

SURPLUS OF DOCTORS

'Dentistry at turning point'

OTTAWA (CP) — Dr. Howard Rocket has added a new dimension to one-stop shopping with a dental office tucked between the lingerie and cookware departments of a discount department store.

Dr. Ray Jones's office, decorated in soft neutral tones, with cedar panelling and lush hanging plants, has more the air of a clinical disco than the chamber of blood and pain we all dread.

Both are part of a new breed of dentist forced into innovative approaches by an increase in dentists and a decrease in patients.

"Dentistry in Canada is at a historic turning point," says the authors of a recent study of the profession. "We are moving from a situation of chronic shortage of dental manpower to one of embarrassing surplus."

The consumer is benefitting from the situation. In many areas there is no more waiting three months for an appointment, no arriving at the office to find your dentist is two hours behind schedule and no mid-week golf game for the dentist.

The dentist can no longer rely on toothaches and cavities to produce a constant supply of patients. About 73 per cent of all adults in Ontario don't go to the dentist regularly and 40 per cent don't go at all. The dentists are attempting to attract these people through better service.

A 1979 study by a University of Toronto professor shows cost is at the bottom of the list of fears that keep patients away. Most dentists follow the Royal College of Dental Surgeons fee guidelines fairly closely. Patients can ask to see the price list and should ask for a detailed estimate before any major work is done.

The major obstacle dentists must overcome is the fear of pain.

"Let's face it, not even dentists like going to the dentist," jokes Rocket who plans to open an Ottawa office next year in addition to his current one in Mississauga, Ont.

When patients arrive at Jones's office they are greeted by a cheerful receptionist quite willing to spend time "chatting" with the customers.

A dental assistant spends about 15 minutes with each patient, explaining the workings of the stereo-headphones and nitros oxide, a relaxant administered through an inhaler.

"People are always more frightened by what they think it will all feel like than they are by the actual pain," Jones says. "Things like the headphones and nitros oxide help to distract them from those fears."

The office is wide open, with

sunlight streaming in from all sides. There are no small, cubicle-like offices where a patient "sweats it out" waiting alone.

The old-fashioned drill has even been remodelled to reduce the vibration, pain and noise.

Rocket's office is not as luxurious as Jones's. It is located in a department store that attracts more than 700,000 shoppers a year. His office hours extend late into the evening and all day Saturday.



Fur-lined pumps are part of the boot collection on display.

COWBOY TREND IN TORONTO

Western influence in footwear

by JUDY CREIGHTON

TORONTO (CP) — You could have sworn Alberta had moved to Toronto on Tuesday by the number of cowboy boots displayed at the Canadian International Footwear Exposition.

Room upon room at the lakefront Harbour Castle Convention Centre displayed variations on the same theme — western boots — and though some Albertans may be talking separatism, 2,000 manufacturers, retailers and buyers are talking about the big bucks the cowboy trend is realizing.

Buyers came from Europe and the U.S. for the first exposition, sponsored by the Shoe Manufacturers' of Canada, to be held outside Montreal. An association spokesman said it plans a second show in Toronto next fall.

Frances Kelley, director of the Montreal-based Footwear Bureau of Canada, said in an interview the western influence is here to stay and "like

blue jeans, it will become a way of life."

Running a close second in popularity in both men's and women's looks are sport boots featuring lower heels, moulded crepe soles or fashioned in a shorter height with, again, cowboy heels.

"The casual quilted look is very strong in the casual sporty boot," Kelley said. "In addition, there is a tremendous variety of color in both leathers and suedes."

Space-age fabrics that resist both wet and cold and day-today winter boots with deep treads for safety are becoming a must for consumers, she said. "There is a strong feeling among Canadian boot manufacturers that the consumer wants wearable winter footwear that will last longer and protect them."

Kelley had some good news for boot buyers next winter.

Stabilization of world leather prices will "probably mean prices will run 10 to 15 per-cent higher, not the terrible jump they took last year

because of rising prices of hides."

She said some boots may even remain stable in price because of the use of synthetic fabrics.

"You can buy some boots for well under \$100 — in fact, the western boot starts for around \$80 retail."

Donald McLeod of Savage Shoe Co. Ltd. in Cambridge, Ont., and chairman of the Shoe Manufacturers' Association, said in an interview that the show revealed an increasing use of pigskin for outerwear.

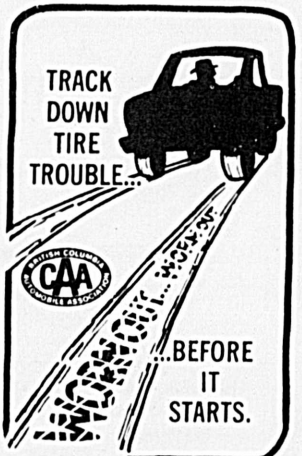
"The by-product component of the meat packer's cost end result is that tanning technology makes pigskin more available," he said. "By using even a portion of swine-kill products will hold the price of cattle hides down."

McLeod said that pigskin is "a very durable product and will take the price pressure off cattle hides."

New for next fall are high fashion boot pumps for women, Kelley said. These are styled in not only classic lines,

but also in the stacked heel-buckled and stitched pump. Both are lined with fleece or fur.

"When I say the idea is new, I mean that in the past only well-dressed, middle-age women wore them. They are ideal for the executive woman on the go because they're easy to get in and out of and they're warm."



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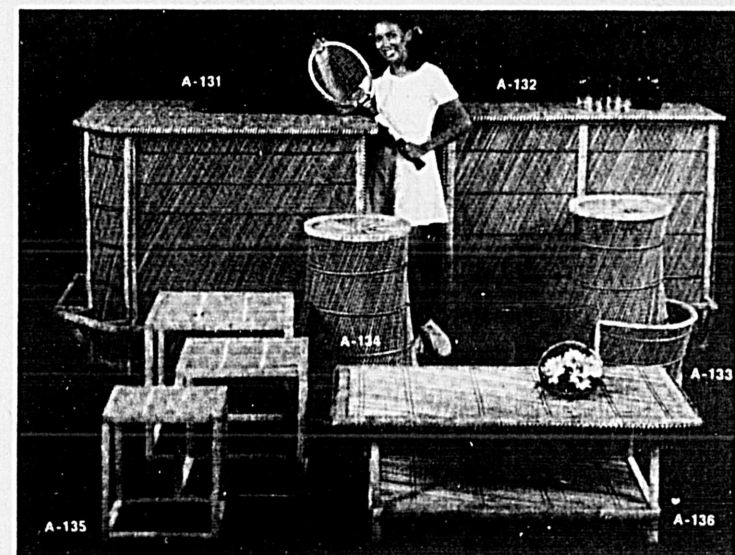
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