

# There must be truth in advertising



## Chamber Made

How many times have you read a flyer or advertisement in the paper which promises huge savings on goods or services? It is not unusual to see claims such as "lowest price" or "save up to 50 per cent."

Many times these claims are correct but on occasion they are not, which is then considered misleading advertising.

The department of Consumer and Corporate Affairs investigates misleading advertising and over the last few years have levied large fines against companies that engage in this activity. This article is written for the benefit of both local businesses and consumers. Many times businesses will draw up an ad which they feel is accurate. However if the savings are mentioned you should make sure you can support your claim. Also if you advertise an item at a low price you should inform the public how many items you have to sell.

Some recent examples of claims made by businesses and the subsequent fines are as follows. I have left the name of the companies out. However none were local firms:

-A Markham company selling new homes stated in newspaper advertisements that the homes were selling at a certain price and were of a certain size. The claims proved to be untrue and the company was fined \$75,000.

-A fur retailer in Western Canada promoted the sale of fur coats and offered price reductions of up to 70 per cent off and a half price sale. The representations were untrue and the company was fined a total of \$32,000.

-A Winnipeg company selling vacuum cleaners, promoted in newspaper advertisements "Filter Queen Power Nozzles for \$120." Investigation proved that the product was not a "Filter Queen Nozzle." The company was fined a total of \$2,500.

## Business Page

You can see from these few examples that as a business person you should be sure of your products and any savings that the consumer will derive must be legitimate. Any consumer that feels they have been misled by an advertisement should first report to the store in question and ask them of the claim. If at that point you receive no satisfaction please contact the Chamber of

Commerce at 877-7119, and as a last resort you can call the Department of Consumer and Corporate Affairs.

In Canada we enjoy a high standard of living because of our free market system. The legislation which protects consumers from shady business practices benefits both consumers and honest business people.

## Where are our priorities?

Last week, Molson Breweries said it plans to cut 1,400 jobs over the next three years at Molson and Carling O'Keefe plants, mostly through attrition and early retirement. With luck, layoffs will be kept to 500 or so.

The news should have come as no surprise. When Molson and Carling O'Keefe announced that they planned to merge, they said they would be closing the least-efficient brewery in each province, leaving the better-equipped plants to do the work.

The same week, Labatt stepped up and proudly announced that it hopes to hire 1,000 workers over the next year or so. Labatt clearly hopes to win back its number one position; in the process, it is easing the worries of those who might lose their jobs at Molson.

About 450 of the 1,400 jobs to be lost at Molson or Carling O'Keefe plants will be in Toronto, where unemployment is virtually nonexistent.

### WHAT ABOUT US?

The news caused an uproar in Parliament, in union halls and in newspapers across the country. Last Thursday, Southam Inc., the newspaper company, said it planned to eliminate another 400 jobs, already having cut 500 over the past year.

None of Southam's competitors stepped forward to offer to hire hundreds of new reporters, editors, pressmen and printers. Most of the layoffs will take place outside of the wealthy Toronto area. Politi-



## Your Business Diane Maley

Thomson News Service

ans have been strangely silent and nowhere is the public up in arms.

Can it be that Canadians care more about the people who make their beer than they do about the people who write, edit, print and distribute their daily newspapers? What a cruel world.

Seriously, though, we can learn by comparing the Molson-Carling O'Keefe layoffs with the Southam ones. Both are driven by the need, indeed the obligation, of corporations to make money for their shareholders. Doubtless the laid-off brewery workers will fare better in the job market than the Southam employees, but they are victims of the same necessity.

### NO MERGER MANIA

Four big corporate deals in the past week have prompted people who should know better to say the darndest things, none of which has helped us to understand what is really going on. Corporate takeovers happen for different reasons.

Texaco Inc. had to sell Texaco Canada to pay off its multi-billion-dollar lawsuit, incurred in a much bigger raid south of the border. Im-

perial Oil won Texaco Canada because no Canadian investor would pay the price.

Then there's the talk about dragging Investment Canada into the Molson-Carling merger. Carling O'Keefe already was owned 100 per cent by a foreigner, John Elliott, founder of Elders IXL of Australia. Why should the merger of the two beer companies now be forced to undergo foreign investment scrutiny?

When Mr. Elliott bought Carling, he didn't seem to realize that beer could not move freely among Canadian provinces. Instead, beer companies must have a brewery in every province in which they sell beer. Frustrated, he sought some other way to make the company profitable.

Meanwhile, Mickey Cohen, who assumed the role of Molson's chief executive last fall, was looking around for a way to expand Molson's business in a stagnant, even shrinking, domestic beer market. That the two should join forces to seek bigger markets in the United States should come as no surprise.

Whether these big deals are sinister or beneficial is not something we will learn from politicians.

NOT RAIN, NOR SLEET,  
NOR SNOW, NOR . . .  
THE WEATHER'S  
NO PROBLEM —

## FAX YOUR MESSAGE

Send or receive during our regular business hours.

873-1911



## OFFICE MAGIC

Stationery & Office Supplies

136 Guelph St. GEORGETOWN 877-2300

FAX PHONE NUMBER 873-1911

## ANNOUNCEMENT



Mr. Tom Hewer

Mr. Bruce Field C.L.U., Branch Manager, is pleased to announce the appointment of TOM HEWER as a new associate to the Brampton office.

Tom is a well known community leader who will service the Halton Hills area representing the Mutual Group of companies with a complete range of Financial Services, including Life, Disability and Group Insurance, RRSPs, Group Benefits, Investments and Financial Planning.

Please Feel free to contact TOM for any assistance or information you may need at 877-0489.



## The Mutual Group

Facing Tomorrow Together

## STEVEN C. FOSTER, B.A., LL.B. BARRISTER & SOLICITOR

37 MAIN ST. SOUTH  
GEORGETOWN, ONT.  
L7G 3G2

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FAX: 416-873-4962

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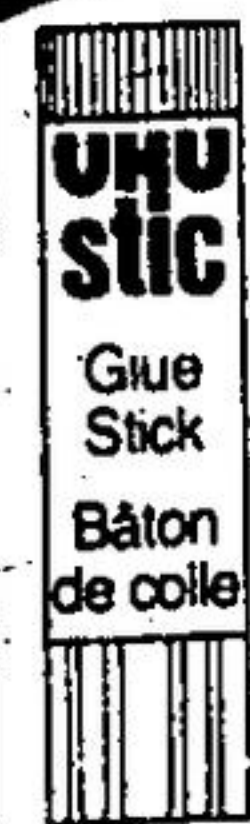
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G.S.S. OFFICE SUPPLIES  
416 Guelph Street Unit 4 Georgetown  
(Delrex Blvd. & Hwy. 7)  
877-2282 846-6947

HOURS: Monday-Friday 9:00 a.m. - 5:30 p.m.  
Saturday 9:30 a.m. - 1:00 p.m.

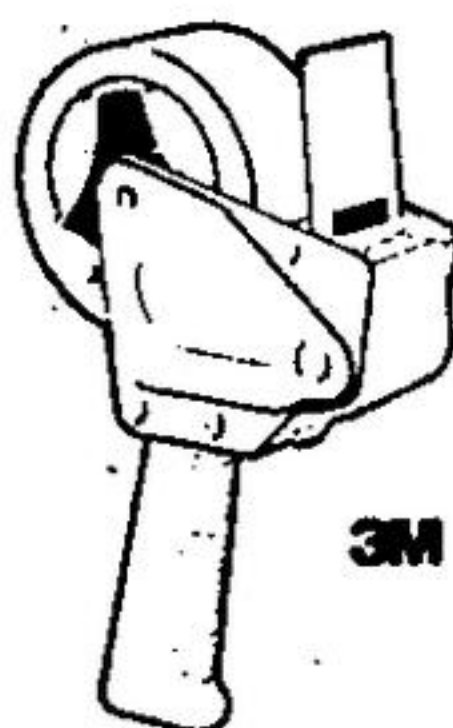


## Glue Stick

Faber-Castell

Handy glue sticks provide washable, colourless, non-toxic fastening.

CODE	REG	SPECIAL
90-228 (U26) Economy	\$1.65	\$1.09
90-275 (U75) Jumbo	\$3.00	\$1.99
90-290 (U125) Giant	\$4.40	\$2.89



## Packaging Tape

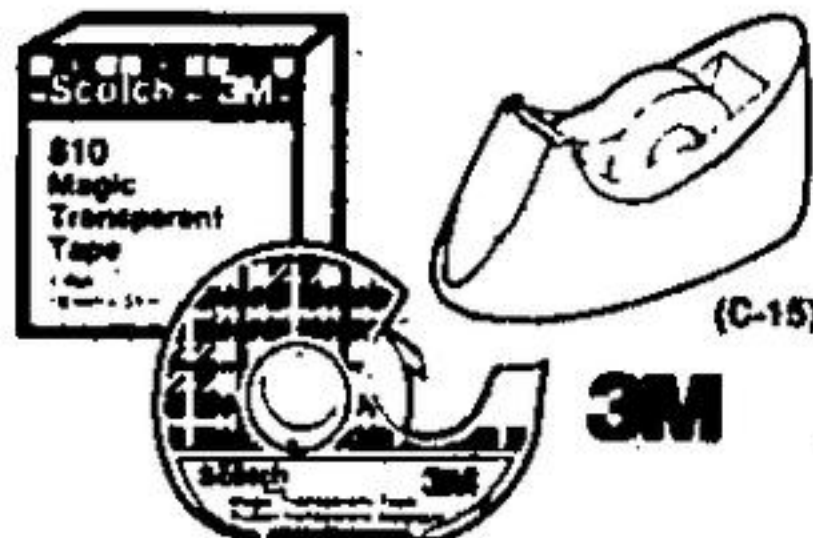
Tough, durable and waterproof  
-2" wide x 72 yards on a 3" core

62-371-8 Tan  
62-371-47 Clear  
REGULAR \$2.83  
**\$1.89**

99-120 (Dispenser)  
REGULAR \$15.36  
**\$9.69**

## Magic Tape

Invisible, permanent, non-yellowing mending tape which can be written or typed on.



CODE	SIZE	REG	SPECIAL
Box			
62-8112 (810SP)	1/2" x 36 yd	\$3.14	\$2.09
62-8113 (810SP)	1/4" x 36 yd	\$4.26	\$3.09
Dispenser			
62-8132 (810PP)	1/2" x 36 yd	\$3.65	\$2.69
62-8133 (810PP)	1/4" x 36 yd	\$4.85	\$3.49
62-15 (C-15) TAPE DISPENSER		\$6.07	\$4.49

Colours: Black, Brown, Beige and Gold



# G.S.S. OFFICE SUPPLIES & SECRETARIAL SERVICES

877-2282

348 Guelph St., Unit 4 (Delrex Blvd. & Hwy. 7) Georgetown

846-6947

TORONTO  
LINE