



Holocaust survivors honour the dead

David Rybowski and his wife Zenia Rybowski, both Holocaust survivors, were on hand Sunday for the lighting of the first candle at the Holocaust ceremony at the 70th anniversary of the Warsaw Uprising at the new UJA Federation building in Toronto. Monday is Holocaust Remembrance Day, a day to reflect on the six million Jews who were killed during the Holocaust, and to honour others like the Rybowskis who beat the odds and survived.

VINCE TALOTTA/TORSTAR NEWS SERVICE

Dentists offering perks in face of fierce competition

Guerilla dentistry. Practices resorting to glitz, glam and old-fashioned gimmicks in skirmish for business

Two dentists, one neighbourhood: Dan Pisek remembers it well.

The dental-marketing consultant had a client who decided to attract new customers with a discount on teeth whitening.

A few weeks later, the dentist down the road put out a better discount. So Pisek's client doubled down, deepening the savings. And so on, and so forth.

The skirmish, which happened five years ago, is representative of Toronto's "hyper-competitive" dentist scene,

where more and more doctors are clamouring for customers who often have healthier teeth, thanks to practices like water fluoridation.

The result is the increasing use of marketing gimmicks to rake in clientele. This flips the common feeling, spurred by doctor shortages, that patients are lucky to land a medical professional. When it comes to dentists in the GTA, they are lucky to have you.

"I've seen practices that when you walk in, they look like spas... You're sitting in a vibrating chair, watching TV and being offered an espresso," said Mike Carabash, a Toronto lawyer specializing in the industry.

A November report on the economics of dentistry for the Ontario Dental Association says the patient-to-dentist ratio in the province

Shrinking demand

- The ODA report predicts that over the next decade an increasing percentage of patients will pay for dental care out of pocket instead of with insurance — up from 45 to 55 per cent.
- This could be problematic, given that incomes have stagnated for the majority of Canadians since the early 1980s, the report notes.

has dropped 13 per cent since 2002, down from 2,277 people per dentist to 1,992 in 2011.

Part of this is because schools continue to pump out hefty cohorts of dental graduates. **TORSTAR NEWS SERVICE**

T.O. firm sends beats pulsing through your body

Take that, earbuds!

A gang of altruistic aging-raver types from Toronto has been sitting on a product poised to send reverberations — literally and figuratively — through the audio-technology market, with the potential to influence both the way music is consumed at home as well as how it's produced, mixed and recorded in the first place.

The SubPac — hatched from the minds behind electronic-music-loving local collective StudioFeed — is a cushion-like

subwoofer rig that, as the literature puts it, "generates a dynamic, rich and accurate tactile representation of whatever sound you input." More simply put, that means you hook the thing up to a sound source, plug in your headphones, lean back against it and feel an authentic "whoomp, whoomp, whoomp" surging through your trunk just as if you were standing in front of a P.A. blasting away at deafening volume during a DJ set or live show, only without the deafening volume. "FEEL

Feel your music

"As soon as we introduce this to people who have an interest in music, their reaction is not just 'Oh, that's cool' but 'How can I get involved in this?'"

StudioFeed founder John Alexiou

YOUR MUSIC," goes the SubPac slogan, and indeed you do.

It's tough to understand or to describe how well the SubPac works until you've actually settled back into one yourself, mind you, which is why its cre-

ators have diligently been putting prototypes in the hands of tastemakers in a position to give it credibility upon its initial rollout — as StudioFeed founder John Alexiou puts it — as "not a gimmick," but some-

thing "that is a really beneficial element to music." So far, the grassroots strategy has worked. Among the "names" who've gamely offered testimonials in support of the SubPac are dub-reggae DJs Scientist and Adrian Sherwood; transatlantic record-label bosses Gilles Peterson, John Tejada and Stephan Bodzin; dub-step mavens Kode 9 and Mala; Los Angeles avant-electronica auteur Flying Lotus; and Public Enemy producer Hank Shocklee. **TORSTAR NEWS SERVICE**



Holding the SubPac is Sarosh Khwaja. Behind, from left, is Phil Devries, Hayley Stole-Smith and Todd Chermacki. All are part of the Studio Feed team. **TORSTAR NEWS SERVICE**

<p>Comfort Tour USA TOURS INCLUDE ROUND-TRIP CITY TOURS, 3 BREAKFASTS, 3 NIGHTS HOTEL</p> <p>4 DAYS NEW YORK</p> <p>APR 11, APR 18, APR 25, MAY 2, more dates available online</p> <p>TOUR PACKAGE \$598* TAXES INCL.</p>	<p>4 DAYS WASHINGTON</p> <p>MAY 2, MAY 17, JUN 6, JUN 28 more dates available online</p> <p>TOUR PACKAGE \$598* TAXES INCL.</p>	<p>4 DAYS BOSTON</p> <p>MAY 17, JUN 13, JUN 28, JUL 11, more dates available online</p> <p>TOUR PACKAGE \$598* TAXES INCL.</p>	<p>4 NIGHTS LONDON 4 NIGHTS PARIS</p> <p>SEP 5, SEP 19, OCT 10</p> <p>TOUR PACKAGE & FLIGHT \$1,978** \$526.16 TAXES</p>	<p>4 DAYS CHICAGO TOUR PACKAGE APR 25, MAY 9, MAY 30, JUN 28, more dates available online \$598* TAXES INCL.</p> <p>3 DAYS MONTREAL QUEBEC OTTAWA TOUR PACKAGE MAY 18, JUN 7, JUN 14, JUN 21, more dates available online \$398* \$61.74 TAXES</p>
--	---	--	---	--

* ALL PRICES ARE PER PERSON, BASED ON DOUBLE OCCUPANCY
** LOWEST FARE SHOWN

Comfort Tour Inc. 90 Sherbourne Street, Suite 101, Toronto, ON M5A 2R1, Canada
Tel: 416-642-0372 Toll-free: 1-866-213-0371 WWW.COMFORTTOUR.CA

BOCA No. 50013488