

## TWO EMERGENCY RESOLUTIONS ARE SUSTAINED

WHEREAS the new computerized check-out system being introduced by our supermarkets; and  
WHEREAS the shoppers find it difficult to tell what price they are actually paying for a product, until it is rung up on the computer cash register; and  
WHEREAS we are concerned that this expensive system will again add extra cost to the consumer;  
THEREFORE BE IT RESOLVED that an article be printed in Home and Country, asking every Women's Institute member in Ontario to write the Minister of Consumer Affairs, Toronto to have this system abolished.

The request that every Women's Institute member write to the Ministry of Consumer and Commercial Affairs Minister — The Hon. Sidney Handleman, 555 Yonge St., Toronto M4Y 1Y7 comes from an emergency resolution sustained at the semi-annual Board Meeting.

### Computerization

The new computerized electronic cash register check out system is called "automated front end" or AFE. With it, food items will bear a label consisting of several vertical lines which the computer can translate. The label will give the name of the manufacturer, product name, item size and so on.

According to the "Changing Times" — the Kipler magazine, Feb. 1975 the new system claims the following benefits:

- a. 40% swifter service
- b. a more detailed grocery receipt
- c. less chance of error in a grocery bill
- d. cashing of cheques at the supermarket will be faster and less bother because the supermarket computer can store customer cheque authorization for retrieval at the touch of a button
- e. the advantages to the retailers — the prime purpose of the system is to bring them savings through greater productivity, better inventory control, improved merchandising and reduced labour costs.

Some drawbacks:

- a. The store need not mark prices on each item on the shelves, i.e., unit pricing could be eliminated. The price might be marked on the shelf only.
- b. The cost of the equipment could be passed on to the consumer resulting in increased price of groceries.
- c. It will reduce the number of people employed.
- d. If there is no unit pricing on products it could tend to reduce consumers' price consciousness.

### New Deputy Minister Appointed

Mr. T. R. Hilliard, Deputy Minister of the Ministry of Agriculture and Food, retired to accept a special assignment relating to world food supply and distribution. Upon completion of this study he will make recommendations to the government on how Ontario can help the third world.

Succeeding Mr. Hilliard as Deputy Minister is R. Gordon Bennett, formerly assistant deputy minister in Marketing and Special Services. Mr. Bennett is no stranger to the Women's Institutes having been associated with Agriculture since 1943. It is with sincere pleasure that we welcome Mr. Bennett and wish him well in his new position.

WHEREAS the Food Industry in Canada is preparing for Universal Product Coding; and  
WHEREAS this proposed system in chain stores, supermarkets and grocery stores will eliminate item pricing on individual containers; and  
WHEREAS under the proposed plan, the consumer is totally dependent upon a shelf sticker, making price comparisons impossible. Also, unscrupulous merchants might post a low price on the shelf but program the computer to a higher price at any time during a shopping day;

THEREFORE BE IT RESOLVED that the Federated Women's Institutes of Ontario request the Department of Consumer and Corporate Affairs to legislate that all merchandise sold must have the price clearly marked on all items.



Palmyra W.I. celebrate 25 years since branch formation. Special guests L-R Southwestern Area President, Mrs. Geo. Barr and Kent East District President, Mrs. Andrew Smith pose at birthday table with the Branch Secretary-Treasurer, Mrs. James Gillard and President, Mrs. Morley Hillman.

Living Springs Women's Institute Convener, Miss Nellie Stickney used a different approach to knowing more about our organization. This was not just an ordinary exercise on the members' knowledge of the Handbook. Only the Convener and the President were aware of what was to happen. It took a considerable amount of planning and preparation but proved a most worthwhile learning experience.

After the opening, minutes, roll call and business, an announcement was made that "there would be a change of officers along with an impromptu programme." Everyone drew a number which indicated their part on the programme which was as follows:

Comments on Motto — Why I am proud to be a Canadian; Aims of the first Women's Institute organization; today's FWIO objectives; How were the Institute colours first chosen; description and origin of W.I. badge; responsibilities of a W.I. member; panel discussion — should religious studies be part of our elementary school program?; something I would like included in next year's programme; Quiz — What do you know about your organization?

The whole purpose of the meeting was (1) to offer all members an opportunity to participate (2) to discover hidden talent.