

A Decorators' Delight . . . Paint Up A Rainbow!

It's 7.30 a.m. and already the tradesmen are piling dollies high with gallons of the finest quality paints, and accessories. For 47 years they have been relying on Exclusive Paints Limited on College Street. After so many years of shopping, I still get excited when I personally discover a shop that is filled with superior quality merchandise at huge

savings. Especially when the staff bend over backwards to be helpful and friendly. Of course owner Joe Shiewitz is always on hand to give extra assistance should it be necessary. Over the years he's come across every problem relating to home decorating. You can trust his years of experience. No matter where you live, it's worth a trip to Exclusive Paints Limited. Once you discover this GEM of a shop, you will never go elsewhere to buy paint or wallpaper.

Let's take a tour through this impressive store. It occupies 9,000 sq. ft. of service-display area, and 11,000 sq. ft. of stock room. First let's look at Toronto's largest selection of wallpapers. Absolutely no seconds are sold at Exclusive Paints, only top quality wallpapers. Mr. Shiewitz buys discontinued patterns and many times he purchases entire books of paper. He carries the best — Studio One Wallpaper, that regularly sells for \$39 per Bolt (1½ rolls), here you can buy it for \$8 per bolt — now that is what I call SAVINGS!. On the second floor, are literally thousands of wallpapers. Find tables filled with bolts and rolls of paper, stretching as far as the eye can see. Frankly no matter what type of wallpaper you are after, you MUST FIND IT HERE AND AT ENORMOUS SAVINGS!. There are over 300 wallpaper books to select from. Waldec Paper, regularly selling for \$8.95 per roll is \$2.49, and vinyl wallcovering from Crown, regularly \$25 per roll is just \$6. Exclusive Paints has a huge selection of Crowns' stunning hand-printed wallcoverings. They regularly sell for \$40 per roll — you can buy them here for \$30. Sunworthy Wallpapers and lots of Josephson's (for Crown) wet-look designs are on display.

From Crown Wallpaper are the Elegant silkscreen handpainted wallcoverings. They come in pretty floral prints, and the hi-tech designs could bring that "designer touch" into your home. Exclusive Paints has 100% cotton fabrics (that sell by the yard) to match the silkscreen papers. All these papers and fabrics are sold at remarkable savings. Do ask to be shown the unique Sponge Effect wallpaper, imported from Germany. This could create a very special "look" for your den, or maybe your office needs a little uplifting! This quality paper regularly sells for \$60, it's \$20 a bolt here (quantity is limited). The wallpaper price range is extraordinary, from \$7.95 to \$150. They are planning to create a Designer Showroom on their second floor. I urge you to visit this special shop — the quality is outstanding, they have the largest selection in town, and you will never beat their prices.

Only the finest paints are sold here. They are the largest Pratt & Lambert and C.I.L. dealer in

Ontario. Pratt & Lambert's renowned architectural line, and C.I.L. paints (B-H Line) can be bought here. Mr. Shiewitz wishes me to stress that his paints are truly THE BEST. He refuses to carry anything but superior quality — this has obviously been a major building block in this long established business. Most of Toronto's designers and decorators visit his showroom frequently. Again, let me mention that the savings to be found here are outrageous! No matter what color you want, just bring along a sample. One lady actually brought in a blossom from a flower. Of course it was matched to perfection.

They've seen it all — doors being dragged in for color matching, to paint chips from walls — so no matter what color you want just bring anything in as a sample. They have five tinting systems at your disposal. You won't have to stand in line waiting for paint to be custom blended.

Every kind of paint imaginable is sold here. The Marine Department is a favorite with the nautical crowd. Since it's time to put your boat in the water again, maybe you could use their excellent marine paint, or pick up some protective coating for your teak deck. They have paint for your swimming pool, and a wide selection of automotive paints. If you're fixing up your car, they carry body filler and primer too.

All wood stains come from the Finest manufacturers. Olympic, Cabot, Cuprinol, Minwax, Watco and Pratt Lambert's rustic stains. If you need a kitchen cabinet or vanity matched up, unhinge a door and bring it along with you. The kind of skill used in preparing stains here, will make it impossible to tell them apart. Make your floors look like new by adding a coat of Pratt & Lambert Euthane and they also carry Verathane and Krystalex.

Look up! — is your ceiling decidedly seedy? Then why not stucco it. This method hides a multitude of sins and Exclusive Paints will rent you a spray machine to make the job a do-it-yourself snap!. This is where you visit when you want to become a little more professional. Mr. Joe Shiewitz and his staff will educate you — give you the tricks of the trade, and be sure that you leave with the RIGHT EQUIPMENT. Nothing is more annoying than using a roller that comes apart on your wall, or a brush that begins to shed. No fear of buying this kind of poor quality accessories here. Of course you must invest in a really good ladder. It just so happens that Exclusive Paints has a section called "Ladder Land". They supply a lot of retail outlets in Toronto with ladders. Buy here from Lite and Reynolds etc. — aluminum, fiberglass or wood ladders in any size you want.

The Bathroom Section has Olympia and H. R. Johnson tiles, also hand-painted European tiles. The do-it-yourself help in this area is worth visiting for. Exclusive Paints carries bathroom accessories from The Renaissance Collection — soap holders, and chrome, brass or pewter towel bars. This is the only known place in town where you can have GROUT CUSTOM COLORED. Even if you bought your tiles elsewhere, drop in and they will custom color grout to match you tiles. Don't miss their lightweight plastic Victorian ceiling moldings — just glue them up, nobody will ever know they aren't genuine Plaster Of Paris. Exclusive Paints is definitely a ONE STOP SHOP. I urge you to visit this excellent store. You will never beat their quality selection, helpful advice, and fantastic prices.

Exclusive Paints Limited, 284 College St., 921-5751 or 921-6123 Mon.-Fri. 7-6 Sat. 8-4 FREE DELIVERY WITHIN METRO

