

Helene's Bridal Salon: Wedding stories with happy endings

By JILL BRANDES

Once upon a time there were five brides who needed to find just the right dresses for their wedding days. They looked at magazines to get an idea of what they wanted, then began shopping in earnest.

All of them found exactly what they were looking for at Helene's Bridal Salon, 422 Portage Avenue, where a superb selection of bridal gowns, wedding invitations, jewelry and accessories, wonderful fashions for bridesmaids and mothers



Haley Bercovich and Michael Stone married May 25, 1995. Catering - Westin. Flowers - A Flower Terrace. Gown and bridesmaids dresses - Helene's. Tuxedos - Penguins. Invitations - Paper Occasions. Photographer - Neil Charach.

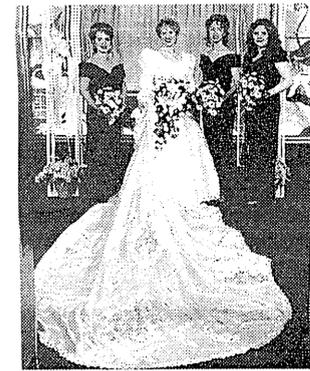


Brenley Shapiro and Dr. Ryan Heisler married September 3, 1995. Catering, cake and pastry table - Desserts Plus. Flowers - Valley Flowers. Gown and veil - Helene's. Tuxedos - Aldo's. Invitations - Sharon's. Photographer - Ed Prokopchuk.

of the bride, the latest in Penguin Formal Wear, and a knowledgeable, caring staff made for a happy ending to a very special event.

Former bride Marla Binder Kanovsky had a definite dream dress in mind. She made Helene's her first stop because of its reputation for quality and service. Owner Sheila Rubenstein encouraged Marla to try on a wide range of styles along with her first choice. "Since you've never worn a wedding gown before, you never know what will look good," she said. Marla was surprised when she wound up with a completely different style, which she then accessorized with earrings, headpiece, and veil from the shop. "The dress was just beautiful," she says. "I guess what looks well on a six-foot-tall model doesn't necessarily look good on a five-foot-tall woman!"

Newlywed Sari Sectar



Marnie Singer and Neil Finkle married May 21, 1995. Catering, cake and pastry table - Desserts Plus. Music - Eli Herscovitch. Procession music - Jeff Dolovich. Gown, bridesmaids dresses and invitations - Helene's. Veil, headpiece, and mothers of the bride and groom dresses - 7th Avenue Fashions. Tuxedos - Penguins. Photographer - Fred Etcheshen.

Blatt admits that she had to be convinced to try on her wedding dress, an exquisite, romantically-styled Alfred Sung design with a white organza skirt. "I'm glad they made me try it on!" When it came to choosing the bridesmaid dresses to complement her gown, Sari wanted something that her bridesmaids would be able to wear again. Since this store has an extensive collection of bridesmaids fashions and cocktail wear, she was able to find three different styles in black and white chiffon that would suit different figures and fit the bill.

"I CAN'T SAY ENOUGH ABOUT HOW HELPFUL THEY WERE"

Jill Margolis Atnikov needed very formal bridesmaids dresses to match her look. With six bridesmaids to fit and no idea of where to begin, Jill brought her problem to Helene's.

"I can't say enough about how helpful they were," she says. Rubenstein chose the full-length taffeta and velvet gowns, she and her staff expertly handled schedules and fittings, and even custom designed a bridal headpiece and veil,



Lori Dusang and Shachar Kalgal married November 14, 1995. Gown and veil - Helene's.

finding fabric to match Jill's wedding gown. "They handled all the problems beautifully, and the result was just the elegant look I wanted."

Taking the worry out of wedding preparations is what has made Helene's a popular choice with brides for over 40 years. Mother of the bride Sandy Shapiro came to Helene's with a unique problem. Her daughter Brenley was out of town and did not have much time to help with arrangements for her wedding in Winnipeg to Ryan Heisler. Shapiro and her daughter had spent a hectic four days unsuccessfully scouring Toronto to find a dress.

Remembering that Brenley had liked a dress that had been in Helene's window during a recent



Marla Binder and Joel Kanovsky married September 4, 1995. Catering and pastry table - Westin. Cake - Gunn's. Flowers - A Flower Affair. Procession music - Erica Schultz. Gown, veil and Maid of Honor's dress - Helene's. Tuxedos - Penguins. Invitations and calligraphy - Paper Gallery. Photographer - Ed Prokopchuk.



Jill Margolis and Steven Atnikov married September 10, 1995. Reception and catering - Westin. Catering - Westin. Cake - Gunns. Music and procession - Eli Herscovitch. Gown, veil and bridesmaids dresses - Helene's. Invitations - Paper Gallery. Photographer - Ed Prokopchuk.

Christmas visit, Sandy asked the Rubensteins for help. They found the dress in stock, and made it possible to locate the dress in Toronto. Brenley tried it on there, the Shapiros bought the dress here, and everything was ready when Brenley came in for her fitting, two weeks before her big day.

Marnie Singer Finkle had visited a lot of other places, but knew Helene's was for her the minute she and her mother Myrna walked in the door. The staff were genuinely interested in making sure that she was happy with her choices. She ordered her wedding invitations here, chose a gown which was custom-altered to accommodate a long train, picked bridesmaids' dresses and bought special undergarments to suit her dress. Throughout the



Sari Sectar and David Blatt married September 17, 1995. Reception and catering - Westin. Music and procession - Eli Herscovitch. Gown, veil and bridesmaids dresses - Helene's. Tuxedos - Penguins. Invitations - Paper Gallery.

process, she felt as if she was more than just a customer. "It was a great experience for us," says Myrna.

Now Helene's offers a happy ending for the price-conscious shopper with a fresh concept, a downstairs department featuring new, over-bought and overstocked fashions, direct from the factory, at prices to suit any bridal budget. Be sure to visit Helene's at the Bridal Show!



Dr. Sara Dobbs and Seth Rosenblatt married August 20, 1995. Cake - Goodies. Music - Nachus Band. Gown and veil - Helene's. Photographer - Barry Mallin.



Bill Margolis and Christine Lernbecher married June 25, 1995. Music and procession - Class Act Productions. Gown - Helene's. Invitations and calligraphy - Paper Gallery. Videographer and photographer - Barry Mallin.

The Volvo 850 Sportswagon: An ideal family car with a sporty feel

By BERNIE BELLAN

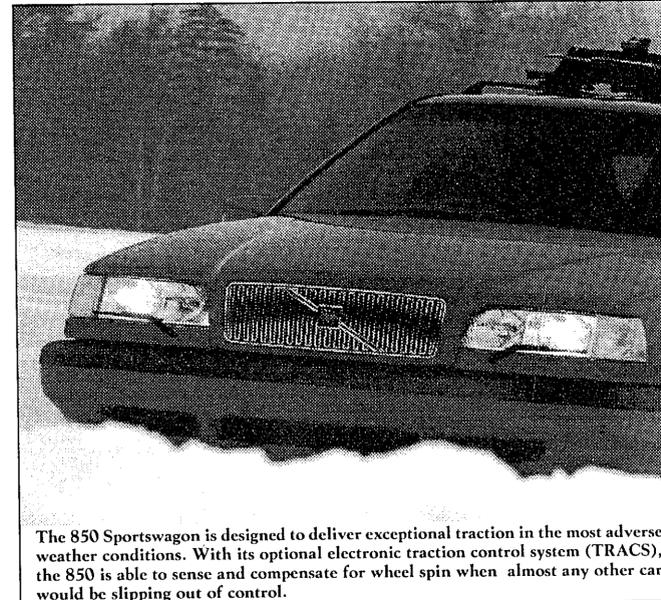
With the introduction of its revolutionary 850 series over three years ago, Volvo has had a significant impact upon that segment of the car-buying public for whom European style sports sedans have traditionally been most popular.

Although Volvo has maintained a reputation for building solidly durable vehicles in which safety considerations were of paramount importance, with the introduction of the 850 series, Volvo has been attracting buyers who might have considered buying a BMW, Mercedes, Lexus, or Audi, for instance. Until the 850 came along, however, the truth was that while Volvos may have indeed been thought of as some of the safest and most durable vehicles anywhere, when it came to styling and performance, they were somewhat stodgy and unimaginative.

While anyone contemplating the possible purchase of a Volvo would, no doubt, be concerned with practical considerations, such as safety, road handling ability, and durability, the 850 series combines these features with creative interior design that has resulted in cars that are attractive both functionally and aesthetically. Bear in mind, as well, that Volvo is not preoccupied with making design changes once they begin producing a new series of vehicles, unlike so many other carmakers.

For these reasons, I was especially interested in test-driving the 850 Sportswagon GLT, which was made available to me twice in the past three months by Matthon Motors: First, over the Thanksgiving long weekend, and a second time the first week in January. About a year and a half ago I had test driven the 850 Turbo Sportswagon - quite a powerful machine and one with which I (and my family) was most impressed.

The 850 GLT Sportswagon has the same outward appearance as the Turbo Sportswagon, with the main difference being the less powerful engine. In the GLT the 5-cylinder, transversely mounted aluminum engine delivers 168 horsepower at 6200 rpm., while the Turbo version gives 222 horsepower



The 850 Sportswagon is designed to deliver exceptional traction in the most adverse weather conditions. With its optional electronic traction control system (TRACS), the 850 is able to sense and compensate for wheel spin when almost any other car would be slipping out of control.

at 5200 rpm.

As far as handling and driveability are concerned, however, the GLT certainly provides every bit as much comfort and manoeuvrability as the Turbo. Turning the car was especially easy, thanks to the innovative power assisted rack and pinion steering and the "Delta Link" semi-independent rear suspension. Wintertime driving especially is a genuine treat in the 850. One of the new options available is known as TRACS, an electronic traction control system. TRACS senses and compensates for wheel spin, to afford maximum low speed traction in all conditions.

Over \$2.5 billion spent in design of 850

As a matter of fact, in reading about the 850, I discovered that Volvo spent over \$2.5 billion in its design and manufacture before it was first introduced in 1992. The impetus for its creation came, in part, from the oil crisis of the 1970's. As a result, contrary to what one might expect, given its powerful engine, the 850 series cars all provide excellent fuel economy, averaging 28 m.p.g.

In addition, the 850 series comes with a number of standard features that provide both for the comfort and safety of

the driver and passengers, including: Dual front airbags (The 1996 models have side mounted air bags that provide additional protection in the event of a side impact collision.); electronic climate control with separate controls for driver and front passenger; AM/FM stereo and cassette player; power driver seat; power windows; dual power mirrors; cruise control; central power door locking system; tilt/telescopic steering wheel; tinted windows; floor mats, and many other features.

The roominess of the Volvo 850 Sportswagon is another of the most appealing aspects of this well-thought-out vehicle. With all seats in the upright position, there is already an impressive amount of cargo space in the rear section, and if you fold the rear seat down there is a total of 67 cubic feet of capacity. Additionally, the front passenger seat can fold down, in which case you would have room enough for a surfboard!

New for '96: Side impact air bags

Not only is the Volvo Sportswagon a pleasure to drive and extremely well laid out, it carries with it Volvo's hallmark reputation for safety. Bear in mind that Volvo was the first carmaker to introduce a 3-point seatbelt (in 1959), a collapsible steering wheel (in 1973), and now, side impact air bags, and you have an idea how much of an

emphasis Volvo places upon safety.

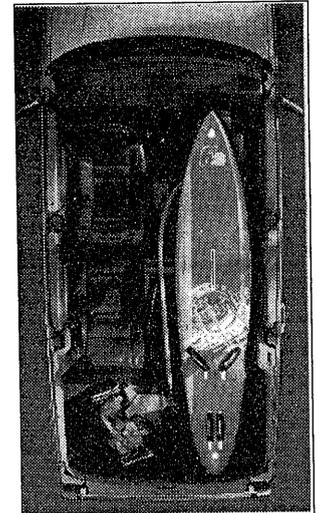
Volvo engineers designed the 850 to be able to absorb a high impact collision while minimizing potential injury to the car's occupants through such innovations as a "Side Impact Protection System"

that uses the surrounding structure of the vehicle to absorb crash energy. The damage from front impact crashes is similarly lessened through the building of "crush zones" into the cars that also spread out crash energy.

Parents of small children, especially, have long been known to favour Volvo precisely because of its long-standing reputation for concern with safety. A feature that is especially appalling for these parents is the built-in booster seat in the back seat that can fold down (and hold a child weighing up to 80 pounds).

If you are at all interested in purchasing a complete family car that will last for years (and retain a very high resale value at the same time), then you should definitely consider a Volvo 850 Sportswagon.

One fact to bear in mind is that Volvo owners retain their cars for an average of 12 years each. Purchasing a Volvo, therefore, is likely to be a positive decision that will remain with you for years to come.



Cargo area and passenger seating can be tailored with the convenient 60/40 split fold-down rear seat.

10 OUT OF 10 FERRARIS HAVE NO ROOM FOR BABY SEATS.

10 out of 10 1996 Volvo 850 Sportswagons come with a silky-smooth 5-cylinder engine, front-wheel drive, side impact air bags and up to 1896 litres of surprisingly flexible cargo space. And we've got one cleaned, fueled and ready for your test-drive.

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