

## Local pool firm is changing location

Mayfair Pools, one of Markham's oldest pool installation companies, is moving from its present location after a stay of eleven years.

Don and Donna McWilliams, co-owners, state that because of increasing volume in sales, especially pool chemicals, they simply need more space.

"We hate to leave because we've been here so long and our location is well known but we just don't have enough room to store and display equipment or to look after our customers properly when they come in for help," they said.

Their new location in the IGA plaza at Hwy. 7 and Kennedy Rd. bypass almost doubles their existing floor space and allows them to exhibit not only chemicals but many other items such as filters, heaters, spas, and pool games.

Mayfair Pools has long been known for the quality of their pool installation and reliable service. Donna says, "we do not sub-contract at all. From the time that Don gives a pool quote until the completed pool is in the ground, all work is done by some of our 17 full-time employees, many of whom have been with us since we started in business."

"We've built our reputation on service," she said. "We like to keep our customers happy and we then reap the benefit of more new pool referrals from these satisfied customers."

An important part of Mayfair Pools is their very thriving pool repair and maintenance service. They will contract to maintain your pool weekly or they will come out to correct any malfunction ranging from small leaks to completely new lines installation.



**DONNA McWILLIAMS**  
A family business

Again, Don McWilliams stated, "all our work is geared to having a satisfied customer as our finished product."

Since inception, Mayfair Pools has installed over 500 pools. Today, Donna is looking after the retail end of the business in the store while Don is on the road giving pool quotes and supervising the installation and repair business.

Their two daughters, Lanny and Shona, have begun to work in the store while their son Aaron is helping out on one of the installation crews.

It looks as if Mayfair Pools will continue their history of quality pool installation while becoming a truly "family" business.

## Restaurateur has varied experience

Danny Lindner's first experiences in the restaurant business came as a 15-year-old youth working in post-war Berlin with his father in a large 1,500-seat restaurant following World War Two.

"It's amazing, after the war, how innovative people can be," he said in a recent interview.

He recalled that although food was scarce, especially during the Berlin blockade, the chefs made the best of what was available.

"I remember how I enjoyed watching the chefs prepare the food."

Since then, he has "...worked in every phase of the business." After coming to Canada in 1957, he started as a busboy at the Beacon Arms Hotel in Ottawa.

Over the years, he was a department chef at Jasper Park Lodge, a waiter at Winston's, an assistant maitre-d'hotel at the King Edward, and a food and beverage manager at the Tam O'Shanter Golf and Country Club.

In 1970, he took accounting at Ryerson and from 1971 to 1985 he worked at and owned Zum-Kloster Keller Restaurant in Scarborough.

Today, the restaurateur culminated his more than 30 years in the trade with the recent opening of Lindner's — a new dining and catering establishment with and banquet facilities — anchoring Markham Village Lanes.

According to Mr. Lindner, the restaurant serves "haute cuisine in the beauty and ambience of a dedicated heritage home."

Lindner's occupies the McDonald House, a century-old Heritage home on Main Street. The idea was born almost two years ago and it was completed four months ago at a cost of \$1 million.

The dining area, which can seat 85 patrons, reflects the Victorian styling familiar to the turn of the century homes.



**DANNY LINDNER**  
30 years experience

"When we were renovating we retained a lot of the original trim." The result is a "cozy and intimate" atmosphere, he added.

The dining area is complimented by a veranda which looks out on to an outdoor patio facing Main Street. Upstairs a lounge features nightly entertainment.

The menu offers an assortment of meat and seafood dishes. Special items in season are highlighted on a blackboard at the entrance. Dinner, including wine, can cost between \$60 to \$70 per couple.

The banquet facilities, on the other hand, have a contemporary styling, a seating capacity for 130, a large dance floor, and a permanent wet bar. A complete package, which includes food (tailored to the client's needs), liquor, and beer usually averages about \$50 a plate, he said.

## Car sales soaring at this dealership

Conlin Chev-Olds has grown from its inception in 1947 to become the top selling dealer in York Region. In the past year alone new car sales have almost doubled — from 900 to 1,600 — says general sales manager Scott Pearl.

In its inaugural year, the original dealership on Hwy. 48 carried about 5 to 10 cars on the lot. In 1965 the business moved to its

present location at Hwy. 7 west of Laidlaw Blvd. Today there are more than 350 new and used car and trucks for customer to choose from.

The dealership carries a full line of new cars ranging from the economy-minded \$6,600 Chevettos to sporty \$40,000 Corvettes. General Motors offers a three-year/60,000 km warranty on new vehicles which can be upgraded to five years with unlimited mileage.

Used cars are also available and are sold with a six-month/10,000 km warranty. Coverage can be doubled "...for a modest fee," he said.

Mr. Pearl explained the dealership's success in terms of the quality of the GM vehicles, commanding a 43 per cent strangle hold on the Metropolitan Toronto market, and customer satisfaction.

He explained that the dealership takes a personalized "straightforward approach" toward its customers.

According to the Customer Satisfaction Index — a GM survey of new car owners — Conlin's ranked number one out of 42 Metro area and vicinity dealers.

"It is the single most important document next to the financial statement," he said.

The survey revealed that 96.9 per cent of Conlin's customers were satisfied with their buying experience and that more than 90 per cent indicated they were pleased with the service.

Future plans for the dealership include an upgraded image and improved landscaped facade, due to be completed this year, and a larger showroom within the next two to three years.

Mr. Pearl hinted that a larger showroom may eventually be needed to accommodate GM's new product line of Saturn vehicles expected to be introduced within the next five years.

"What we are trying to create is a nice relaxed place to come and look at automobiles," Mr. Pearl said.



**SCOTT PEARL**  
Customers satisfied

## Sun power can extend swimming season

Markham has one of the highest concentrations of swimming pools per capita in the country, says Markham Pools owner Dick Jackson, and the demand is increasing.

Mr. Jackson was affiliated with the pool industry for the eight years before opening his own retail outlet in early April. In three months he has doubled the store's floor area.

"I recognized that there was a need for pool service, repair and sales in the area," he commented.

So far the response from the community has been excellent, he said. He speculated that being the only pool dealer adjacent to a busy Hwy. 48 has helped to provide good exposure for his business.

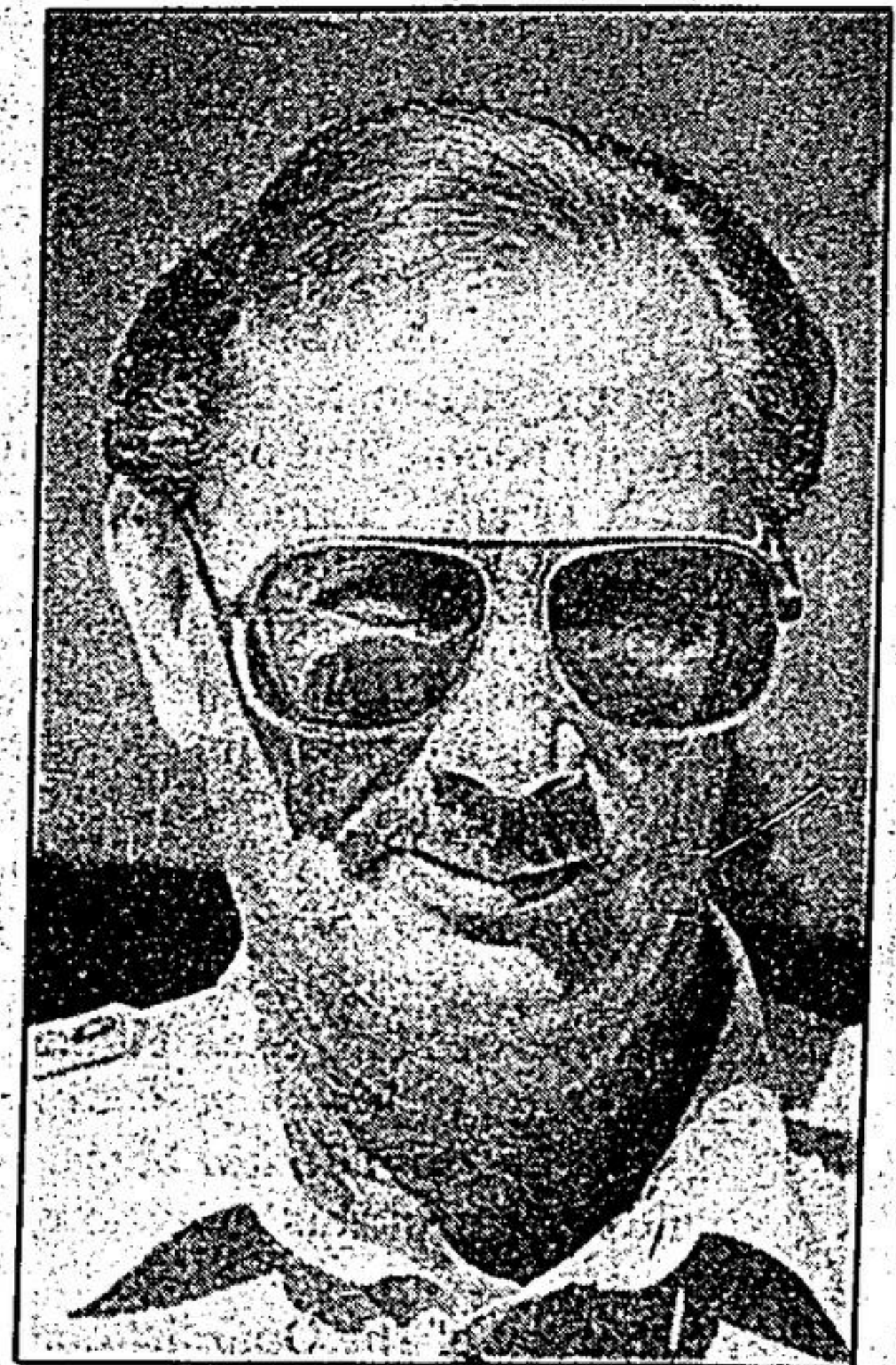
Markham Pools offers a selection of steel-walled, vinyl-lined pools, both inground and above ground, at price ranges designed to appeal almost any budget, he said.

He pointed out that although they are of comparable quality to their concrete counterparts they are about half the price with lower maintenance costs.

Due to the high cost of energy, the cost of heating a pool is an important factor, Mr. Jackson said. Cold spells and many cool evenings over the past few years have put a strain on gas heating, he added.

"The use of solar heat panels for heating your pool is not only money wise, it also allows you to extend the pool season earlier in the spring and late in the fall at literally no cost," Mr. Jackson said.

"It is not uncommon for the installation price of a gas heater, combined with the first year's cost of gas to exceed the full purchase price of a solar system," he said. He added that a solar system is self-



**DICK JACKSON**  
Solar heating practical

operating and requires no maintenance. Spa's, although they have been a common item on the West Coast for years now, are only just experiencing an upsurge in popularity in the local area.

Spas come complete with heater and filter therefore reducing maintenance to a minimum. Combined with the use of the filter, heater and a new generation of chemicals, the same water can be used for up to six months as opposed to three to four weeks previously, Mr. Jackson noted.

A portable spa is a good buy because it can be used indoors in the winter, he said.

Based upon the response he received after displaying spas at the Markham Shopping Centre, Mr. Jackson noticed that "...people who never even thought of spas are getting into it."

Markham Pools, offering a quality line of pools, chemicals, spas and saunas, is located on Hwy. 48 just north of 16th Ave.