

# Information For Consumers

By Ruth Moyle

## TRADING STAMPS

The subject of Trading Stamps has become one of interest and concern — to shoppers to-day.

Recently the Toronto Branch, Canadian Association of Consumers, expressed its opposition to the scheme — as follows:

C.A.C. is opposed to trading stamps for the following reasons:

1. Trading stamp schemes cost money. Experience in the United States has shown that this cost amounts to 2c or more of the consumer's dollar. As more stores use stamps to hold their business, food prices increase in the range of 2%.

2. Trading stamp plans discriminate against buyers who do not want to collect stamps, because trading stamp costs are paid by EVERY customer.

3. Advertising is directed almost exclusively toward promoting trading stamps, making it practically impossible for thrifty shoppers to determine where they can obtain the best prices.

4. Some buyers tend to become victims of a "stamp craze." In their eagerness to acquire premiums they become CAPTIVE CUSTOMERS of one store. Thereby they fail to shop around for lower prices.

5. Trading stamp companies are parasites on the food trade. These stamp companies contribute no value whatever to goods or services. In 1956 in the United States, 400 stamp companies had a sales volume of about \$600,000,000.

If you are opposed to Trading Stamps the C.A.C. suggests the following:

1. Do NOT buy from stores issuing trading stamps.

2. WRITE THE FOLLOWING LETTERS. URGENT.

(a) Write Hon. Davie Fulton, Minister of Justice, House of Commons, Ottawa, Ontario. Urge him to take action to amend the Criminal Code, to abolish effectively the use of trading stamps in Canada.

(b) Write your Member of Parliament in Ottawa, urging immediate action by the Minister of Justice to abolish effectively the use of trading stamps in Canada.

(c) Write Hon. Kelso Roberts, Attorney General, Province of Ontario, Queen's Park, Toronto. Advise him you are OPPOSED to trading stamps and ask him to co-operate by enforcing the law against them.

(d) Write your Provincial Member, Queen's Park, Toronto. Ask his support against trading stamps.

(e) Write the presidents of food stores that issue trading stamps, protesting the use of these stamps.

(f) Write the presidents of food stores that do not issue trading stamps, commending them on their stand.

ALL LETTERS MUST BE SIGNED.

## Exchange Visit

This summer the Women's Institute of Essex County had a friendly visit from some members of women's Homemaking Clubs in Kalamazoo county, Michigan. The following brief notes from a Michigan woman's account of the day give some idea of how enjoyable such exchange visits can be and of the place they may have in international relations.

"We arrived in Canada by way of the tunnel under the Detroit river . . . Several ladies who came to meet us were waving to us at the toll gate. Two boarded the bus and bade us welcome and handed us envelopes well padded with circulars, maps, souvenirs and greetings from the Windsor Chamber of Commerce. They had worked out a huge programme to entertain us for the day . . . a visit to a department store and a linen and china store . . . a drive to see the waterfront, the Bob-Lo Island summer resort, the salt mine region and the Malden National Museum. We saw the place where the runaway slave Eliza crossed the river on the ice and stones to reach Canada and freedom. Then we were served a most delightful lunch in the Wesley

United Church in Amherstburg.

"After lunch we continued on through Harrow and Kingsville, past the Jack Miner Bird Sanctuary where only a few weeks before five thousand swans and thousands of geese had taken sanctuary on their way to the north. We saw packing plants, the largest tomato centre in the world, greenhouses where they raise 'mum cuttings for the United States, and a large peach orchard of thirty varieties operated by one of the ladies on our reception committee. When we reached Roseland we were ushered into the Women's Institute Building where we were treated to a delicious turkey dinner. We sang the Women's Institute grace, after which we gave toasts to the Queen of England and to the President of the United States.

"Mrs. Wright, president of the North Essex Women's Institutes who made the arrangements for our visit spoke of their pleasure in entertaining us, and our Mrs. Ramsdell who originated the idea of the trip extended our thanks and said that we would like to have a return visit from the Essex Institutes in the near future."