

Information for Consumers

By Ruth Moyle

THE OTHER DAY I ran across one of the most comforting statements I've read for quite some time. The article begins "What the appliance industry needs today is a truly sophisticated customer." By "sophisticated," they went on to explain, is meant a customer who

—prys and probes into an appliance before buying,

—asks questions about guarantees and warranties,

—insists on a clear statement from the dealer on his service policy,

—demands quality in a safe and truly functional appliance (which is covered by a proper warranty and is backed by a dealer with a reputation for service).

I hasten to agree with you that, up to this point, this can hardly be considered comforting. Rather, "prying and probing", "asking questions", "insisting on clear statements",

"demanding safe, truly functional quality" reads as a decided challenge, calling for a great deal of effort and much thoughtful decision-making.

The comforting words come at the close, a sentence which I believe gives us a reason to congratulate consumers in Canada today, for this reads: "This group (of sophisticated consumers) is growing all the time. They are coming into our stores in ever increasing numbers armed with reports and questions and, it is quite obvious, with more information than the sales persons."

According to the trade, it would seem that the number of informed, questioning consumers is growing steadily. The fact we can't overlook is that to maintain, or improve, this standard of buymanship requires constant vigilance and a concern to keep informed on the whole field of consumer buying.

Ontario's Pennies for Friendship

AS REPORTED IN the article "World President Visits Ontario" in this issue, following Mrs. van Beekhoff's address at the Ontario Institutes' mass meeting in Guelph, the F.W.I.O. Secretary, Mrs. Holder presented Mrs. van Beekhoff with a cheque for \$2600 which had been collected at Institute meetings over the province for the A.C.W.W. Pennies for Friendship fund. The cheque was forwarded to the A.C.W.W. head office in London, England and Mrs. Holder received this message from the Secretary Mrs. John Bell:

"Thank you so much for your letter enclosing the magnificent donation of \$2600 from the Federated Women's Institutes of Ontario for our Pennies for Friendship fund. Please do convey to all your members our most grateful thanks for their outstanding and practical support of the work of A.C.W.W. I know that it must have been a great joy to Mrs. van Beekhoff to have this cheque presented to her personally during her visit to Ontario. We were all so delighted that she was able to visit Canada this year. We knew she would receive a wonderfully warm welcome

and it was indeed good news that so many of your members were able to see her and hear her speak. We were very sorry to hear that so many were unable to get into the building. This is surely a sign of the life of the Women's Institute movement. Although the first objects of the movement have been achieved this outward sign of the interest of the members shows that the movement is meeting the challenge of our times and working in fresh fields.

"Once again, please accept our thanks for the wonderful donation to our Pennies for Friendship. It will be of tremendous help in carrying out the program of work accepted at Melbourne."

And the Honorary Secretary of A.C.W.W., Mrs. Mungo Barr wrote:

"Such a contribution is truly magnificent and I can assure you that not only is it very much appreciated but it is yet one more reminder of the 1953 A.C.W.W. conference in Toronto when we were privileged to meet so many of your members and to enjoy their wonderful hospitality and friendship."