. establishment over the past year with Metro Passbook coupons to get one free meal and a second up to a \$5 limit for no extra charge.

"They put us in for 1975, but we're not accepting them anymore," he says.

So far only one patron has

been refused the \$5 credit, but to head off any further confusion a sign has been posted on the inner door saying the coupons will not be accepted.

The coupons cost V.I.P. Lounge \$2,500 in meals.

"I can write each \$5 off to advertising for tax purposes, but that's pretty costly you know, let me tell you," Filntiss says.

He believes that the advertising gimmick doesn't really work because many of the passbook users would come from as far away as Scarborough to get their free meal. They rarely become regular customers.

If sale of the passbooks were concentrated in one area around a participating restaurant, their effectiveness would be improved, he adds.

But Filntiss may face some problems from Metro Passbook. The firm says he signed a two-year contract and a spokesman says he could be penalized \$1,800.

The books are sold to the public for \$10.95. The Wholesale price is \$8.95 a book.



Passbook scheme offering discounts doesn't help business, owner of VIP Restaurant says.

Peel region industrial brochure a waste: Dobkin

The proposed \$6 a copy Peel Region industrial brochure is a "waste of public money," according to Mississauga Mayor Martin Dobkin.

He attacked the expenditure of \$60,000 for the design and printing of 10,000 "public relations" brochures and maps because Mississauga's industrial

lands were already committed.

"We need an information booklet to send into every household," Dobkin argued at Thursday's regional council meeting. "I've never seen a report on the region's industrial needs."

He said that the public information booklet he en-

visioned would provide data on emergency phone numbers, availability of services and transit routes. Council voted to defer their decision for one month.

Part of the booklet deal was the design of a new symbol for use on all Peel Region vehicles, letterhead and business cards.

A giant tri-coloured "P" was approved at an earlier committee meeting. The lower green section represents Mississauga, while the mid orange stripe symbolizes Brampton and the upper yellow stripe stands for Caledon.

The \$6 a copy price tag bothered several councillors. "At \$6 a copy we should be getting a gold bound book," said Brampton councillor Fred Dalzel. "It's far too rich for our blood."

Holland & Neil expand

Holland and Neil Ltd. have expanded their new 14,500 square foot screen printing building to provide another 4,000 feet for printing equipment and storage.

The firm moved to Mississauga in June, 1972. President Dutch Holland was recently awarded the Screen Printers' Association certificate of merit for efforts on behalf of the international group.

SPA vice-president John Crawford, who announced the award in Washington, cited Holland for putting forth a "virtually unique" amount of time and effort for the association. Holland recently participated in round table discussions of the Australian Screen Printing Conference.

Glass firm in Sheridan

Dominion Glass Co. Ltd. has completed construction of a 13,000-square-foot building on Hawden Rd. in Sheridan Research Centre in Mississauga.

The facility will serve as the company's Canadian corporate headquarters and house a research staff engaged in a variety of glass-industry projects.

Dominion Glass has a 908,000-square-foot manufacturing and warehouse

operation in Brampton and employ 600 people. It also has plants in Hamilton, Wallaceburg, Ont., Pointe St. Charles, Que., Redcliffe, Alta. and Burnaby, B.C.

HOYNE Industries of Canada Ltd., a subsidiary of Hoyne Industries Incorporated of Los Angeles California, is establishing its Canadian head office, warehousing and manufacturing operations in

a new 67,000-square-foot building on Goreway Dr., in Malton.

The recently incorporated manufacturer will produce the parent firm's mirror tiles, mirror scenes, party mirrors and a wide variety of decorative frame products.

The products are sold through major retail chains and home-improvement centers from coast to coast.



With its Spanish styling, San Tropez, at Dundas and Constitution Blvd. offers more modest housing at prices that vary between \$42,995 for two-bedroom townhouse to \$53,995 for four bedroom model. (Times photos by Stan Carmichael).

Square One merchants deny financial problems

A spokesman for Square One Merchants Association has denied there are financial problems with the shopping centre.

The association was presenting a brief to Mississauga general committee urging continued residential growth in the Square One area.

"I think we can all agree that Square One was developed prematurely," councillor Hazel McCallion told a spokesman for the merchants association, William Irwin.

"Are you intimating that Square One needs a lot of growth to survive?" asked Mrs. McCallion.

"The majority of merchants feel that the plaza has been very successful to date," replied Irwin. "The sales figures have been more than we expected for the first year."

In their brief, the merchants urged Mississauga meet residential construction targets established "not very long ago."

They said Square One is located in the heart of Mississauga and that they had made retail investments which were supported at the time "on the

basis of substantial future growth."

The group said planned communities for Mississauga should go ahead. It also urged development of the "Hole in the Doughnut," the central, undeveloped area of Mississauga located just north of Square One.

In opposing leaving the Hole in the Doughnut undeveloped, the merchants said, "We cannot afford to be left sitting on top of a smaller community instead of at the heart of a future great metropolis."

The brief urged Mississauga to help the merchants protect their investments.

"If we at Square One cannot be successful over the years to come, it is even more certain that those small merchants in other areas of the city will not be successful," the report stressed.

"This is the same type of propaganda that has been coming out of McLaughlin's (Developer S.B. McLaughlin) office all year," said Mayor Martin Dobkin.

He asked Irwin whether someone else had written the brief for the group. "Someone else did it, but we weren't at all happy with it and we rewrote it," Irwin

replied.

Dobkin said that there was no comprehensive overall plan for the city and Mississauga's current Official Plan Review is aimed at establishing one.

Councillor David Culham told Irwin that the ban on development in the Hole in the Doughnut was not initiated by the city, but was a "provincial edict."

He said the onus was on those who favored development in the Doughnut to demonstrate the need for it (Culham supports such development).

The Ward 6 member said Square One had "business away" from many existing plazas. "We have to look at the health of all the other plazas as well."

Councillor Frank McKechnie told Irwin that the city will eventually have a minimum population three times its present figure. He asked where the housing programs in the city were not being met. "I'm not a planner. I don't know," said Irwin, a Square One Bank of Montreal employee.

General committee referred the brief to the city consultants on the Official Plan Review, and to the political-technical committee which is dealing with the review.