

# ENTER OUR HAPPY BIRTHDAY CONTEST!

(See Page SME 19)



Front cover taken with the kind permission of Ed's Ice Cream Parlour, 585 Bloor St. at Markham, in Toronto.

## SHERIDAN MALL STORE DIRECTORY

### CHILDREN'S WEAR

Young Canada 839-2055

### DEPARTMENT STORES

K-Mart 839-5148  
Family Fair 839-4456

### DRUGS

Shoppers Drug Mart 839-4488

### FINANCE

Bank of Nova Scotia 839-5171  
Toronto Dominion Bank 839-4431  
Avco Financial Services 839-1411

### FOOD & SUPERMARKETS

Beckers 839-4773  
Woman's Bakery 839-2935  
M God's Ice Cream 839-3288  
Skidmore Natural Foods 839-5362  
Dominion Stores Not Listed  
Bittner's Meat & Delicatessen 839-1585

### FURNITURE & FURNISHINGS

St. Clair Paint & Wallpaper 839-2252  
Sheridan Interiors 839-4453  
Scandinavian Home Furnishings 839-1795  
The Keyboard Shop 839-1058  
Living Lighting 839-4153  
West Bay Sales Ltd.  
T.V. & Stereos 839-3294  
Radio Shack 839-3260

### GIFT & JEWELLERY

Peoples Jewellers 839-4475  
Carinthia Showcase 839-3941  
The Calcutta 839-7690  
Happy Gifts 839-5368

### LADIES' WEAR

Reitman's 839-2249  
The Loft 839-5231  
Town & Country 839-2028  
Lindor Fashions 839-4366  
Matchmaker Fashions 839-4133  
Mostly British 839-5175  
Image Ladies' Wear 839-5085  
El Pirate Boutique 839-1382

### MEN'S WEAR

Elka Men's Wear 839-3394  
Jack Fraser 839-5231  
El Pirate Boutique 839-1382  
Matt's Place 839-5330

### RESTAURANTS

Big Boy Family Restaurant 839-1481  
Country Style Donuts 839-7558  
Grenada Steak House 839-2507  
Chung King Chinese Food 839-4405  
Bimbi's Fish & Chips 839-2566

### SERVICES

Alma Tours & Travel Ltd. 839-5191  
Shomey's Opticians 839-4215  
Sheridan Mall Management  
Offices 683-7171-4  
Carousel Cleaners 839-5841  
Testmobile Not Listed  
Riccio's Beauty Salon 839-3989  
Sheridan Men's Hairstyling 839-2127  
Pickering Flower Shop 839-5119  
Sheridan Mall Shoe Clinic Not Listed  
The Basket Shop & Presto Print Not Listed  
Bay Ridges School of Dancing 839-5452  
Canadian Conservatory of Music 839-3668

### SHOE STORES

Kinney Shoes 839-7621  
Bonita Shoes 839-3631  
Maher Shoes 839-7830  
Ingeborg Shoes 839-2633  
Kameka 839-3292

### SPECIALTY STORES

Laura Secord Candies Not Listed  
2001 Expressions 839-4947  
Dominion Hardware 839-4221  
Fun & Games 839-4810  
Designers World 839-7337  
Best Wishes Card & Candle Centre 839-4174  
The Den for Men 839-3960  
Sherman's Music Centre 839-4436  
Mister Pet 839-1282  
Playtime Stores 839-3091

### SPORTS & HOBBIES & CAMERA

McCartney's Sports & Sport Wear 839-3558  
Sheridan Studio & Camera Centre 839-3060

### STATIONERY AND BOOKS

Coles 839-2740

### RECREATION

Auditorium A 683-7171-4  
Auditorium B 683-7171-4

### LOWER LEVEL OFFICES

John D. Lloyd - Solicitor 839-4484  
Ronald A. Rubinfeld - Solicitor 683-1143  
Sheridan Realty Ltd. 839-5177

### UPPER LEVEL OFFICES

Federal Trust 683-8321

### SHERIDAN DENTAL CENTRE

Dr. W. I. Cohen - Dental Surgeon 839-4488  
Dr. S. Little - Dental Surgeon 839-4488  
C.I.A.G. Insurance 942-0770

## SHERIDAN MALL STORE HOURS

Open Monday to Friday — 9:30 a.m. to 9:30 p.m.

Saturdays 'till 6 p.m.

K-mart and Dominion 'till 10 p.m.

## Fashions part of pageant



Maureen Graham, 23, of Ajax, was selected as "Miss Durham Region '75" in the regional beauty pageant held recently in the auditorium of Sheridan Mall. Many of the contestants modelled casual wear and evening gowns supplied by fashion stores in the mall. In the above photo Maureen is wearing a high necked, floor length black gown with bright floral design, from Image Fashions.

### GOOD LUCK, MAUREEN!

Next Monday, October 28, will be an exciting day for Miss Durham Region, Miss Maureen Graham. That's the day she'll be competing with 29 other beautiful young ladies for the title "Miss Canada '75."

It was indeed a pleasure for the Sheridan Mall Merchant's Association to co-host the regional pageant. Nine gorgeous, talented and charming young ladies participated as hundreds of local residents turned out to witness the judging and enjoy the Pageant Ball.

During the casual wear and evening gown presentations, the contestants modelled the latest in Fall and Winter fashions from the merchants in Sheridan Mall. Our fashion show producer, Ms. Jillian Roos, of Ida Burns & Associates, provided a colourful description of each young lady's attire.

Many Sheridan Mall merchants added to the event by providing valuable prizes for Miss Graham and the other contestants.

Now, as we look forward to her appearance at the national pageant, we extend our best wishes and those of area residents to Maureen Graham in her quest for the title of "Miss Canada 1975."

## IMAGE Fashions Inc



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Great Assortment

Great Value!

Select from full fashion & pull-on styles in washable winter weight doubleknit, turtelle, acrylic, jacquard, polyesters and courtelle. Favourite fashion colours, solids & fancy.

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## SWEATERS

Layer it on with go with all knits in the richest harvest of colours

Values up to \$10.98

ONE LOW PRICE **\$5.88**

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## SHIRTS

50% Cotton 50% Polyester washable, knitted shirts, button down front, petite floral prints on earth backgrounds.

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## SKIVY SHIRTS

Cotton interlock, long sleeves, in the most wanted shades

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SUPERVALUE

Versatile go anywhere wool & rayon, Blazer & Pant Set

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Reg.

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## IMAGE Fashions Inc

SHERIDAN MALL, PICKERING 839-5085