

# Burlington dentists aren't crying — yet

Burlington dentists are not likely feeling the pinch of recession the way some of their fellow practitioners are in neighboring communities.

Dr. Rod Toms, president of the Burlington Dental Academy, has heard stories of woe from dentists in both Oakville and Hamilton.

Practitioners in this city may be being protected by a high use of private insurance by patients and relatively lower unemployment rate, he said.

Industrial layoffs are higher in both Oakville and Hamilton, leading to a cessation of dental insurance, he said.

Some patients have asked Dr. Toms to fix all the problems in their teeth as they were anticipating being laid off.

There has been some drop-off in business for some practitioners into this city, so their numbers have remained quite stable between 50 and 60, he said.

Dr. Toms is not aware of any price cutting in the profession yet.

Province wide there are just over 4,800 licenced dentists.

A 1978 study of dentist's perceptions of how busy they were revealed that 31 per cent were less busy than they wanted to be while 60 per cent were satisfied with their volume of work and 9 per cent had more than they needed.

A few years prior to this 10 per cent being less busy than they wanted was normal, said Dr. Don Lewis, professor of community dentistry at the Univer-

sity of Toronto.

He believes the increased feeling of not enough work may be partly the result of "running scared" in difficult economic times.

Currently it is estimated that there are about 300 more dentists in the province than are needed.

However, this is good for patients as it forces dentists to be more

competitive and accommodating to patients. As a result more practitioners are working evenings and Saturdays as a convenience to patients, he added.

Although there may be a slight excess of dentists Dr. Lewis doesn't think this has adversely affected incomes. The gap in income between dentists and physicians is

continuing to narrow. However, if the excess runs to 1,000 as is predicted of 1996, the problem for dentists could be great, he said.

## New concept now open in Brampton

Bramalea Ltd., one of North America's largest and most diversified real estate developers, is pleased to announce the opening of its newest project—"Outlet Centre" in Brampton, which will offer quality brand name merchandise at discount prices.

Located on Highway 7 just west of Dixie Road, Outlet Centre will open on Wednesday, October 27th with shopping hours of 10 a.m. til 10 p.m. Monday through Saturday.

Although the concept of outlet shopping is not a new one to North America, any existing locations in Canada are for singular uses in widespread areas.

Bramalea's Outlet Centre is the first shopping centre in Canada built specifically to incorporate manufacturers and off-price retailers under one roof to present the consumer with a multiple choice of merchandise in an enclosed, climate-controlled environment. There will be 50 outlets offering a broad range of merchandise including fashion, shoes, hard goods, a deep discount drug store and the Toronto area's first Safeway Food Barn, an exciting discount grovery, meat and produce warehouse.

Recognizing the growing trend in consumerism towards demanding quality without paying full price, Outlet Centre will meet those demands by offering brand name quality items of current merchandise at a much reduced price.

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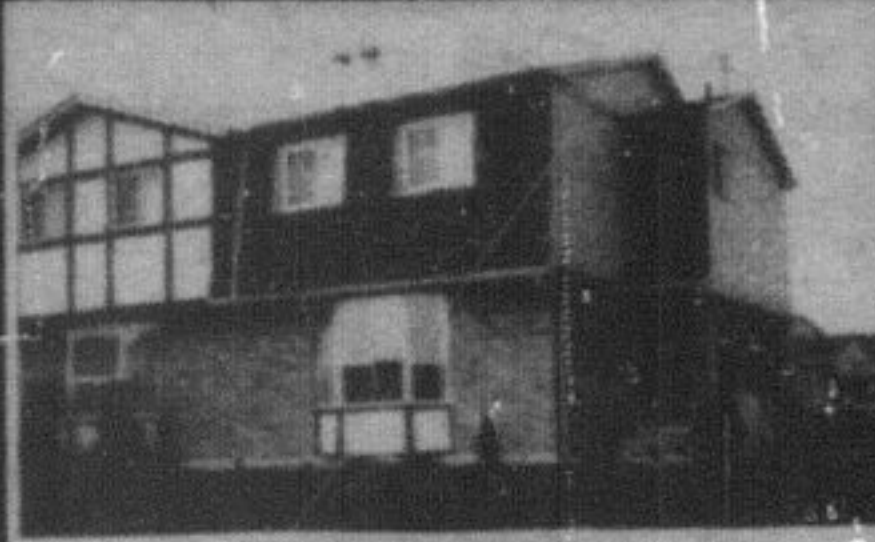
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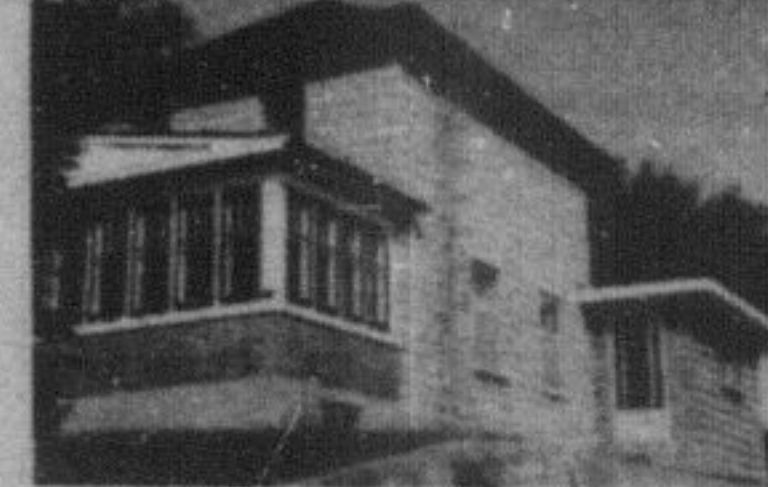
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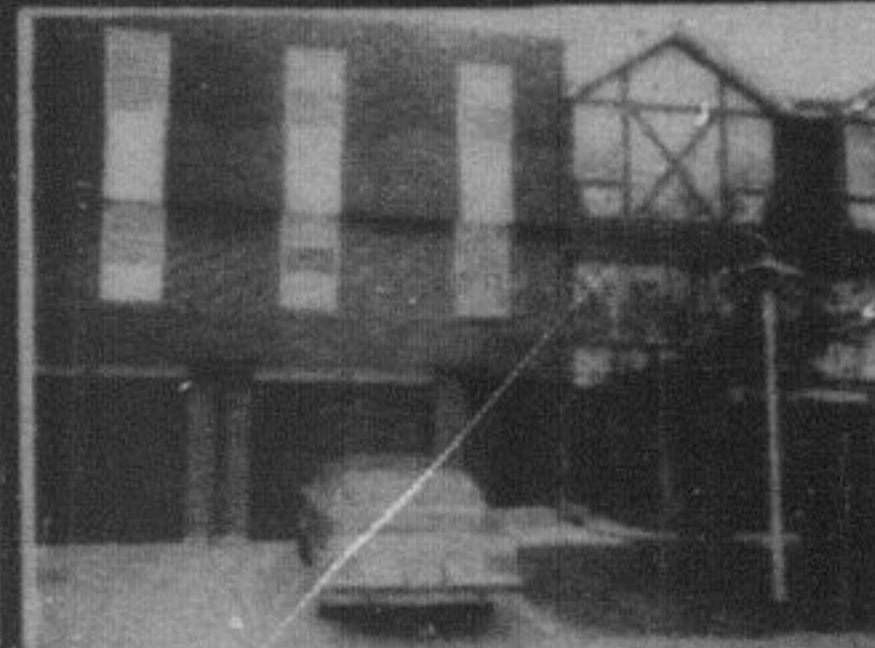
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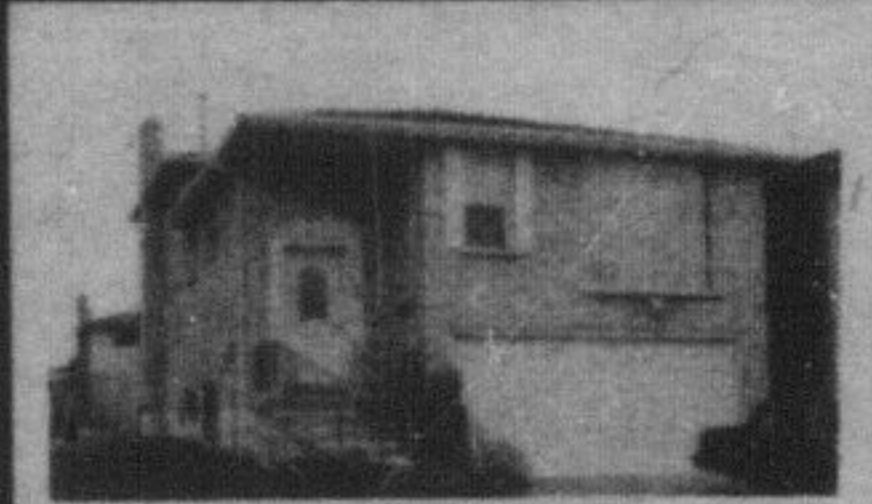
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