

men but they achieve more in their communities because of their emotional attitudes."

Women as Consumers

Mr. D. E. Williams, Chairman of the Ontario Food Council, speaking on "Women as Consumers" pointed out that there never was a time when so many gimmicks were used to lure a woman into a chain store and then to influence her to buying things she had never thought of. He said "Canadians' foods seem to be determined by social and cultural standards rather than by physiological needs."

Mr. Williams explained that the food industry includes in its employees, producers, processors, co-operatives, truckers, shippers, scientific researchers, all distributors and those who have a part in feeding people—hotels and restaurants. So the industry employs more people than several other of our major industries added together and the food produced in Canada is the most varied and best in the world, yet people spend a smaller and smaller proportion of their income on food. It is important that all of us should be concerned with the industry as a whole and the Food Council, made up of producers, processors, retailers and commodity and consumers' groups, is a place where all of them can bring their problems and come to understand each other better.

Mr. Williams suggested that the consumer should care about the people in the entire industry, as well as about the hungry people of the world. At the same time his advice to the women as consumers was. "Assert yourself. Don't be pushed around. Learn to buy for quality, utility and food value—not because of what the retailer puts before you."

Women and Their Money

"A wise woman will consult a reputable authority on investments, whether she has little or much to invest" said Mrs. Mary McRae, a Transfer Officer with the Royal Trust Com-

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YOU SMILED AGAIN

By Elaine V. Emans

"Think April, when the winter's overlong,
You said, and, greatly wanting to believe,
Yet skeptical, I asked, "And think a song
When one has excellent excuse to grieve?
Think plenty when the larder boasts a crust;
Think hills when one is wearied of a prairie;
Think hope when one has used it all; think trust
And faith when one is doubt-ridden and wary?"

You smiled, and gaining courage, I went on,
"And think of camaraderie and love
When one believes the two of them well gone?"
You smiled again — and suddenly above
Me and around me and in paths that were
Long winter-locked, I felt the April stir.

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pany. Some of Mrs. McRae's other recommendations were:

For sums of \$100 to \$20,000 a Trust Company may recommend a guaranteed investment. It offers no opportunity for capital gain but it gives a moderate income. The best investment might be Canada Savings Bonds—they bear moderate interest and can be cashed at any time.

For a woman who has "mad money" and doesn't care about income, common stocks are the answer—but not the speculative stocks.

First mortgages are fairly good but only if you look on the interest as capital to reinvest, not as income to spend. Some people make money on second mortgages but these are not generally good risks.

Mutual investments are usually very good for small amounts.

When considering investing money keep it in mind that, as an incentive to invest in Canadian stocks and so to help the Canadian economy, the Income Tax regulations allow a twenty per cent depreciation on both common and preferred Canadian stocks.

Mrs. McRae suggested that it might be a good idea for a women's group to hold a meeting, with their husbands as guests, and to arrange to have an authority speak on wills, succession dues and the gift tax.

The Centennial World's Fair

Mrs. Louise Stuart, Co-ordinator of Women's Associations Visitors' Services at the 1967 World Exhibition, reported that the exhibition would be planned around fun and education, and the theme would be "Man and His World,"—this world to include man the producer, the explorer, the philosopher, the scientist, man and his social relations. Some of the attractions would be an art division with pictures from art galleries all over the world, a housing development, a home planning centre, a business bureau to develop trade throughout the world, entertainment including thirty-five ballets.

June 5 has been set apart for International Women's Day. Mrs. Stuart appealed to the women for voluntary work to assist the executive. She said: "Many visitors from other parts of the world will never be inside a Canadian home. Women in Montreal are being asked for hospitality.

A Word About Wool

Mrs. Joy McGillawee, president of the Wool Bureau of Canada, announced that this fall the Wool Bureau will move into an educational program to acquaint the public with the new quality symbol for pure virgin wool—that is wool which has never been reclaimed, re-