

Here's one place where you start at the top

ELEGANCE: Six months late and \$2,000,000 over the \$17 million budget, about 70 executives and 100 secretaries moved into the upside-down wedding cake-shaped head office of Simpsons-Sears Ltd. on Jarvis St. yesterday.

The building, designed by resident architect Maxwell Miller, is being occupied from the top floor down, says L. G. Dickinson, general assistant to the planning vice-president, and occupancy will continue as each floor is completed.

FISH STORY: When Dr. Morris Spring and wife Sandy of Weston were fishing at Okeechobee Lodge near Swift Current, Sask., they landed a muskellunge weighing 33 $\frac{3}{4}$ pounds. It figures: Their guide's name was Jake Pike. (For the uninitiated, the musky is the largest member of the pike family.)

FADS: Health food freak Eric Foskett Goldberry, who runs a health food store on

ABOUT TOWN

Wellesley St. W. has purchased a pushcart and will roam Nathan Phillips Square today selling his wares. If it works, he'll hire a permanent pushcart pusher.

THE LAW: Melvin Belli, the famed U.S. defence attorney, was in town yesterday to appear on Charles Templeton's new show, Newsmaker's Match. While he was here, another program, All About Faces, nabbed him and young son Caesar for guest shots. Observers report Caesar appeared as sharp as his father in examining the performing contracts.

PEOPLE: Publicist Beth Slaney and TV's Libbie Christensen have joined the faculty of Humber College, part-time, Beth

to teach public relations and Libbie in the communications section . . . Kris Kristofferson, now one of North America's hottest song writers, is hiding out in Rompin' Ronnie Hawkins' \$40,000 cabin behind his Mississauga ranch, writing new songs. Coming in this week for the same purpose is singer **Joni Mitchell** . . . As forecast in this space two months ago, the Four Seasons Hotel group headed by Isadore Sharp has taken over management of the Balmoral Beach Hotel in Nassau, and in addition has an agreement to run a 400-room convention hotel planned for Calgary . . . What's in a name? **Ron Black**, who recently opened a fashion import house on Spadina Ave. called the Black Market, has just opened a U.S. affiliate in New York called Foreign Intrigue . . . Don't be surprised if U of T's **Doug Richardson**, the architectural historian who is campaigning to save Union Station, is nominated for Toronto's Historical Board. He doesn't know it yet . . . Citizens' groups will continue to harass

City Council this season. Newest one on the scene is the Norman DePoe-inspired North Jarvis Town group. At a recent meeting, 40 persons volunteered for the executive.

NOTES FROM THE EX: Assistant CNE manager Howard Tate was phoned by a man who asked in a distraught voice what to do when you lose your official pass to the grounds.

"Call the police station here," said Tate. There was an embarrassed silence. "This is Superintendent Arthur Walmer speaking." Walmer is in charge of the 175 Metro police detail at the CNE. He got a new pass.

THE LAST WORD: An American couple (one assumes) was seen in the University subway station at King St. gazing in puzzlement at a sign pointing to the northeast corner which read: "Ex Street Cars." The woman wondered out loud: "What are they now?"