

Limber up your dialing finger

New area code means dialing 10 digits for every phone call next year

BY DARYL-LYNN CARLSON
Staff Writer

Another proposed change to the region's area code rings so familiar, local businesses aren't dialing disaster — yet.

Instead, many figure the burgeoning population north of Toronto is so good for business it's well worth the hassle of dialing the area code every time they make a call.

The Canadian Radio and Telecommunications Commission this week announced it is set to require people in the 905 region to dial 10 digits — both the area code and telephone number — to make local calls.

And a second area code will be introduced next summer.

It was only seven years ago that the region was designated part of the new 905 code, breaking away from 416.

"It will be just another one of these inconveniences," commented Sam Pollari, owner of Amandalina's Bridal Boutique Inc. in Woodbridge, which garners much of its business by phone.

"But we're all creatures of habit. We like things the way they are but when they do change, we all bounce back like a rubber band," Pollari said.

Pollari noted the change will address growth in the area, which contributes to the region's economic prosperity.

Existing businesses and residences will simply have to dial 10 digits to call locally, beginning next June.

But matters could get confusing when the second area code is introduced because it will be assigned to all new subscribers, rather than by geographical region.

That means businesses or residences next door to each other could have different area codes.

The new code, which hasn't been selected, is called an overlay because it will mix with the 905 region. CRTC officials believe it will have less of an impact than the alternative, which would be to divide the region again and change the code of half of the existing 905ers.

The CRTC said it is compelled to assign a new area code because its supply of 7.9-million 905 phone numbers available is quickly depleting due to demand for fax machines, Internet access, pagers and phones.

Some people are slightly daunted by the prospect of having to remember a 10-digit phone number.

"My husband was saying 'Wow, I have enough trouble remembering seven numbers, now I'll have to remember 10,'" said Manuela DiBartolomeo, part owner of the Canadian Cresting Company in Concord, which also does much of its business by phone.

But DiBartolomeo said she's not particularly concerned about adding 905 on to all telephone calls because her business has included the code on all of

its stationery. Howard Barmash, a Thornhill retail goods importer, suggested more people will use their speed dial option to spare themselves from finger fatigue.

He also suggested many businesses are turning to communicating on the Internet using websites and e-mail, which don't require customers to remember a phone number.

"Any change, nobody likes it," Barmash said.

"But after a while, people will just get used to it."

FREE

The 4th Annual HERB FAIR
"A High Summer Thrill"
Sunday, August 20th
10:00 am - 5:00 pm

Richters

- TV Personality - Marilyn Edmison-Driedger of "THE GARDENER'S JOURNAL" will speak on **HERBS IN THE HOME AND GARDEN**
- Visit 35 Herbal & Arts Vendors • Join a guided herb walk
- See all sorts of demonstrations • Try some gourmet herbal foods
- Take part in a cooking competition with big prizes (register beforehand)
- Special Activities for the Children

at RICHTERS GREENHOUSES
Hwy. 47 just east of Goodwood Call 905-640-6677 for more info

Brightest Ideas CONTINUE...

VILLAGE

SOPHISTICATED & SPIRITED

THE ALL-NEW 2001 SENTRA

Purchase Sentra XE with Value Option Package only

\$16,398

Lease Sentra XE with Value Option Package for only

\$198/mo.*

for 48 months, only \$1,500 down

• 126-HP 1.8-litre engine • Air conditioning • 4-speaker AM/FM with CD audio system • Colour-keyed body side mouldings and door handles • 8-way adjustable driver's seat • Centre console armrest • Vanity mirrors, and more...

THE MOST POWERFUL V6 OF ANY SUV**

Pathfinder XE starts at \$34,700

THE 250-HP 2001 PATHFINDER

Purchase Pathfinder SE automatic only

\$40,200

Lease for only

\$488/mo.*

for 48 months, only \$4,000 down

Power Changes Everything • 250-HP 3.5-litre DOHC engine • 265-ft-lb torque @ 3,200 RPM • All-Mode 4-wheel drive (automatic 4-wheel drive selector dial) • 16" alloy wheels • Air conditioning • Bose® acoustically tuned audio system • Upgrade 6-disc in-dash CD autochanger • Power sliding glass sunroof • And much more...

2000 Maxima GXE: "Car of the Year Award Winner for Best New Family Car" (more than \$25,000)

Automobile Journalists Association of Canada

2000 Maxima SE: "Car of the Year Award Winner for Best New Sports Sedan"

Automobile Journalists Association of Canada

2000 MAXIMA SE

Maxima GXE starts at \$28,890

Lease Maxima SE with Convenience Package for only

\$399/mo.*

for 48 months, only \$4,800 down

Get 0.9%† financing

• 222-HP 3.0-litre V6 engine • Automatic transmission • 7-speaker 200-watt AM/FM/CD with cassette audio system • Automatic climate-control air conditioning • Anti-theft system • Heated power driver's seat • Power sliding glass sun roof • Leather interior and more...

2000 ALTIMA GXE

Altima XE starts at \$19,998

Purchase Altima GXE for only

\$20,999

LOW LEASE RATES

OR Get 0.9%† financing

• 155-HP 2.4-litre engine • 100-watt AM/FM/CD audio system • 4-speed automatic transmission • Air conditioning • Remote keyless entry system with panic alarm • Dual airbags • Power windows, mirrors, door locks, trunk release, and more...

DRIVEN.

*Financing Example: \$25,000 at 0.9% per annum equals \$704.12 per month for 36 months. C.O.B. is \$348.32 for an obligation total of \$25,348.32. See dealer for details.

NEW SERVICE HOURS

Mon. - Thurs. 7-9 pm
Fri. 7-5:30 pm
Sat. 8-3 pm

NISSAN

4600 Hwy. #7, Markham (905) 477-3337

www.villagenissan.com

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

Readers Choice Award 1999