

# Staking a claim for shoppers' time, money

From page 1

lators on each floor, allowing customers to make all their purchases at once, while additional staff patrol the rest of the store to offer assistance.

It also will mark the second York Region location where The Bay and Sears Canada battle head-to-head under one roof, following the lead established at Markville Shopping Centre in Markham.

"Sure it's a competition. You can buy your Clinique makeup at both Sears and The Bay and the same with Jockey underwear. But there are different ways to compete," Chouinard said Thursday after touring the Newmarket outlet.

"We understand (the Newmarket) Sears does very well... but brands sell, there's no question about that. You can buy better brands from The Bay. We will have brands that Sears does not sell, just like they have lawnmowers and we don't. We have picked out spots and put our stakes in the ground."

Test-marketed since last fall at North York's Centrepoint Mall and the Erin Mills Town Centre in Mississauga, the suburban format will also include large centralized fitting rooms, in-store cafes and fine interior decor. Chouinard said this will separate The Bay from both Sears and Wal-Mart Canada.

Two years ago, The Bay featured 80 labels, but that number has been whittled down to 30 and will fall to just five leading brands by next year.

"The Bay needed a lot of things done to it and we revolved around the fact The Bay's image was pretty tired. Rejuvenating that image was pretty much a given," Chouinard said. "The Canadian department store has continued to erode to specialty stores and big-box retailers over the last 20 to 25 years and we have to bend that needle back."

"It's a complicated Rubik's cube to solve. Our first two prototypes dialed the stores down too much, but we have found a better way to do a department store's environment. It has to have a certain class to it because we are not necessarily catering to people worrying about price, but catering to a shopping experience."



STAFF PHOTO/ROB ALARY

The Bay president Marc Chouinard says his chain remains distinct from competitors.

Richard Talbot, a Unionville-based retail consultant, said the battleground has changed drastically since Sears and Hudson's Bay picked away at the ashes left behind by the Eaton family.

"In the past, there was always a slugfest with Eaton's and it was difficult to compete when Eaton's was slashing prices and not paying suppliers," explained Talbot, president of Talbot & Thomas Consultants International Inc. "It became a bloodbath."

Companies such as Winners and Labels will help keep department store prices in check, Talbot added.

"If one store gets out of line, prices will be undercut and the customer wins."

Meanwhile, Chouinard said there's no denying the failure of Eaton's has paid big dividends for both Sears Canada and The Bay. Price margins that were stretched to the limit like an elastic band have now been eased.

"As long as Eaton's was around, there were a couple of players fighting the same area," he said. "The Eaton's name had reached a certain level, but now we are in that zone. It's really an asset we now hate to lose."

Representatives of Sears Canada did not return phone calls.

# Teachers bear brunt

From page 1

instructors have to bear more responsibility for dealing with problem students because parents spend more hours at work.

Jerry LeRoy is an educational representative with the Canadian Safe School Network, the non-profit organization that organized the conference.

He contends it can make a difference in stopping violence.

"Nobody can really prevent Columbine," he said. "But we all have to try to be as much on the same page in the way we deal with kids."

LeRoy said he knows seminars work because they heighten awareness, open lines of communication between educators and police officers and receive favourable feedback.

Bill Hogarth, the public board's director of education, echoed those sentiments.

"Whenever you bring community interests together — students, police — you bring about opportunities to talk about the issue," he said.

The concerns of people who attend the seminars are forwarded to the board's safe schools committee.

GENERAL & COSMETIC DENTISTRY FOR THE WHOLE FAMILY

**MODERN DENTISTRY TRADITIONAL CARE**

**Dr. Ken Lawlor**

including:  
Orthodontics for Children & Adults  
Jaw Joint / TMJ Treatment

905-475-7600  
18 Crown Steel Drive  
(Warden & 14th Avenue)

Electronic Insurance Filing

**MedicAlert**  
SPEAKS FOR YOU  
1-800-668-1507  
www.medicalert.ca

This message brought to you as a community service of The Economist/Tribune

**Unionville Family Physicians**  
are pleased to welcome back  
**DR. LISA STEVENSON**  
MD, CCFP, Dip Sport Med.  
Family Practice & Sports Medicine.  
Now accepting new patients  
Evening appointments available

10 Unionville Gate, Ste. 301 475-3121

**IF NOT NOW... WHEN?**

**We'll give you 1 Month and \$225. to get in shape - NOW!**

Spring for it!  
**\$225<sup>00</sup> OFF\***  
YOUR ENTRANCE FEE when you join us before May 8, 2000

Spring for it!  
**1 Month FREE\***  
With your brand new Annual Membership until May 8, 2000

\*Persons must be 19 years or older. Not valid to present Club members or with any other discount offer.

Yes... we have Personal Trainers - for beginner to advanced

**Spring for the Best Club Around!**

- 5 International Squash Courts • Squash Professional and Pro Shop
- state-of-the-art exercise gym (\$75,000 in recent upgrades) • expanded free weight room • large aerobics studio with cushioned floor (ask about our exciting NEW classes) • Personal Trainers • Computerized Fitness Evaluation & Program • Indoor Swimming Pool with adjacent Garden & Patio • Aquafit Classes • Whirlpool, Steam Rooms and Dry Saunas
- CHILD CARE • Chiropractic & Rehab. Services from MARKHAM PAIN CLINIC • Massage Therapy • Esthetician • Free Towel Service & Grooming Aids • Licensed Lounge and Restaurant
- Plenty of Free Parking

We offer reciprocal Membership Privileges at The Adelphi Club (Downtown) and Ontario Racquet Club (Mississauga). ASK FOR DETAILS.

**CLUB MARKHAM**  
Located in the **EMBASSY SUITES**  
8500 Warden Ave. (at Hwy #7) Markham  
• 905-470-2400

get FIT SPRING 2000

**LOW, LOW, LIFE TERM INSURANCE RATES**  
male non-smoker

AGE	\$250,000	\$500,000	\$1,000,000	AGE	\$250,000	\$500,000	\$1,000,000
35	\$205	\$285	\$545	55	\$633	\$1215	\$2330
40	\$245	\$370	\$715	60	\$990	\$1880	\$3660
45	\$283	\$540	\$1055	65	\$1633	\$3165	\$6230
50	\$430	\$835	\$1645	70	\$2930	\$5835	\$11,610

**SPECIAL RATES FOR SELECT SMOKERS**

- Mortgage Insurance
- Tax sheltered universal life plans
- Joint plans for Estate Duty
- Female rates considerably less

Call **GERSON INSURANCE**  
Tel: 905-947-9486 Toll Free: 1-800-465-3601  
7225 Woodbine Ave., Markham, Ontario  
Member: Independent Life Insurance Brokers Of Canada

**Clunk. Clunk. ...%@\$#!**