



It's Your Business

with JANE MULLER

Down duvets are hot stuff

A vacation in Austria with her nights spent snuggled beneath an extra-thick duvet turned Betsy Horn into a duvet devotee and an entrepreneur.

Back home in Canada, she could find nothing that measured up to the "fat" cover she'd left behind in Europe, so she made one. That was four years ago, before her Milton home began doubling as Old Europe Duvet.

It seems Mrs. Horn wasn't the only person who pined for a European style duvet. She receives hundreds of requests for brochures through ads in *Harrowsmith*, *Century Homes* and *Select Homes* magazines. She's amazed by the number of duvets she sells sight unseen through mail order.

A booth at Toronto's One of a Kind Craft Show last November resulted in enough orders to keep her busy until the end of March. She's currently gearing up for this year's event after successful displays in local shows at the Ontario Agricultural Museum and Springridge Farm.

"People are becoming more energy conscious. They're turning the heat down so these are ideal," she explains. In Europe they were born out of a lack of central heating.

Mrs. Horn is a purist. She uses only down — no feathers — to stuff her duvets.

It's government inspected and sterilized. The 100 per cent cotton ticking that forms the shell and internal baffles is sewed together by people she hires. She does most of the stuffing herself at home where, "there's down flying from one end to the next."

Old Europe Duvets come in three thicknesses. The "very very warm" queen size version puffs out with three pounds of down. The internal walls that form baffles to keep the down in place are 12 inches deep in this style. The insulation value is equivalent to that of an Arctic-rated sleeping bag.

There are 36 ounces of down in the medium weight queen size duvet and 24 ounces in the lighter weight.

Prices range from \$190 to \$280 for queen size duvets. Mrs. Horn doesn't offer a selection of duvet covers, however her sewers will stitch together a cover if the customer supplies the material.

While doing her part to keep Canadians cozy through those long winter nights, Mrs. Horn has been able to fulfill her ambition to be a stay-at-home mom. She enjoys the challenge of running a successful business. Hard work doesn't get her 'down'.

Shopping with a plus

Christmas shopping promises to be entertaining for customers at the four stores comprising Towne Square.

In addition to offering clothes, gifts and all the trimmings, the shops at the corner of Main and Martin streets will be the scene of demonstrations, fashion walk-about and gourmet treat sampling.

Val's Boutique and Green Ginger are teaming up to present in-store fashion shows. Delacourt's will help with festive table setting ideas and Country Feelings is providing some inspiration with new gift wrapping demonstrations.

The entertainment will run from 11 a.m. to 3 p.m. each Saturday in December until Christmas. An added treat is planned for December 8 when Cameleon Jewelry will make a presentation at Green Ginger.

There'll also be a draw for a gingerbread house and the merchants will be providing some refreshments to weary shoppers.

Magna expansion is in the works with new building

A Milton based car parts manufacturing company has applied for a \$1.6 million (estimated) building permit, leading to speculation some jobs may be created locally despite the recession and the toll it is taking on car sales.

Karmax Heavy Stamping plans to construct a 7,500 square metre facility which the company said would be used for "warehousing" said Milton building director John DeVries.

Monday night at municipal council Mr. DeVries made public building permit requests submitted for October. Magna International, the Karmax parent company, had applied for a permit to construct a \$400,000 building foundation.

"Does this mean there is going to be some expansion by Magna?" asked Ward 2 councillor Art Melanson.

"Yes, as I understand it," replied Mayor Gord Krantz. "This is one of the plants that is doing very well."

Magna International has undergone more than its share of hard times recently.

The company was viewed as over-extended and the leadership of founder Frank Stronach came under fire internally. That coupled with the downturn in car sales led to predictions that there were troubled times ahead for the company which grew so substantially during the 1980s.

A rumour circulating at Milton council Monday night had the Milton plant capacity being expanded as other less productive facilities in southern Ontario endured layoffs. That could explain the need for additional warehousing space.

Magna officials did not return phone calls Tuesday.



Photo by JOHN WARREN

Fit for mits

A Christmas tree at Milton Mall is fit for mittens. Hallmark Cards and Gifts owner Marylou Phelan adds some donated mittens to the tree whose decorations are to be donated to Halton Women's Place in time for Christmas. The card shop is running the charity drive for mittens and food.

Fund needs your help...

from DEMAND on page 1

The community worker is encouraging businesses to hold fundraisers and to challenge each other through this newspaper.

Volunteers have already contacted the Salvation Army and will be put to work sorting and distributing donations of food.

"We're going through a lot more food than we did before," Mrs. Zelinsky noted.

Items including peanut butter, pasta, meat products, toilet tissue, toothpaste and detergent are needed throughout the year to stock the Salvation Army's shelves.

In anticipation of a flood of donations before Christmas, Mrs. Zelinsky says the Salvation Army needs storage space for the next few weeks, preferably in the downtown area.

Call 875-1022 if you have an area to donate.

Supporters of The Champion Christmas Bureau Fund can do their part to spread the spirit of the season by dropping off a donation at The Champion office, 191 Main Street or by sending a cheque to Box 248, Milton, L9T 4N9.

Donations of more than \$10 are eligible for a tax receipt upon request.

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CORRECTION

We regret that due to limited supply, the following items may not be available at all store locations during the Dream Book flyer.

| Catalogue | Description |
|-----------|---------------------------------------|
| 208-850 | Databank |
| 259-184 | Colourbrite Green |
| 259-366 | 6 ft. Christmas Tree |
| 259-853 | Rayon Decoration |
| 627-117 | AM FM Stereo Recorder |
| 642-025 | AM FM Stereo Cassette Player |
| 643-502 | AM FM Clock Radio |
| 647-930 | Desk Wall Mountable Answering Machine |
| 644-948 | Cordless Phone Answering Machine |
| 672-212 | Sewer Exploration Belt |
| 694-492 | Ski Machine |
| 732-065 | 43 pc. Microscope Kit |
| 732-792 | Rave Waves Hair Appliance Set |
| 806-919 | Wayne Gretzky Cartridge |
| 847-319 | Sesame St. Farm Play Set |
| 906-198 | Batman The Game |
| 778-977 | Mini Blind 23 x 45 Rose |
| 779-017 | Mini Blind 27 x 45 Grey |
| 779-033 | Mini Blind 40 x 45 Grey |
| 779-140 | Mini Blind 48 x 64 Rose |

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