

MACLEAN'S

# PREVIEW

A LOOK AT TOMORROW IN TERMS OF TODAY

- Who's going out of the social register
- Cent-a-mile electric cars soon on market

**OUR CONTROVERSIAL SOCIAL REGISTER** will be down to 30,000 (from 50,000) names when it comes off the presses this fall. Who's going out? Among others: MPs mixed up in the Ottawa Printing Bureau ("or any other") scandal; MLAs with no other qualifications ("no more carte blanche") and the "wife" of a priest in a Northern Ontario town where the arbiter put Mr. and Mrs. before everybody. Also going out are five Quebec City socialites who made the book although they were dead. Going in is External Affairs Minister Sidney Smith. The publishers admit 500 errors in the first edition. Most goofed city: Victoria.

**THEIR APPARENT** to the first family of Canada's English-language theatre and a young man to watch is William Davis, cousin of Murray and Donald (founders of Toronto's Crest theatre) and their sister actress Barbara Chilcott. Just graduating from University of Toronto (he was honored for four years "outstanding contribution to college theatre") Davis makes his professional acting debut this month. He'd rather direct, has already co-produced a successful summer season at Port Carling, Ont. This year he'll also help run a theatre in Peterborough. Toronto Globe and Mail critic Herbert Whittaker calls him, at 21, "a first-class director."



DAVISES:  
William's next in line

**TWO FAVORITE CANADIAN CHILDREN'S HEROES** are off to seek further fame in the U.S. They're Dale of the Mounted, veteran of nine books, and Maggie Muggins, star of radio and three books. Dale's creator is Toronto writer and former Don Jail guard Joe Holliday; Maggie's is Mary Grannan—CBC's Just Mary. Thomas Allen has published all twelve books in Canada; Pennington Press of Chicago has U.S. rights. Advance ballyhoo will include billboard and TV ads.

**UMBRELLAS FOR MEN** are in style again. Fad started in Vancouver where UBC undergrads began packing them between lectures. Now it's spreading east. Some commuters pair tightly furled bumbershoots with bowlers. "Our sales are up 500%," Murray Sibulash of Atlas Umbrellas told Maclean's. Men's styles start at \$4, go as high as \$19.95 for nylon with sterling handle-ring. One fashion that didn't make it: colored tops.

**ELECTRIC CARS** may be on their way back. Two U.S. firms sold 50 each last year. Stinson Aircraft Tool of San Diego, Calif., has converted sporty Karmann-Ghias to run 80 miles (at up to 60 mph) on one battery charge. Cleveland Vehicle Co. will soon bring out an electric Nash Rambler at less than \$2,500. Advantages: one-cent-a-mile costs, silence, no fumes, easy maintenance. Drawbacks: frequent recharging; heavy batteries.



HOWARDS

(riding) slowed her down. Her three children have never seen Howard on the late show; the Dale-Harris' TV set is kept in the maid's quarters.

**BILINGUAL GROUPS AND CONVENTIONS** will soon be able to have speeches translated simultaneously without a maze of wires and microphones. A British hearing-aid firm, Multi-Tone Ltd., with offices in Toronto, will rent pocket-sized transistor sets to pick up signals sent through a single wire loop around the auditorium. First practical test will be next month when doctors of the College of GPs meet at Toronto's Royal York Hotel.

## SET TRAPS FOR FREELoadERS

Unemployment watchdogs crack down

**WITH LAYOFFS** at Avro providing a new drain for Unemployment Insurance Commission benefits—already over \$25 million a month—the watchdogs of the UIC will be looking even closer for ways to check freeloaders.

While most people drawing benefits are honest, some feel either, (1) they've paid in too long and deserve something back or, (2) they're suckers to work when they can get paid for loafing.

How much swindling is done? Last year 8,565 persons were penalized up to six weeks' benefits for false statements (usually about previous earnings). Another 900 were charged with more serious abuses, and thousands probably went undetected.

The most common offenders are working girls who find it fairly simple to draw \$23 a week for 36 weeks after they marry, even when their husbands have steady jobs. The wife of one \$9,800-a-year Ottawa civil servant drew benefits between sessions of parliament, where she worked as a stenographer.

Some basic ploys are encountered at UIC offices everywhere:

➤ **Pensioners** file for benefits when co-operating employers write letters that make retirements appear as layoffs.

➤ **Girls** register looking neat and competent, to seek work as receptionists or secretaries. On their way to UIC - arranged interviews they muss their hair, smear their lipstick, appear too messy to be hired.

➤ **Men** express apparently sincere interest in getting jobs but hint broadly to prospective bosses that they suffer from obscure chronic ailments that hamper their work.

How can the freeloaders be stopped? The UIC has fifty inspectors on the scent but can't hope to catch all offenders. Jealous neighbors sometimes tattle but balk at signing complaints. The commission is against tougher restrictions. Insurance Branch Director James McGregor says: "We have no means test in this country and I hope we never have. We can never be absolutely sure there's no deception. We're not thought-readers." —TONY WRIGHT



McGREGOR & TARGET

## CREDIT IN YOUR POCKET Watch for boom in cards

**THE BIGGEST BOOM** ever in on-the-cuff spending should hit Canada this summer, as the major credit-card companies, already billing more than \$250 million a year in the U.S., hunt more customers on the Canadian market.

Here's how those companies stand now and what they told Maclean's they plan for this year:

➤ **Diners' Club:** The daddy of all the credit cards costs \$5 a year. It now has 60,000 Canadians charging \$1 million a month (65% at the 700 Canadian businesses offering Diners' credit; the rest abroad) and is signing 4,000 a month at its Toronto and Montreal offices.

➤ **Sheraton Hotels'** free card—good for hotel services and car rentals—is held by 95,000 Canadians. But Sheraton joined with Diners' in September and now offer a \$5 combined card.

➤ **Hilton Hotels'** new *Carte Blanche*—aimed at persons "accustomed to the finest"—is opening a Toronto office next

month to launch a drive for 50,000 Canadians, aiming first at large companies with expense-account travelers, later at private spenders.

➤ **American Express** has offices in Montreal and Toronto but has "not yet begun its drive." More than 250 hotels and motels, 150 restaurants and 390 other businesses (from flowers to auto parts) in Canada now honor the \$6-a-year Amex cards.

Other companies include **Knott Hotels** (2,000 Canadians), **CPR**, the **Delaware Cruising Club** (which seeks 5,000 Canadian members) and dozens of independent hotels.

Is it all gravy? Not for some businesses. One Montreal restaurateur told Maclean's: "We pay seven-percent brokerage and as more and more places sign up we're getting the same business as before." Some big-city restaurants now offer private credit: they'll risk bad debts (usually less than 1%) rather than pay brokerage. —FRED KERNER

## WHAT PRICE HISTORY? Montreal fight may find out

**THINK CANADIANS** have to import gun-totin' heroes like Davy Crockett and Dan'l Boone to get stirred up about history? Then keep an eye on Montreal. The battle royal that opened there when the swanky new Conrad Hilton-CNR Queen Elizabeth Hotel tried to revive the 18th-century Beaver Club as a tourist attraction has got more tempers flaring than if *le Rocket* had been sold to Toronto Maple Leafs.

When the club first met—in Dillon's tavern—its roster included the names of lusty pioneer giants: Alexander MacKenzie, David Thompson, James McGill, Simon Fraser, Simon McTavish.

Today any tourist can buy for \$10 a card entitling him to "partake of the rights and privilege of the Goodlie Fodallite of Gentlemen Adventurers in the Noble Art of the Trencher."

After the first banquet (pea soup, Malpeque oysters, grilled buffalo steak, wild rice—washed down with flagons of red wine, rum and flaming maple sugar) a storm hit the press. Typical comments:

Novelist **Hugh MacLennan**: "Cheapens the entire community."

A **McGill Daily** editorial: "Offensive. (The originals) would have taken the place apart."

**Leonard Knott**, president of the Queen Elizabeth's publicity firm: "Many Canadians will become curious about our history and discover its adventure."

Writer **Phyllis Lee Peterson**: "All to the good. The originals were no saints; witness a bill for 25 of them when only eight took supper: '17 Madeiras, 8 port, 3 bott. mulled, pipes and segars, cider, porter, ale and broken glass—£34 5d.'"

—CLAYTON SINCLAIR

