

CANADIAN ASSOCIATION OF CONSUMERS
Ontario Branch

461 Simcoe Street North,
Oshawa, Ontario

March 1960

To the Ontario Women's Institute Members.

Dear Friends:

Once again we are writing to thank you for your continued support and the interest you have shown in the work of the Canadian Association of Consumers.

We feel certain that you are aware of the growing importance of the Canadian Association of Consumers, and, therefore, will be interested in the following facts:

This volunteer organization is wholly committed to work for the benefit of every Canadian consumer. We have been working toward establishing standards, sizes, informational labelling, acceptable packaging, good designing and many other services. It studies consumer problems and, when possible, recommends their solution to government, trade, industry and producers. It also disseminates consumer information through programming, press releases, radio and TV talks and through its national monthly bulletin. (CAC operates on an extremely limited budget.) The general membership fee is only \$1.00 a year.

The Bulletins contain information for better buying. You may send your ideas, your protests, your complaints on consumer subjects to C.A.C. The Canadian Association of Consumers voices your opinions to manufacturers and to governments.

You are doubtless familiar with the C.A.C. Rural Group Membership plan which is as follows: For a fee of \$5.00 your group will receive fifteen C.A.C. Bulletins a month (except July and August). These Bulletins will be mailed in bulk (to one address) to one of your members who arranges to have them distributed to members at your meetings. We hope you will carefully consider this plan, if you are not already subscribing to it. Individual memberships are also available. We are grateful to those who have already renewed their membership. Memberships should be sent to the Provincial Membership Secretary:

MRS. A. VOGELSANG, 10 CHENRAY PLACE, LONDON, ONT.

Again thanking the Women's Institute members of Ontario for their continued support of the C.A.C., I am

Yours sincerely,

Myrtle S. Jones
(Mrs. U. Jones)

Convener of Rural Groups for the Ontario Branch of the
Canadian Association of Consumers.