



**Eaton's Sherway Fashion Oriented**

From the delightful Garden Terrace Restaurant overlooking the beautiful Eaton Court on the west to the spacious Outdoor Shop on the Lower Level and towering arches on the east, Eaton's new store in Sherway Gardens is, first and foremost, fashion oriented.

In its elegant decor, depth of merchandise and broad range of customer facilities on all three levels of the 220,000 sq. ft. store, Eaton's Sherway has been designed to appeal to the most discriminating shopper.

The new store, the eighth Eaton's department store within the Metro Toronto orbit, dominates the eastern extremity of the huge, enclosed shopping development which opens February 24.

The unique octagonal shape of the latest Eaton store not only integrates with the figure 8 design of Sherway Gardens as a whole, but also provides for a more efficient use of merchandising space. This feature, in conjunction with the centrally-located "Escalare" serving all three floors and wide traffic aisles also permits better customer circulation than the conventional square or rectangular building.

Design of the store allows for upward expansion to a size comparable to Eaton's Yorkdale, opened in February, 1964.

Shopping comfort keys the interior decor of Eaton's Sherway. Its "contempra" look incorporates a variety of bright color schemes in each department and on each floor level. Floor coverings range from tiles to plush carpeting and the lighting arrangement combines both fluorescence and incandescence. Pot lights have been used extensively, with special lighting treatment in the Garden Terrace. Ceiling heights range from 11' to 14'.

The overall effect establishes the theme of the new store — "It's a Sunshine World at Eaton's Sherway".

In addition to the central, glass-walled escalare, the store is served by a passenger elevator located on the south side. A spectacular work of art designed in chrome metal by Joseph Petriska is suspended through the escalator well.

Eaton's Sherway will employ close to 1,000 personnel, the majority residents of the area. Store hours will be from 9:30 a.m. to 9:30 p.m. Monday through Friday and 9:30 a.m. to 6:00 p.m. Saturday.

**MALL LEVEL**

The Mall Level entrance through the 6,000 sq. ft. Eaton Court is one of the most distinctive features of Eaton's Sherway Store. The 85' wide doorway is comprised of huge glass panels which slide into storage cupboards on each side of the entrance to allow easy access to the store. Entrances from the parking lots are also on the east, north and south sides of the building.

The Mall Level is Eaton's "Floor of Fashions" for the entire family — teens, young moderns and the adult members of the group — active, fashion-conscious people for whom the environment in which they shop is important. And conforming to Eaton's tried and true merchandising concept, every classification is within view of the main aisles throughout the store.

Complete wardrobes from coats, dresses and intimate fashions to furs, millinery, sportswear and accessories. A Wig Bar, Cosmetics Counter, Weather Vane Shop, and Fashion Shoes are all on the Mall Level.

The Like Young Shop and Town House, traditional names at Eaton's, Young Collector's Shop and a Designer's Shop are a few of the special boutiques on the Fashion Floor.

Men's Clothing, Men's and Young Men's Shoes and Casual Wear, Jewellery and Watches are among the other departments, all within a few minutes walking distance of the main shopping mall. An Alterations Room and more than 40 fitting rooms have been provided in the women's fashion area.

**UPPER LEVEL**

Highlight of the Upper Level is the elegant Garden Terrace Restaurant overlooking the Eaton Court. With a seating capacity of 250, patrons visiting the large dining room and cafeteria, equipped with most modern conveniences in food service operation, will be able to dine while enjoying an unobstructed view of the gardens and shops below. A plaster sculptured mural by Stefan Fritz occupies the south wall.

The Upper Level is Eaton's Housefurnishings Floor with everything from furniture, fabrics and sewing machines to chinaware, floor coverings, bedding and lamps.

The extensive Customer Services Department and Lounge, Accounts Office, Financial Services Department, Travel Bureau, Optical Section and Catalogue Sales Desk are all grouped in the north wing of the upper level for customer convenience.

The Furniture area features contemporary and period room settings and there is also a modern Beauty Salon on this floor.

Facilities for Eaton's employees — a lounge, cafeteria, Medical Centre and Staff Training Room are in the south wing.

**LOWER LEVEL**

Major appliances, Housewares, Sporting Goods, Books and Stationery, Hardware and the Home Entertainment Centre are located on the Lower Level.

Infants' and Children's Wear, Boys' and Girls' clothing, Toys, a Pet Shop and Auto Supplies Section are also found on the Lower Level.

A large Outdoor Shop is located on the east side with easy access to the parking lot for transporting heavy goods. There is also a Snack Bar close to the east entrance.

Eaton's Sherway is the fifteenth department store established by the Company in major urban and regional shopping centres across Canada in as many years.

With the opening of the new store, Eaton's thus provides a conveniently located department store in all but two of the municipalities included in Metropolitan Toronto.

**THRIFTY'S**

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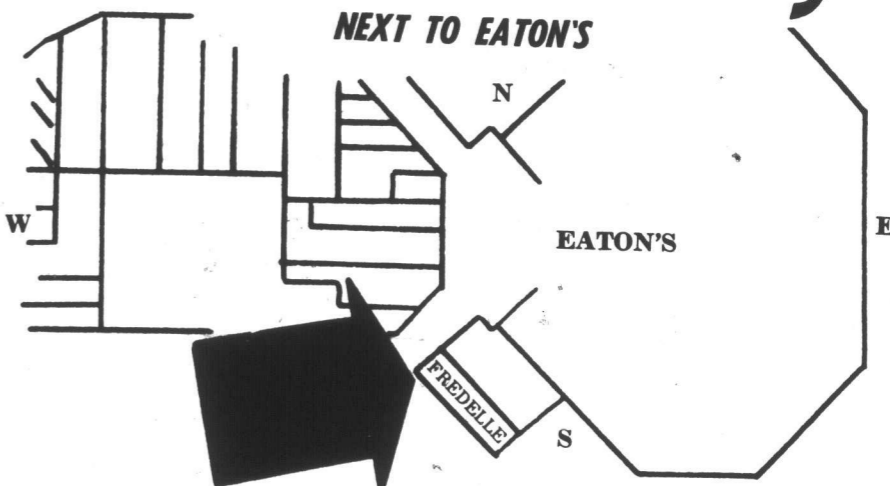
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**FREDELLE**  
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*That's the way people feel about outstanding events. We feel that way about our new store at Sherway Gardens... Come on in! You'll see fresh new fashions for the young sophisticated — way out things for the swingy*

*young — elegant, cool shapes for the slightly conservative. Imports, name brands and Canadian designs will vie for centre stage.*

*Come and see our new store... We can't wait to show it to you!*

**Anjane**