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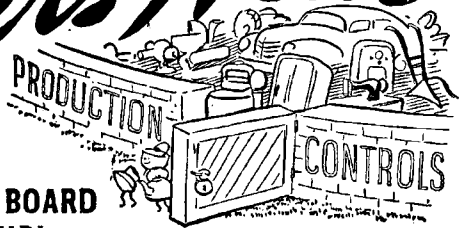
# Consumers' News

ISSUED BY THE  
CONSUMER BRANCH

THE WARTIME PRICES AND TRADE BOARD

OTTAWA

CANADA



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## CLEARING THE WAY FOR INDUSTRY

Since the summer of 1944, the Board has removed five out of every six of its orders controlling production and distribution. At that time, more than 300 orders were in force. Now fewer than 50 remain.

It was in September of that year that the Board announced the approach and procedure which, under the Government's stabilization policy, would guide its actions in respect to price and supply controls during the reconversion period.

With regard to price control, it was emphasized that as long as the danger, of sharply rising prices remained, the Board would continue to adhere to the basic period principle.

In the sphere of supply, the Board declared its intention of removing as promptly as feasible all orders prohibiting or restricting production of civilian goods, in order to assist business to plan for the reconversion period and permitting production to be resumed as soon as materials and labour became available.

### Most production restrictions off

In general, the way has been cleared for the reconversion of industry. Practically all orders restricting production have been withdrawn. In the field of metal products especially, there formerly were many restrictions designed to release materials and labour for war purposes. Now all restrictions other than price control have been removed from the production of automobiles, refrigerators, washing machines and the entire range of household appliances; also from agricultural and other types of machinery and equipment.

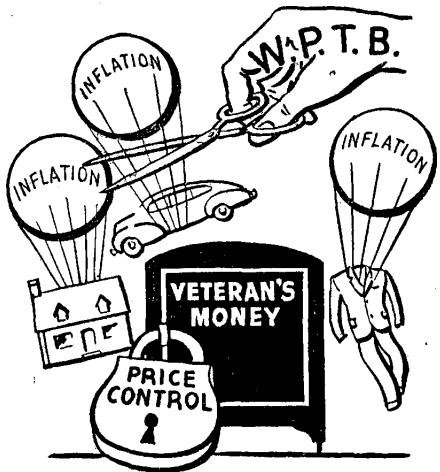
### Aim is to increase supplies

The production programmes that remain are almost without exception designed to **increase** the output of necessary civilian supplies in fields where there is a shortage of the basic raw materials throughout the world.

Distribution controls over scarce supplies ensure that each part of the country—and in the case of rationed goods, each individual—receives a fair share. Without these controls some areas would not obtain an equitable proportion of clothing and certain essential foods.

The Consumer Branch is co-operating with all Government Departments in the conservation of paper. If this publication is not found of benefit to you, please advise us.

# THE WPTB IN CIVVY STREET



Have you someone coming home from the war? If so, he—or she—will be full of plans for the future. Plans for resuming an interrupted education, plans for a job. Or, possibly, the veteran's idea is to set up a business. And, almost certainly, there is the hope of starting a home of one's own sooner or later.

These young people have been getting basic training in reverse, learning in their rehabilitation centres what Canada is doing to help them, and what it means to be a civilian in this transition period. In the services, such fundamental things as food, clothing and shelter have been provided automatically. Now the discharges have to think in terms of prices and quality, of shortages and rationing.

## Protecting their Dollars

When they get home, tell them all you can about price control. Show them that it spells protection for their service benefits and savings. Point out that it is in their own interest to defer non-essential spending and so avoid putting more pressure against the price ceiling in this critical time. Stress the importance of checking prices and paying no more than the legal maximum when they buy. Explain why rationing is a protection.

Most returning veterans have seen enough of the misery caused by Inflation and the Black Market in other countries to be thankful that Canadians at home have fought vigorously and are still fighting against these twin evils.

## Setting Up in Business

Should your veteran be thinking of starting a business, advise him to talk it over with an official in the nearest Regional or Local Office of the Board—and to be sure he does this before investing a single red cent or committing himself in any other way. To set up a business, he will need supplies, as well as a permit and licence from the Board. The WPTB officer will be able to tell him whether the supplies he requires are available at present, and give him other indispensable information.

Servicemen and women now may obtain their ration books when going on pre-discharge leave by presenting or mailing to their nearest Local Ration Board or Ration Branch the application form issued to them at their depots. The ration book will contain coupons dating from the time of application. There is one exception: those issued up to Dec. 31, 1945, to discharged service personnel or those going on pre-demobilization leave will contain an extra 10 preserves coupons which may be used to purchase five pounds of sugar or items on the preserves ration list.



## The Girls are Interested

The girls who have served in the forces have, naturally, their own special interests. In classes conducted by Consumer Branch representatives, with the active co-operation of their officers, they ask about everything

from hosiery to furnishings for that new home, from the preserves ration to the supply of elastic girdles. The girl learns that price control is the civilian's safety anchor, whether she is thinking about balancing a household budget, living on a Government grant while going to college, or earning a salary in a civilian job.

### **Repossessing a Home**

If your dischargee wishes to live in a home he owned at the time of enlistment, or was living in a dwelling owned by a member of his family at the time of enlistment, tell him he may regain possession by giving the tenant three months' notice on a form provided by the Board.

Remind him, too, if he needs a civilian suit, that a Prices Board order requires each clothing merchant to set aside 35 per cent of his quota of suits for sale to ex-servicemen on presentation of a certificate which is given to the veteran at the time of proceeding on pre-discharge leave.

## **HELP THE VETERANS**

Men's wear retailers across Canada are doing their best to supply the returned men with the civilian clothing they need so urgently. Others wishing to buy clothing can ease the situation by "making-do" and deferring their purchases for the next few months. Every suit, shirt, set of underwear, etc., that can be made to serve its owner this winter will leave a new garment for some serviceman. As a measure of the situation, just figure out the quantity of clothing needed to outfit the number of men on each transport that brings them home to Canada.

## **MANY CONTROLS OFF**

The progress of decontrol which began more than a year ago has seen the removal of restrictions on goods ranging from machinery to some types of clothing.

A partial list from which restrictions have been removed since July 1 of this year follows:

Farm machinery and equipment, new construction machinery and equipment, priorities on repairs to civilian motor vehicles;

Women's coats and suits; long dresses; men's fine clothing; men's and boys' woollen clothing;

Bed sheets, pillow cases, towels, towelling, bath mats;

Fabrics used in the manufacture of knitted lingerie;

Paper patterns, facial tissues, paper napkins, paper towels, etc.; stenographers' notebooks, writing tablets; articles, goods and containers made in whole or in part of paperboard;

Use of cork in the manufacture of linoleum;

Use of full leather soles in repairing civilian footwear;

Men's and women's footwear simplifications;

Luggage and small leather goods.

### **Among the orders still in force are those which—**

Place general restrictions on women's, misses and children's cotton and rayon wear;

Restrict the use of fleece fabrics to children's and infants' clothing, gloves, linings and footwear;

Require furs to be correctly labelled and designated;

Ban sliced bread and fix the maximum number of varieties of bread and other bakery products;

Restrict the use of tin containers;

Limit the use of rosin and divert fats and oils to bar laundry soap and household soaps.

# BIG INCREASE IN MEAT EXPORTS

Canada's meat rationing programme, coupled with a new high rate of slaughterings, has resulted in heavily increased shipments to the United Kingdom and liberated areas of Europe.



Exports of meat in September showed impressive increases. In October, 110 million pounds of meat, consisting of beef, bacon, canned meat, as well as lamb and mutton, was cleared from Canadian ports or booked for shipment to help relieve Europe's acute food shortage. This quantity would fill a refrigerated train 20 miles long. Fifteen ships carrying 60 million pounds sailed for Britain in October,

and others were being loaded as the month ended. These shipments included 28 million pounds of beef and 28 million pounds of bacon.

## Slaughterings at new peak.

To the end of October, the equivalent of 422,000 cattle had been exported to Britain this year either as fresh frozen beef or canned meat. Recently, slaughterings have averaged 52,000 head weekly, fully 20,000 head more than in the corresponding weeks of last year and 10,000 head more than in the peak week of 1944. Increased rail and shipping facilities have been speeding these exports overseas.

## Britain Helps Neighbours

The United Kingdom's purchases of Canadian meat are not exclusively for its own population, but are to a considerable extent re-allocated by the Ministry of Food to the countries of liberated Europe and to the Allied Armed Forces. The British ration is less than it was in wartime, having been cut in order to enable Britain to help her hungry neighbours.

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## WHY IT COULD HAPPEN HERE

After all major wars in the past, inflation continued after the fighting and was followed by collapse.

### But why should there be danger of this in Canada today?

Here are the reasons:—

1. We have a hungry market and are still faced by widespread shortages. That is the essential environment of inflation. 2. We are still faced with the pressure of war-inflated costs, many of them temporary, but which, in view of the present shortages, could set going the vicious spiral of inflation.

### Has there been any indication of what might happen if price control were removed?

Yes. Some time ago, the price of rye grain was exempted from the price ceiling provisions. In a comparatively short period, its price had doubled. Another instance is the difficulty in controlling the prices of used cars, the demand for which is so much greater than the supply.

### Why do shortages continue?

Because it takes time to turn human energy and industrial resources from producing planes, ships and guns into the making of houses and food and clothing. The tools of war are no longer required. Instead, it is the necessities of life that are desperately needed by millions of suffering people released from

bondage, and the better things of life that are in demand by people of fortunate countries like Canada and the United States. There is no mystery why the demand for so many goods and services exceed the supply.

### Should the stabilization programme be abandoned now?

For the answer, ask yourself if you would prefer—

in the place of price control, the competitive bidding for short supplies in which the longest purse always gets first priority;

to exchange the restrictions of price control for the equally real restrictions of soaring prices;

to abandon rental and eviction controls and let landlords and tenants fight out in the open market the question of who gets the accommodation and who does not;

in place of rationing, to see angry shoppers struggling for supplies or deliberately paying illegal prices to be sure of getting what they want.

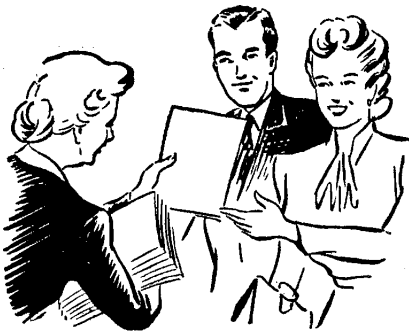
### TIMING IN DECONTROL

The problem of decontrol is one of timing. As shortages of labour, materials transportation and of the finished goods themselves, both here and abroad, are gradually overcome, the pressure on price ceilings will be eased. It will be necessary to experiment in removing price ceilings, probably beginning with ceilings on comparatively unimportant articles when supplies appear adequate and competition sufficient to prevent marked price advances. A close watch will be kept, and if prices should rise sharply, the Board will be prepared to reimpose the appropriate ceilings.

It is the policy of the Government, often declared, to remove each control as soon as the emergency conditions which made it necessary have been overcome. Nearly all of the controls which restricted production have been removed, this removal having started as far back as the middle of 1944.

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## MATERIAL AVAILABLE



One of the ways in which you can help to spread understanding of the problems involved in the struggle to prevent post-war inflation is to distribute material to members of the community who ordinarily do not receive information of this kind through the Consumer Branch organization.

Any of the following material is available on request to the Consumer Branch. The first three pamphlets

are suitable either for individual reading or group discussion:

**What About Us?**—This pamphlet is designed for young women. Please make a special effort to give it to brides-to-be or young married women.

**The Protection of Quality.**—It describes what the Board has done to safeguard quality, and tells how the consumer can help.

**Inflation Dangers Did Not End on V-J Day.**—Make sure that your husband reads this; if you are not married, see that some man gets it. The pamphlet is a simple, readable presentation of the dangers of inflation.

**Miracles of Make-Do.**—Especially valuable to mothers in making over clothing for young children.

**Brides and Budgets.**—A one-act play with three characters.

# No lazy clothing this winter!



Any idle clothes in your home? Then set them to work! That droopy coat, the dowdy dress at the back of the clothes closet. The old woollen underwear in the bottom of the trunk. The sweater hiding in the bureau drawer. All of them too good to throw out, but not good enough to wear—as they are.

Used garments are having miracles worked on them in thousands of homes across the country, where Canada's conservation programme is getting into high gear to the hum of sewing machine and the snip of scissors. Garments looking hopeless with wear are turned out hopeful with style. Anyone would be proud to own them. What starts as a sad rag is transformed into a glad rag; money and materials are saved, and the Demon Inflation has suffered another set-back.

Letters coming to the Consumer Branch in Ottawa from all parts of Canada show that Canadian women are more conservation-conscious than ever this year.

## Bridging the Textile Gap

During this transition period following the end of the war, there are gaps between supply and the expanded consumer demand in some lines. The conservation and re-make programme is a bridge across the gap of temporary textile shortages. Not all types of clothing are in short supply, but these are—

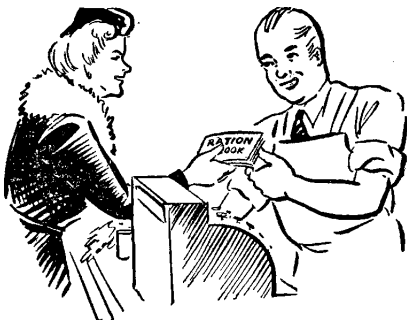
Underwear (men's, women's, children's)  
Men's suits  
Men's shirts

Sweaters  
Woollen garments for children  
Household linens.

Special instruction in the conservation and care of all these articles, with laundering, cleaning and mending hints, as well as expert making-over directions

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## PLAY FAIR WITH COUPONS

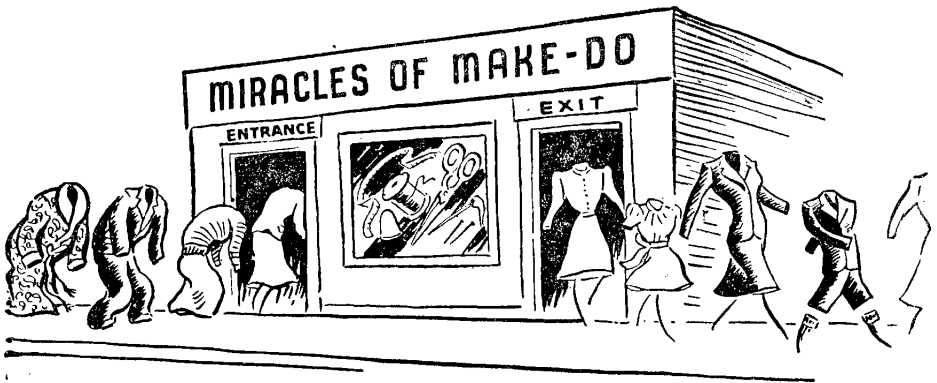


When the retailer sells rationed commodities the coupons he collects from the customer are every bit as important as the money he receives. He cannot obtain a new supply of rationed foods

unless he turns in coupons to cover his purchases. By surrendering the necessary number of valid coupons when making purchases the consumer is ensuring that the retailer will continue to have rationed foods to sell to her. Anyone who tries to obtain rationed foods without valid coupons to cover the purchase is cheating just as much as the person who seeks to avoid paying for them. When this happens the retailer will be short of coupons to replenish his stock. The person who is dishonest with coupons also is stealing from the supplies on which the ration allowances are based

will be found in the revised pamphlet "Miracles of Make-Do," issued by the Consumer Branch.

Pattern companies have co-operated by preparing patterns suitable for re-making. These are mentioned in the new booklet and may be obtained at pattern counters in your local stores.



### Why Shortages Now ?

Does anyone ever ask you why it is necessary to conserve textiles now that the war is over, and why there wasn't plenty of everything the morning after V-J Day? Here are the answers:—

The textile mills are still short of labour and machinery.

Our demobilized men and women need civilian clothing.

There can be no lazy clothing in any Canadian home this winter. Every stitch of it must be put to work.

and thus helping to destroy one of the main props against rising prices.

### Keeps Prices In Line

Rationing saves the consumer money. It helps to keep prices steady. Without rationing, there would be a mad scramble for foods in short supply, and consumers would be forced to pay more in order to obtain any. The big gambling game would be on, with consumers bidding against each other for food. In a very short time, there would be a complete breakdown of price control and Canada would be in the grip of a disastrous inflation.

### RATION COUPON NOTE

In order to use up the sheet of preserves (P) coupons by the end of the year, 4 preserves coupons will become valid in December instead of 2 preserves and 1 sugar coupon. **THERE WILL BE NO REDUCTION**

IN THE SUGAR RATION, since the 2 extra preserves coupons may be used to purchase  $\frac{1}{2}$  pound of sugar each. This also will make for greater elasticity in purchasing.

### RATION DATES FOR DECEMBER

THUR.	VALID	
6	Butter	132
	Meat	14
13	Butter	133
	Meat	15
20	Butter	134
	Preserves	{ P22, P23, P24, P25
	Meat	
27	Butter	135
	Meat	17

# MRS. CONSUMER TELLS HER STORY

## Some 3,000 Panel Members in All Parts of Canada Supply Board with Valuable Information

What is the actual experience of consumers shopping for, say, aluminum utensils? What use are households making of their ration coupons?

These and many other questions come up in the course of the Board's work on consumer problems, and it has been important to find a source of information.

The best medium, obviously, is the consumer who does the buying. Much data on various problems has been available from the consumer committees, but in questions such as these it is important to know the experience of a cross-section of the population in every city, town and rural area throughout the country. Therefore, consumer questionnaire panels were set up by the Consumer Branch, on the basis of a "sample" of the population.

### How the Plan Operates

Approximately 3,000 women are co-operating in this work by replying regularly to the questionnaires, with representation according to the population in each centre. There are fairly large groups in the largest cities, smaller groups in the smaller cities and towns, and representation from all the rural districts across Canada. Each woman answers the questionnaire according to her own experience, and when the tabulation of replies is done by the Statistics Branch of the Board, the results show consumer experience for the whole of Canada.

Through the ready co-operation of these women, the returns on the questionnaires have provided interesting and very useful information to the Board.

### Aluminum Utensils

It has been learned, for example, that about 2% of Canadian households have wished to buy heavy aluminum pressure cookers, and almost all have been able to obtain them. This is very satisfactory. However, the situation with regard to light aluminum coffee pots is not quite as good yet.

### Majority Do Canning

The questionnaires have shown that the majority of households are doing their own canning in varied amounts, most of them putting up such fruits as peaches, apricots, pears, cherries and raspberries, together with a smaller quantity of vegetables.

It has been learned that very few people have valid sugar coupons still unused. Therefore, the Board knows that there cannot be a sudden demand from any quarter that might upset the distribution of sugar to meet the ration.

As further questions are asked and answered, more information will be obtained for the Board on important matters of direct concern to consumers. The women who are co-operating by replying to these questions are rendering a valuable service to all consumers.

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### CHILDREN'S UNDIES

In spite of the scarcity of yarns and labour, the production of children's underwear in Canada has risen steadily since 1942—a year when shortages were not being felt. The output has reached an unprecedented level.

Quotas set by the Board under the system of production directives have been exceeded by manufacturers, and each year these have been stepped up.

In 1943, production of children's underwear rose more than 16 percent over 1942. In 1944 the output increased nearly 40 percent over 1942, and this year it is running at a rate

46 percent higher than in 1942 and over 100 percent higher than 1935-39 production levels.

It has been impossible, however, for the steadily increased output to keep pace with the demand resulting mainly from the expanded purchasing power of consumers. Also, there are more young children in Canada now. Making-over and making-do is still important, and no serviceable portion of fabric in used underwear should be wasted. A badly worn garment can be used to patch another, so that out of the two, one good article will be obtained.