

## New custom drapery shop opens on Guelph street

People tend to get excited over choosing their draperies, says Don Anderson, manager of the new Royal Drapery store on Guelph Street.

"I had one couple once who actually came to blows in front of me over the choice of color," Mr. Anderson said. "Not just slaps, but real punches. I just packed up my samples and walked out."

Royal Drapery is a new

business specializing in custom draperies, carpets and ceramic tiles. The store is located in the old Co-Op building on Guelph Street near Mill Street and is now open for business.

The major part of the business will be devoted to custom draperies, from picking the fabric to installing the finished drapes.

"What I would dearly love is to see the store just take off on

business specializing in custom draperies, carpets and ceramic tiles. The store is located in the old Co-Op building on Guelph Street near Mill Street and is now open for business.

The work on the draperies will be done in Weston, where the head office is located. If the material the customer orders is on stock, the drapes can be ready in seven working days. If the fabric has to be ordered, the drapes will take as long as is necessary to get the fabric and do the work.

"I think the workmanship compares extremely well with other places I've worked, and this isn't just blurb," Mr. Anderson said. "I think the prices for their workmanship are very, very reasonable."

Mr. Anderson said the most popular type of drapes at the moment are sheer on sheer drapes, mainly because they are not as expensive as other fabrics. The customizing can range from different styles of tie-backs to different valances.

The customer's choice of fabric should dictate the choice of customizing, and vice versa, Mr. Anderson said. Certain types of fabric match best with certain kinds of customizing. Loose weaves are particularly difficult to work with, "and very difficult to get looking decent," he said.

"If I think their choice is going to cause them trouble, I try to talk them out of it," Mr. Anderson added. "I have talked myself out of sales if I saw people were determined on something that would cause a lot of problems."

Royal Drapery will be stocking ready-made drapes at \$50 a pair. A pair of customized drapes, especially of an expensive fabric like velvet, could cost as much as \$600 a pair.

"Personally, I don't like ready-made drapes because they're so skimpy with their pleating and they look ready made," Mr. Anderson said. "There are a lot of people who will spend the earth on draperies even in a poor home in a poor neighbourhood."

Customers need never leave their homes to get custom draperies, Mr. Anderson said. He will bring samples to a client's home and discuss the customizing, and the finished drapes could be installed a week later.

"Whenever I go into a home, to make a sale, I try to sell myself, then the company, then the product," Mr. Anderson said. "People don't realize how important a factor word-of-mouth is. If we don't do things right, we've lost a lot of potential customers."



DON ANDERSON



ALFRED NEUMANN DEMONSTRATES A NEW INSULATION PRODUCT BEING MANUFACTURED BY A GEORGETOWN FIRM. THE HERALD RAN THE STORY IN NOVEMBER ABOUT THIS REVOLUTIONARY PRODUCT WHICH IS APPLIED OUTSIDE A BUILDING.

## Looking back into 1977

Continued from page 9  
\$100,000 downtown improvement plan presented by a consultant.

A break-in at the Georgetown Hydro Commission offices results in heavy smoke damage after a fire smolders for some hours. Taken in the break-in is \$1,200 left in the office by an employee to pay a mortgage payment.

Eight-year-olds are reported being placed by Canada Manpower in its student employment program.

An informal survey in Norval shows 50 per cent of those polled have poor water supplies and the residents declare they are prepared to march in order to have municipal water services.

Bleak outlook for jobs highlights a story written by reporter George Evashuk. Spokesmen for Canada Manpower Centres in Brampton and Guelph say it will be a tough winter.

Olympic equestrian Jim Day appears in court at Milton to answer an Ontario Humane Society charge that he willfully caused unnecessary injury to a gelding. He pleads not guilty and the charge is eventually dismissed.

North Halton Meals on Wheels announces its intention to expand services into Acton.

SEPTEMBER  
Halton crime rate down 1.6 per cent in 1976 over the year 1975, Halton police commission

reports.  
Oakville United Way officials, smarting from the adverse reaction received one year before, say they are not considering expanding into North Halton unless by invitation.

The Halton County Law Association is opposed to a proposed store-front legal clinic on a six-month trial basis.

A rabid fox is shot on Guelph Street by an area resident.

Costs of ice time for local hockey teams playing junior or intermediate calibre hockey is investigated by council after the clubs seek a reduction in rates.

Halton region proposed a 7.8 per cent ceiling on tax increases in 1978.  
A liquid lunch diet is being

investigated by the Local Council of Women following rumors that high-school students are "drinking their lunch at local hotels."

Region chairman Ric Morrow calls regional government a good deal, and avoids duplication of services.

Acton Coun. Pat McKenzie says its unrealistic for Acton to go on its own as a municipality. His comments are made in

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