

Real Estate / Business

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Markham firm plays for the Pope

By DON ATANASOFF
News Editor

How is a 400 lb. organ moved up a narrow flight of stairs without using a crane? Easy. Construct it in two pieces and then carry it up to its lofty perch.

This was just one of the problems that the Classic Organ Company of Markham overcame recently when it transported and connected two of its larger organs in the Martyrs' Shrine Church in

Midland for the recent visit of Pope John Paul II.

"It was an exciting day and I wouldn't have missed it for the world," said Clarion Baker, sales manager for the firm. "We had some minor problems, but everything wound up running smoothly."

Mr. Baker said that special scaffolds had to be constructed to house the speakers for the organs and covers for the speakers at the organs had to be put into place to pre-

vent moisture seeping into the systems during the evening prior to the Papal visit.

Having the honor of installing the organs for Pope's visit didn't exactly come about by accident. Classic Organs had set up equipment at the site earlier this summer for a special mass by Emmett Cardinal Carter. When Cardinal Carter asked Classic to help out for the Papal visit, the company was very willing to respond.

"We did it as a gesture of good will," said Mr. Baker. "It's great for public relations."

In return for its contribution, the company was offered and accepted space in the VIP section at the church. This gave Mr. Baker a bird's-eye view of the proceedings. It also allowed Classic employee Peter Brand, a former Markhamite who now resides in Stouffville, a chance to meet the Holy Father.

"I was supposed to be near the organ in case something went wrong," he began, "but the RCMP wouldn't let me go up the stairs to where the organ was. They said they'd call me if I was needed."

"I was allowed to stand near the doors," Mr. Brand continued. "When the Pope arrived, six security men walked in and checked the place out."

"When the Pope walked in, he spoke to the first person he saw, a 21-year-old girl who had recently had a brain operation. As he turned to leave her, I extended my hand and he took it."

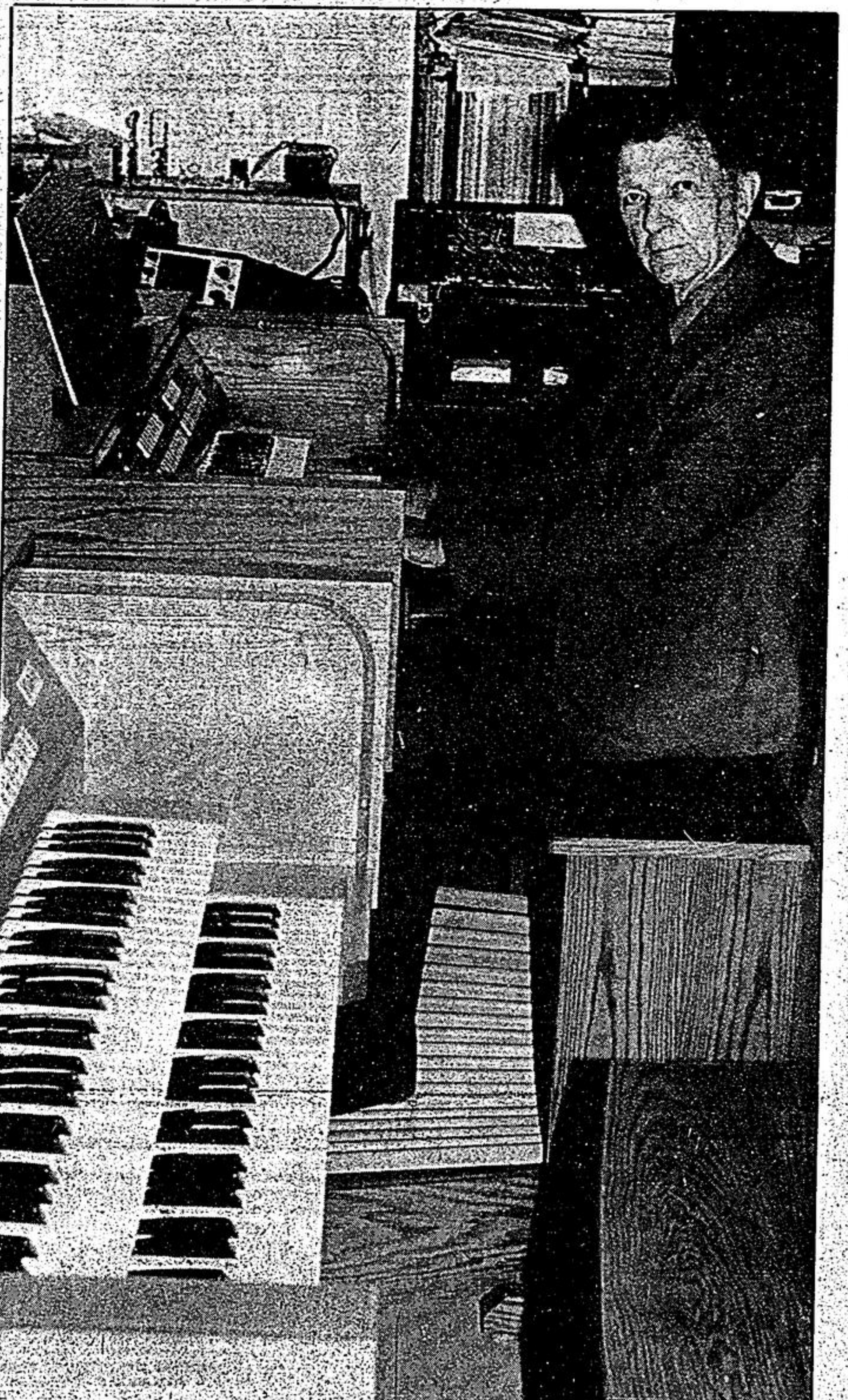
"His hand was warm, and it had no callouses. It was a confident grip in a reassuring way. Believe me, I was smiling from ear-to-ear."

Mr. Brand, who did a great deal of the installation work, said that because the organs are totally electronic there wasn't any tuning problems. "About the only problems we encountered was with the CBC microphones. We wanted to have a speaker set up on the altar for the choir, but it would have caused some problems. So we ended up using the CBC microphones and had it available to the organist only."

Mr. Baker said the entire operation went off without a hitch. He also added that it was amusing that both organists that played for the Pope were from the Anglican Church.

The Classic Organ Company is Canadian owned and the organs are made entirely at its Markham production facility on Don Park Rd.

Only 10 to 12 organs are produced a year by a full-time staff of five people. The organs are completely electric and are amongst the world's most advanced. The company's main customers are churches and the prices vary from \$30,000 to \$50,000 depending on the model.



Clarion Baker, sales manager of the Classic Organ Co. of Markham plays a number on one of the two organs that were used in the celebrations marking Pope John Paul II's visit to Midland. The Markham firm transported the organs to Midland for the event.

— Greg Coates

Region planning ways to promote business

In an effort to bolster industrial growth in the Region of York, special projects have been undertaken in an effort to promote business and industry throughout the area.

Two projects currently under way include the Region's first industrial directory and the latest economic development brochure.

The directory is a comprehensive listing of all industries in York Region, as well as a major information package on the state of the business sector.

Advertising sales and the collection of editorial material are progressing well, said Regional Chairman Eldred King. "We look forward to seeing the project completed early in the new year."

The new brochure, which gives an overview of the Region's performance during the last few years, should be ready next month for mailing to the Province's 10,000 largest industries.

Mr. King also revealed that the Region has planned a billboard advertising campaign to attract businesses thinking of moving to larger confines. The program will begin in October.

These advertisements will be on "superboards", measuring 14 feet high by 48 feet long. The horse racing theme will be backed up with the invitation to "Join the York Region Winners Circle."

The first billboard will be on Eglinton Ave. at Kennedy Rd. Subsequent locations will include Bayview Ave. at Moore Ave., York St. at Union Station, and Richmond St. at the exit from the Don Valley Parkway.

"With these billboards, at these locations, we will aim our message directly at Metro-area business people on their way to and from work," said Mr. King.

Also next month, the Region will place an advertisement in Business Quarterly, published by the School of Business Administration at the University of Western Ontario.

"Again, the ad will convey a racing theme and will invite readers to join Ontario's pace-setting Region," explained Mr. King. "Responses to each of these forms

of promotion will be monitored, both to ensure the effectiveness of the individual program and to assist us in planning the most efficient use of promotional dollars in future campaigns."

Finally, the Region plans to host another industrial reception in co-operation with the area municipalities. According to Mr. King, last year's successful reception and the continuing dialogue among all parties involved in economic development have made this a valuable event. The reception will be held on November 8 at Le Parc in Vaughan.

Senior citizens to benefit

Grant aids seniors accommodation

An \$18,500 provincial grant may be the first step in getting more senior citizen accommodation in Markham.

Mayor Carole Bell announced she had applied for the grant from the Ministry of Housing at Markham Council's Sept. 11 meeting.

The grant will pay for an outside consultant to study housing needs in Markham.

The result, called a Housing Statement, will not be incorporated in the Town's official plan, but will be considered an addition to it.

"If we want to increase senior citizen housing, we must have this done as a first step in applying for assistance," explained Mayor Bell.

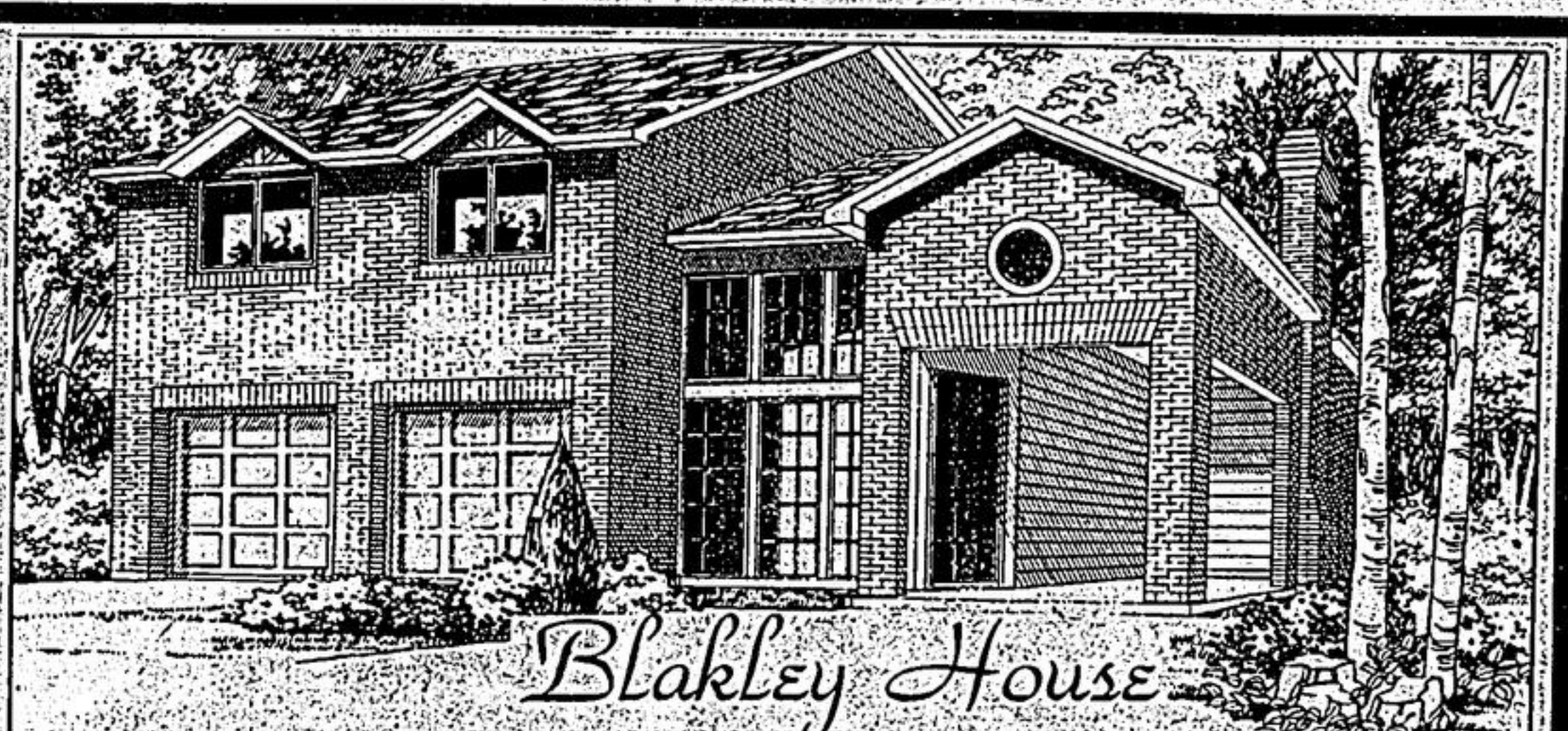
The amount of the grant is based on the population of a municipality. Markham's population of 92,000 entitles it to about \$18,500.

"We're working on some projects in the town to enlarge the supply of senior accommodation," said Mayor Bell. "I want to get going, to get this done so we can explore further alternatives available to us."

The Mayor said she has had preliminary meetings with consultants and has seen presentations on senior housing projects. "The Housing Statement will look at all kinds of housing needs," said Mayor Bell. "Senior citizen housing is the main priority but it's good to know about any other needs."



Chandler House



Blakley House

Home of the Week

Classic models invade Unionville

The Classics of Upper Canada is a special development of large, detached homes, located in Unionville near Hwy. 7 and Woodbine Ave.

There are 11 different models which are situated on 55 ft. lots. The homes range in size from 2277 to 3250 sq. feet.

The Amberlea (2296 sq. ft.) has four spacious bedrooms with a large/en suite bath off the master bedroom. Priced in the \$165,000 range, it includes a greenhouse-style kitchen, main-floor laundry room, circular staircase and a main-floor family room with fireplace. There is excellent access from the kitchen to the

adjoining living room and dining room.

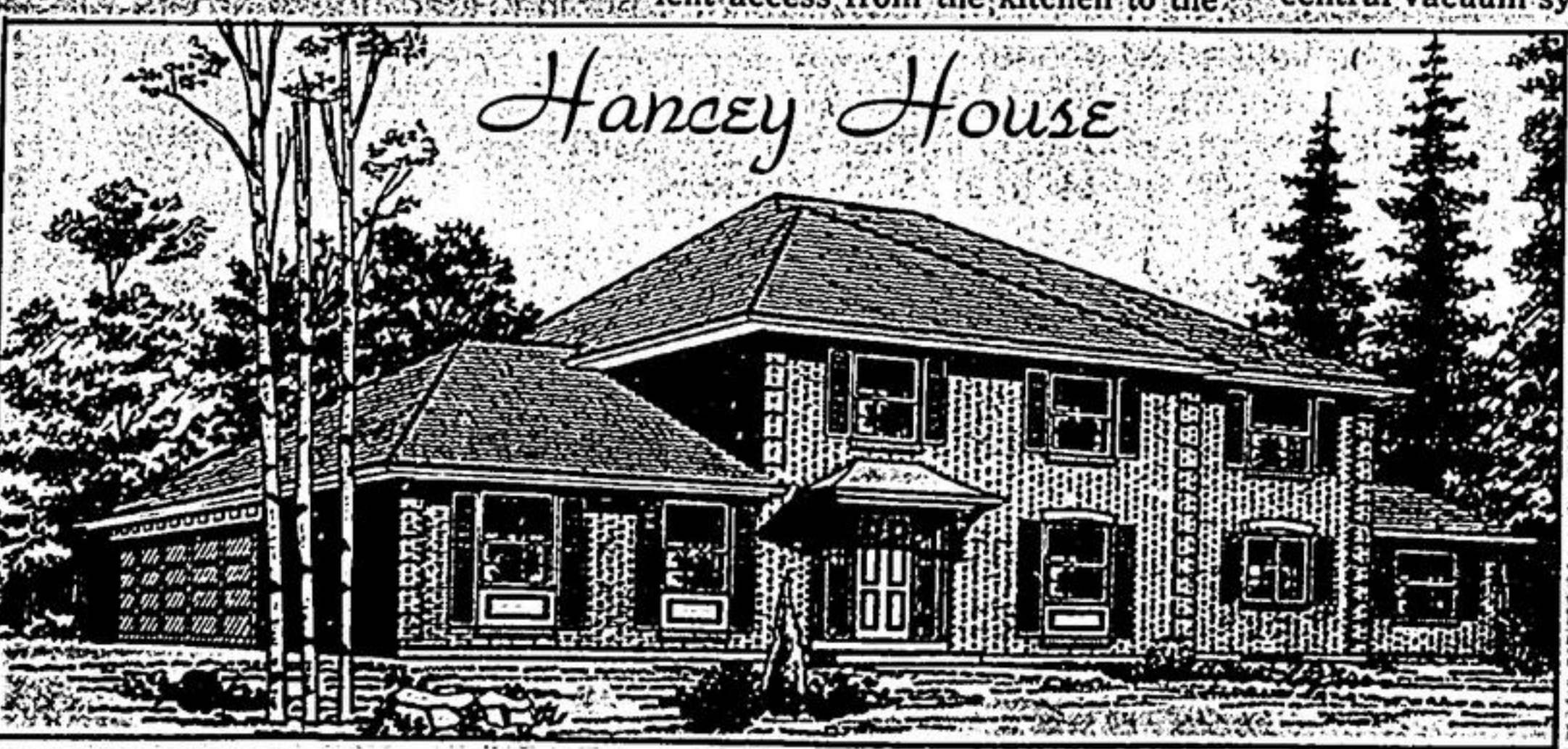
Classic homes also feature quality Marley tile roofs, paved driveways, and wood-sectional garage doors with rough-ins for central air or heat pump, intercom, dishwasher and central vacuum systems.

The outside package offered by the builder includes fully sodded front, side and rear lots with interlocking stone on the front walkways.

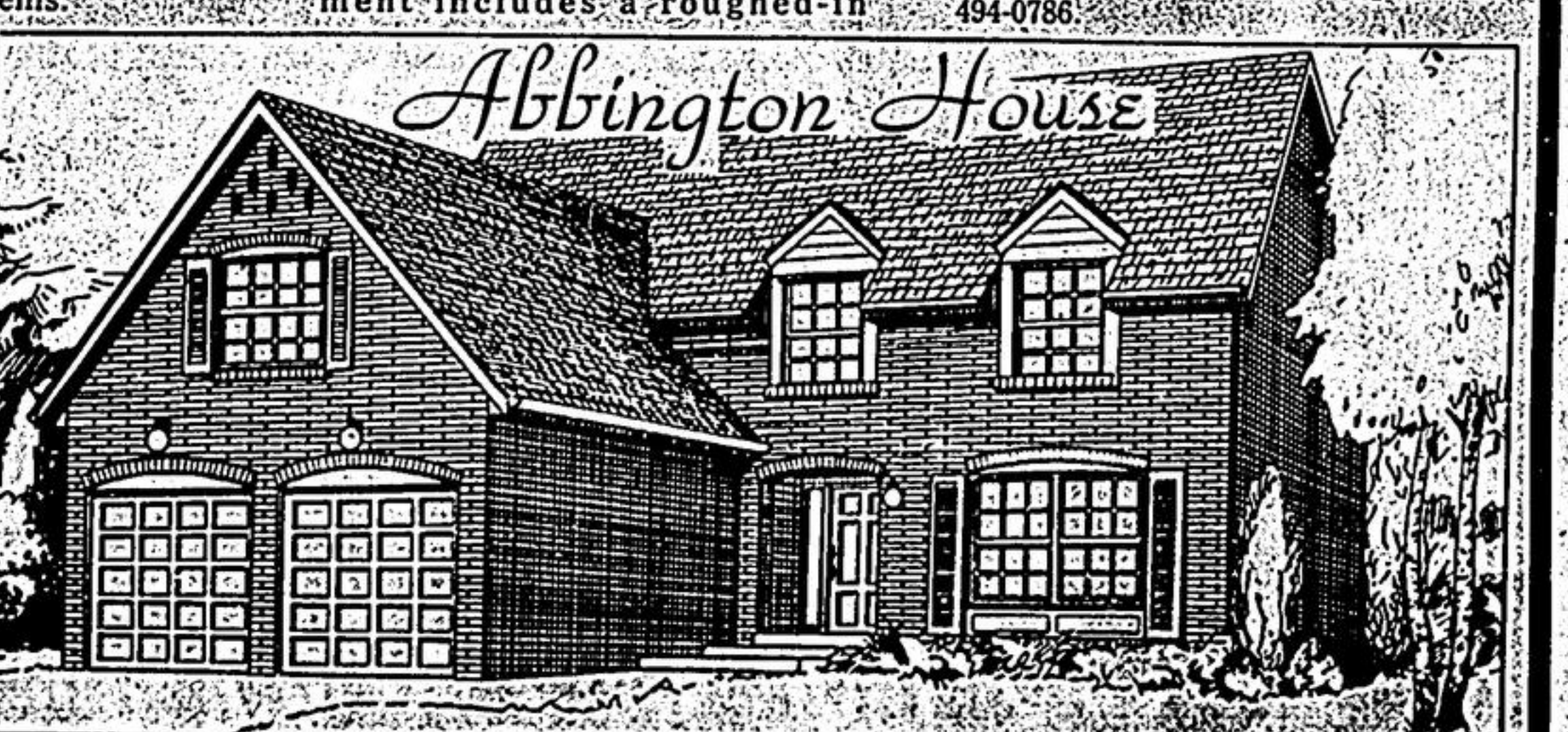
Each of the Classics comes with a standard two-car garage, with a three-car garage optional. The basement includes a roughed-in

washroom and plenty of room for future family projects.

Sales office hours are Monday to Thursday 1 to 8 p.m.; Friday, Saturday and Sunday 11 a.m. to 6 p.m. All other times by appointment only. Details are also available by phone at 494-0786.



Hancey House



Abbington House