

ceives less of the product purchased than in a box without a premium. I am aware that many customers are not averse to this type of merchandising and that it is difficult to protect them against themselves."

Mrs. Trivers had a word of appreciation for the mail order houses that have begun to indicate the grades of quality of the goods they catalogue as "Good", "Better" and "Best",

giving the buyer some idea of what he can expect without seeing the goods. "I feel that it is the duty of the retailer to protect the consumer where possible," Mrs. Trivers concluded. "In so doing he protects his own interests as well. In these days of intense competition for the consumer's dollar, no producer can afford to abide by the old adage, 'Let the buyer beware'."

Consumer Trade Crusade

TWO THOUSAND WOMEN from all parts of Ontario attended the Conference called by the Hon. Robert W. Macaulay, Ontario Minister of Economics and Development, to launch a Consumer Trade Crusade. At this conference the Chairman of the Executive Committee, Mrs. L. G. Lymburner, Past President F.W.I.O., reminded the conference that women spend eighty-five per cent of the money that is spent in Canada; and the purpose of the crusade is to ask women to direct their spending in a way that will help the country's economy, perhaps at the same time giving women a chance to direct manufacturers to provide some things as women want them.

"Ontario will this year have 60,000 young men and women needing jobs," Mrs. Lymburner said. "It will be too bad if they have to peddle their wares in the market place. If they can't find work here they won't sit and wait, and we will be exporting our best brains to other countries."

Premier John R. Robarts also referred to the woman's part in the nation's economy, not only as a consumer but as decision maker in the family spending in general. And he, too, spoke for the 60,000 men and women who will be needing jobs before the end of the year, even though there are 45,000 more jobs today than there were a year ago.

In 1962, the Premier said, the development in manufactured goods was greater than in natural products and manufacturing provides the greater opportunities for employment. It is a challenge to all of us to help to provide this employment by stimulating exports, slowing down imports and creating new industries.

The Premier reviewed some measures already undertaken in the Government's trade crusade: sending out trade crusaders and setting up offices in other countries; establishing group agencies in foreign markets for manufacturers who might not feel they could afford an agency of their own; holding exhibitions of foreign goods so that Ontario manufacturers

can examine and see if they can replace them; helping to create a research foundation in an effort to keep our young people in Ontario; establishing trade schools and institutes of technology to train our own young people instead of importing technicians. On the question of cutting down imports, Mr. Robarts said: "We have never advocated buying only Canadian goods. We're a trading nation and we must buy if we expect to sell. It is the imbalance of nine billion dollars that we want to reduce."

The Minister of Economics and Development added to this: "We aren't advocating a 'Buy Canadian' program. We're only asking you to examine and compare Canadian and foreign made goods; and to use your influence, when you can, to 'Sell Canadian' at home as well as abroad."

Mr. Macaulay made his appeal mainly on the point of providing employment. He said:

"In Ontario we have nearly 4,000 people not working. You are warm and fed and comfortable—but it's a terrible thing to be out of a job. Does this matter to you?"

Mr. Macaulay gave these objectives of the consumer trade crusade drawn up by representative women at a meeting that afternoon. (Women's Institute members will note that these are very much like the objectives of the Canadian Association of Consumers with which the Institutes have been rather closely associated for the last few years.):

1. To provide an opportunity for women to improve the design, quality and commercial value of Canadian products.

2. To give an opportunity to improve the effectiveness of advertising and manufacturers' presentation of goods.

3. To provide a medium for the constructive exchange of ideas between manufacturers and consumers.

4. To make women aware of the desirability of selling Canadian products when these are comparable with imports in price and quality.