

Advisor warns of big business gimickry

Herald Special

Paul Tuz, president of the Better Business Bureau, recently warned Canadians that the size and stature of a corporation does not necessarily reflect business ethics.

In an address to a Toronto Rotary Club, Mr. Tuz pointed out that today's economic climate in North America is leading many major corporations and well established businesses which are household names, to resort to gimmickry and questionable advertising techniques which "prey upon human ignorance

and gullibility".

He also pointed out there has been a 50 per cent increase in the yearly average of firms delisted by the bureau for unethical behavior. While citing "severe economic pressures" as the major catalyst in the trend towards questionable business practices, he stressed that the services of the bureau are now of greater importance to Canadians than at any one time in the past three decades.

Nor are North Americans the only ones affected by the unethical behavior of domestic entrepreneurs. Mr. Tuz indicated in one case, a

company offering an on-the-job training program had been using the registration certificate of legitimate business associations including that of the Better Business Bureau to assist it in attracting unemployed individuals in the Far East and some parts of South America. The company's solicitation material also suggested that it was in some way sponsored by the Canadian Government when in fact this was not the case.

Letters received by the bureau indicated that candidates were led to believe that the training program was in Canada.

"The reality was that these unsuspecting individuals were being offered a set of written training material sent to them in the mail. The job they were being trained for was to attract prospective clients on behalf of the same company in the candidate's home country - not in Canada".

Not only was there a tremendous initial financial sacrifice for those individuals involved, many of them unemployed, but the actions of the company in question have produced the overall effect of a damaging blow to Canada's reputation abroad, Mr. Tuz added.

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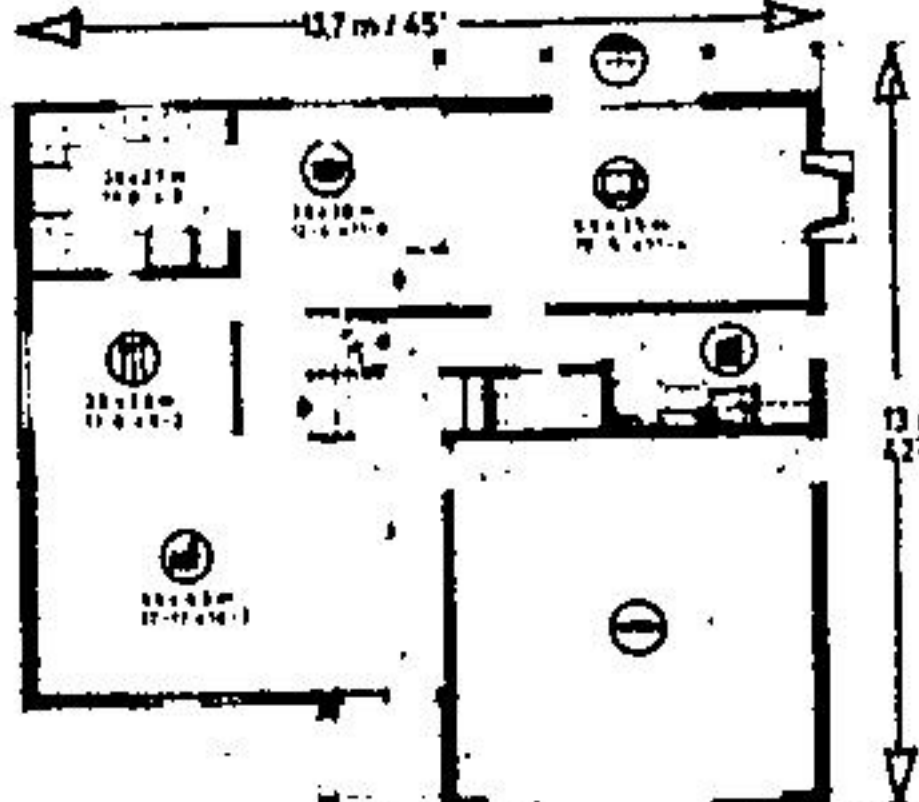
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The deeply weather-protected main entry leads traffic down the short hallway and up the partial stairway to the elevated rectangular living-dining room combination. The living room features an accent wall dividing the dining area and stairway, and an optional spindle screen wall facing the reception foyer. The dining area has a pass-through counter from the kitchen for convenient meal serving.

The spacious U-shape kitchen has a step-saving work triangle, generous countertop work surfaces and abundant cupboard storage. The kitchen is open to the spacious dinette area, which latter divides from the large family room by means of an optional screen wall and partial stairway. The family room features a raised-hearth masonry fireplace and sliding glass doors leading onto the wide rear-facing patio.

A two-piece vanity bathroom and a spacious laundry-utility room are accessible from the family room. The laundry-utility area features an side-by-side configuration of washer-tub-dryer. Opposite the vanity bathroom lies the stairway to the unfinished partial basement positioned beneath the living-dining area. Additional recreational and lounge facilities may be developed here at some later date.

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