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Tilley hats go on sale

When Tilley hats and shorts go on sale this week in Markham, it will be the first time they have been available at the retail level.

According to Alex Tilley, who developed both products, they have previously been available only by mail order or at sportmen and outdoor shows.

The hat, known for being virtually indestructible (it even floats) and the shorts go on sale today at Hanbury-Leigh on Markham's Main Street.

Mr. Tilley will be there between 5 and 9 p.m. to autograph the hats.

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All the "Way"

Thanks to the generosity of the Allstate Insurance company of Canada, the United Way of York Region will be fully computerized for the 1984 campaign.

Doug Lear of Allstate recently presented the system to Maureen White, the 1984 chairman.

YTA helps attract businesses

Markham continues to draw considerable interest from high-tech companies wishing to re-locate here, and a major contributor to this area's attractability is the York Technology Association (YTA).

Boasting a membership of more than 125 senior executives, the association was set up to assist its high-tech members with corporate operations and with community relations.

At their second annual meeting last week at the Buttonville Golf and Country Club, the YTA re-elected all of its previous board of directors. They also elected two new members to the board: James Boyko, (C.A. and partner of Clarkson and Gordon), and Robert Pritchard, (President of Genemation Inc.).

Part of the success of YTA stems from their "York Tech" publications and directory, which have been well-received by industry and government. Their continued growth has made them the largest regional high-tech association in Canada.

York Centre MPP Don Cousens is co-chairman of YTB. He says that one of the major thrusts the association will be implementing will concern the problem that the industry is now having in finding qualified candidates for employment.

In response to this, the YTA has undertaken a study that will attempt to define how the YTA will work with educational institutions in order to close this gap.

Mr. Cousens also cited the problems the industry is now having with local power needs as another major issue the YTA will tackle this year.

In addition to Mr. Cousens, the YTA has Peter C. Baines, (President of Mohawk Data Sciences Canada Ltd.) serving as co-chairman, and York North M.P. Anthony Roman as honorary chairman.

Amherst Dispensary

Up-to-date but different

No gimmicks. No cigarettes. No toys. That's just one of the differences at the Amherst Dispensary which recently opened in Markham in the A.E. LePage Plaza at McCowan Rd. and Hwy 7.

Amherst offers a professional format that is up to date with all of the latest drugs, techniques and equipment. The dispensary does not carry the every day items that most people have come to expect of pharmacies. Instead, it operates almost as a flashback to days when drug stores operated on a one-to-one level with customers, rather than the impersonal atmosphere that is prevalent in most modern pharmacies today.

One innovative idea, original to Amherst, is having a registered nurse (RN) on duty full time.

Markham's RN is Gillian Song and her role in the store is as a health teacher, patient counsellor, and resource person.

"One of the bonuses of working here instead of a hospital is that you can give time to people," she said.

The RN is not the only person trained to aid the customer in the store. Pharmacist Larry Blumenfeld is also experienced in working with needs of people.

Mr. Blumenfeld is enthusiastic about Amherst's policies of customer relations.

"In the five months we've been open, we've gotten to know names and faces of regular customers," said Mr. Blumenfeld. "We know all the doctors in the attached medical building very well, as we moved in about two weeks after they did," he said.

He feels that rapport with people is important. "You can get excellent marks all the way through school, but if you don't have a good bedside manner, forget it. It is the same for anyone who works with people. You must get along with them."

"In my case, 95 per cent of the time I'm dealing directly with the customers to help in any way I can," he said.

Another important aspect to Amherst's service is in the way it treats the elderly or the infirmed. Instead of just selling specialty items, someone from the store will actually deliver it to the person and make sure it fits. Amherst will deliver any order or prescription to any home in Markham.

The store also sells other things above and beyond every day and prescription drugs. Everything from stiff cervical collars to bathing suits specially designed for mastectomy patients. There is a special private room for fittings and consultations with customers.

If any item is not immediately available, it is easily ordered from one of the four other health care centres in the chain and delivered to the Markham store within two days.

The store intends to hold its first of many Health Information Days on October 23. The day, for both doctors and the public, is designed to get them acquainted with new products on the market.

For more information on the store, the products or the information day, contact the store at 471-1614.

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- This is a first come first serve basis
- Those carriers who bring in their ten new orders first, will have a better chance to win the Michael Jackson tickets.

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For more information, call **294-8244**