

Markville, Eaton's, Woolco open today

Today, Markville Shopping Centre, with Eaton's, Woolco, Miracle Food Mart and Famous Players Theatres opens at Highway 7 and McCowan Road.

As well as the opening of these four national chains, (majors) 140 stores and services will be throwing open their doors to the public.

The Markville Eaton's will be the first Eaton's north of

Highway 401. It will offer the high quality and vast selection of merchandise Eaton's is known for.

The department store features many departments and services for its customers. It also has a cafeteria, travel office and medical services for staff and shoppers.

Eaton's Markville represents the 111th Eaton's store in Canada, allowing for a total

selling space of approximately 14 million square feet. The company is still expanding with nine additional stores under construction or in the detailed planning stages.

Woolco Department store will offer its wide range of products and services in a bright, spacious store.

Woolco's store will include

woman's fashions, children's wear, family shoes department, furnishings, housewares, cosmetics and lingerie.

Miracle Food Mart opens its new store which offers shopping convenience and fast check-out methods.

The food aisles are designed to be wider and more

accessible and all cash registers are equipped for scanner pricing.

Food sections are color coded, as are produce and meat sections.

As always Miracle features a deli and cheese counters.

Famous Players Theatre has four theatres offering first run movies.

The theatre entrance is located at the outside of the mall.

During opening week Famous Players will feature Raiders of the Lost Arc, Death Hunt, Shoot the Moon and Night Crossing.

Don Watts of Famous Players says the decor of the four

theatres is very distinctive. Each theatre has a mural of a skyline of a major Canadian city. The four cities are Toronto, Montreal, Calgary and Vancouver.

The theatre is fully equipped for the handicapped, including washroom facilities and areas in the theatres for wheelchairs.

The Tribune

A Metroland Community Newspaper

Wednesday, March 17, 1982

Markville--the crowning achievement

Today, Markville Shopping Centre will open and according to one of the mall's owners Jack Israeli, it is JDS Investments Limited's "crowning achievement."

Markville itself is comprised of a combination of commercial, residential and office space.

The first phase of the commercial development is opening this week and the mall, which boasts 140 stores and services is unique in its design and architecture.

The two partners of JDS, Dave Smuschkowitz and Jack Israeli took an active interest in the design of Markville.

Mr. Israeli says he went to Europe to view different mall designs and architecture before Markville even reached the drawing board.

"I was most impressed with a mall in Paris which had a domed glass ceiling and figured that is how new malls should look. One of the most beautiful malls in Europe is Galleria Vittorio Emanuele II, Milan. It is a street which was enclosed with glass back in 1865. It is most impressive," Mr. Israeli explained.

It was from this trip that Mr. Israeli formed his idea of what Markville should look like.

"The skylights throughout make it pleasing to the eye. The use of water in the mall makes it pleasing to the ear. The design makes it pleasing to the heart, and the mall hopefully is pleasing to the pocketbook as well," Mr. Israeli added.

J.D.S. Investments was formed in 1964 by Mr. Israeli and Mr. Smuschkowitz and the company's first project was the design, construction and development of 1001 Finch Avenue West at Dufferin.

Since that time JDS has developed four malls, various residential communities, and is presently involved in what the company refers to as "town centres."

These are completely integrated communities which offer commercial and retail space, office space, residential units and sports complexes.

Markville itself was designed on that basis with virtually every facility imaginable available for residents of the town centre, town or region.

The original plans for Markville also included space for the Town of Markham's new municipal offices. Since the inception of Markville

however, the town decided to locate its new building at the corner of Highway 7 and Warden Avenue.

"We are still hoping the town will change its mind and come into Markville," Mr. Israeli said.

"JDS is currently planning a project much like Markville in the Town of Pickering. It has been under development since 1971 when JDS constructed The Pickering-Sheridan Mall. The mall will be ex-

panded in the spring when Eaton's joins the shopping centre as an anchor store. Included in the Pickering Town Centre is medium and high rise apartments and office buildings. The Town is starting construction of an enormous Sports Centre, and a new City Hall is planned for the Centre.

JDS Investment's other achievements include Mississauga, Sheridan Mall, Sheridan Corporate Centre, Mis-

sisauga, Northwest Industrial Park, Mississauga, Kent Industrial Park, Etobicoke, North York, Sheridan Mall, North Keele Industrial Park, Vaughan, 1000 Finch Avenue West Complex, Finch and Dufferin Industrial and Commercial Centres in North York, 75 The Donway West, North York, Pickering Town Centre, Westney Heights Housing Project, Ajax, and Whitby, Lakeview Industrial Estates.



Patti the Clown of Sphers will be part of the Easter musical-comedy at Markville Shopping Centre.

Easter, fashion, Spring, featured at Markville

The Markville Shopping Centre has been designed and will be operated to make it a comfortable, interesting place to gather—whether it be for special shows or promotions, or a quiet lunch and some leisurely shopping.

Starting with its official opening on March 17, Markville will offer entertainment and activities for the entire family.

OPENING WEEK, MARCH 17-20

Opening Ceremonies will commence on March 17 at 9:00 a.m. at the main entrance to Markville Shopping Centre. Cutting the ribbon will be Markham Mayor Tony Roman. The official opening of Eaton's will be held at 9:20 a.m.

On Wednesday, Thursday and Friday, first 500 adult shoppers daily will enjoy coffee from Markville collector mugs. On the first four opening days there will be draws of the names of 10 lucky shoppers who will receive a \$25.00 gift certificate. Entry forms are free and are available in any store in the centre.

On Saturday there will be a draw for the winner of a \$500.00 gift certificate, valid at any store in Markville.

COMMUNITY WEEK, MARCH 22-27

Alex Laurier of the Polka Dot Door will be on hand for the kiddies on Monday, Wednesday and Friday. Show times are at 3 and 6:30 p.m.

On Tuesday and Thursday, Carrots and Company Puppet Show will be performing at 1:30 and 3:00 p.m. Also on Tuesday and Thursday there will be "Face Painting" for children from 1:00 to 3:00 p.m.

The Markham District High School Touring Band will stage performances at 7:00 and 8:00 p.m. on Tuesday and Thursday 1:00 and 2:30 p.m. on Saturday.

FASHION WEEK, APRIL 1, 2 AND 3

For three days Markville will feature an entertaining fashion show which will offer styles for the whole family. Co-ordinator of the show is Pamela Eves and she and her models will illustrate the latest spring fashions.

Show times are: Thursday, 2:00 and 7:00 p.m.; Friday at 12:30 and 7:00 p.m.; and Saturday's shows start at 11:00 a.m. and 1:00 p.m.

The shows are a half an hour long and feature career, casual, sports and after 5 fashions.

BUNNY WEEK, APRIL 5 TO 10

Bunny Week is just that, a week that celebrates Easter for the kids. In the mall there will be a Bunny to greet the children and parents are encouraged to bring their cameras as this Easter Bunny is more than pleased to pose.

The Markham Horticultural Society will have greenery and flower displays in the Centre Court.

There will also be an Easter Play entitled "The Easter Bunny Story", a musical comedy which will delight young and old, and featuring The "Great Schlep" Magician.

SOAP'S WEEK, APRIL 12 TO 17

On April 15, 16 and 17 Soap Opera stars from New York will be at Markville to talk to the audience and answer questions on their lives on the soap's. The names of the stars and the shows they are featured on is to be announced.

SAILING WEEK, APRIL 19 TO 24

As a colorful reminder of spring, 15 to 20 sailboats from Silent Sport Marina in Sutton will be on display in the shopping centre. The boats will be of various styles and sizes.

Markville's design unique, pleasing

Markham is a community surrounded by open spaces, interlaced with rivers and streams. It is this natural beauty that I have incorporated in my interior design for Markville.

Hilary Ilijas, an interior planner with IDCA Architectural Interiors Inc. has worked with JDS Investments Ltd. on previous projects. He began work on Markville's plans in 1977.

"I have spent a great deal of time researching what it is people want and need in a shopping mall," stated Mr. Ilijas, "as there is no question that we are influenced by our environment."

"With Markville, I wanted it to be more than a shopping mall. I felt it should be a central point for the community. A place where one could shop in a pleasing atmosphere, listen to the talents of local musical groups or visit with friends. A place to be enjoyed."

Markville is unique; it conveys a feeling of spaciousness, movement and light.

Follow the stream that flows the length of the mall into a large illuminated pool. There the fountain and Corinthian columns carry your vision to the overhead glass dome.

When required, this pool can be quickly drained and becomes a stage with a seating area for fashion shows and entertainment.

In addition to the dome, the concave glass travels along the length of the ceiling, once again capitalizing on the sun's rays.

Described Mr. Ilijas: "I have deliberately chosen subdued, soft colors which are esthetically pleasing. Sand-beige tile, accented with a darker, marbled tile, white sculptured ceilings and railings, plus quantities of foliage combine to create a spacious, outdoor effect."

In designing Markville, Mr. Ilijas says he has focused on

the people's needs.

"In addition to the several escalators and staircases, there is a glass-enclosed elevator which is easily accessible for those in wheelchairs or parents with strollers and carriages," continued Mr. Ilijas.

"I am very pleased with the results. JDS has been very receptive and supportive, and has been a major factor in the beauty of the mall," said Mr. Ilijas.

Meet the people at Markville

It won't be hard to spot the General Manager of the Markville Shopping Centre, he's the one with the carnation in his lapel.

He will also be the one listening to the concerns and suggestions of the community and shoppers in order to provide the best service and shopping environment for Markville's customers.

Mitchell Scharf has been with JDS Investments Limited for 10 years, and as well as being Markville's General Manager he is also the Director of Shopping Centres for JDS.

Mr. Scharf is responsible for the smooth sailing of

JDS's four malls, and has just recently moved his office to the company's flagship, Markville.

It is Mr. Scharf and people like him, who make it possible for malls to be convenient to the handicapped, children and mothers of newborn babies.

"It is through talking to the community that we learned the need for baby change tables in the ladies' restrooms and a nursing area," Mr. Scharf explained.

Helping Mr. Scharf in this rather difficult task of servicing the community is Georgina Wechselsmann, Director of Advertising Promotions Shopping Centres Division for

JDS and Eugenia Cork, Assistant Manager, Community Relations Co-ordinator for Markville.

Miss Wechselsmann is responsible for advertising, promotions, and general marketing practices which make the difference between a shopping centre and a people centre.

Born in Hungary, Miss Wechselsmann lived for a time in Rochester, New York, before attending the University of Windsor, majoring in Fine Arts and Psychology.

"I love people and I'm a generalist. I do a little bit of everything," Miss Wechselsmann explained, and she eventually ended up in the

shopping centre business. Georgina's office is also located in Markville, although she is responsible for promotion of JDS's other malls.

Eugenia Cork, is a resident of Thornhill, and rather new to the shopping centre business.

Mrs. Cork will be the liaison for community and government groups who wish to set up displays or perform at Markville.

She will be JDS's lifeline to the community, it serves and ensure the community, there is a place for them at Markville.

Although Mrs. Cork has not been actively involved in shopping centres, community organization and participation is nothing new to this Thornhill resident.

Mrs. Cork has been extensively involved in the organization and promotion of the York Symphony Orchestra, the Heintzman House and was a vital member of the International Institute.

Mr. Scharf, Miss Wechselsmann and Mrs. Cork are important components of Markville, and the community it services.

They are professionals in the true sense of the word, and will be on hand to make Markville Shopping Centre the "natural place for people."



Owners of JDS Investments Limited, Jack Israeli and Dave Smuschkowitz inspect Markville Shopping Centre, the flagship of the company's Shopping Centre Division. The mall has skylights running its entire length and a natural stream winding its way through the complex. Sjoerd Witteveen



Mitchell Scharf



Georgina Wechselsmann



Eugenia Cork