

Mainstream Canada -

"Hard truths for labor"

by TONY CARLSON

This has been the summer of our discontent.

From sea to shining sea, organized labour and management have been at loggerheads - trawler operators in Newfoundland, police in

Nova Scotia, garbage collectors, bus and subway drivers in Ontario, transit workers in British Columbia. There are even rumblings at yet another postal strike.

These brushfires pale beside the chaos in Britain's mines, but they are

all symptomatic of a deeper condition which is troubling, to say the least.

We have just spent 20 belt-tightening months nursing the economy out of recession and many observers say we're on the verge of a relapse.

Yet unions still use or threaten to resort to their ultimate weapon, the strike, with unsettling frequency.

To be sure, unions have been accepting lower raises - an average of 3.9 per cent in the first three months of this year compared to 12.8 per cent in 1982. But for thousands of owners of small businesses, there have been no extra dollars in the pay packet recently. Indeed, many have made do with less in order to keep the company afloat.

There is, in short, a growing concern that organized labor's reluctance to bend is pricing our goods out of the market and thus costing us jobs.

A York University study shows that labor

costs per unit of production are more than twice as high in Canada as in Japan, and 30 per cent higher than in the United States. In fact, only Britain has a higher labor cost than Canada among our major competitors in manufactured goods.

We have, it would seem, lost our competitive edge.

Labour leaders have dismissed the competition argument, urging instead that management productivity come under close scrutiny. There is some merit in their concern.

One can also sympathize with auto workers who seek substantial raises after seeing record profits for the Big Three and executives voting themselves un-

conscionable bonuses.

But our lack of competitiveness will not go away. It is reflected every day in our unemployment statistics.

"Union members must realize that with 1.3 million unemployed, they're the lucky ones," says Jim Bennett, Vice-President of Legislative Affairs for the Canadian Federation of Independent Business. "If we don't address this issue, we will only lose more jobs to offshore firms."

Labour and management together must recognize that in a changing world, flexibility is the key to staying alive. CFIB studies show that from 1975 to 1982 in Canada, small manufacturers, that so-called dying sector,

were the largest single source of new jobs.

The reasons are clear. First, these companies realized they could not compete in mass produced, standardized goods created offshore by manufacturers with lower labor costs. Second, new technologies which make possible specialized marketing techniques have broken down the old mass markets. Consumers are demanding more individualized and durable goods.

Successful small firms have seen that and gone after these target markets where they can compete by concentrating on quality, not quantity.

And the strategy, unlike too many unfortunate Canadians, is working.

Avert Tissue from K-C . . .

Neenah, Wis. -- The makers of Kleenex Facial Tissue announced today that they will soon begin test-marketing a specially-treated tissue which safely kills most of the viruses which cause colds and flu.

Peter N. Larson, executive Vice-President of Kimberly-Clark Corporation, said that the new product, known as Avert virucial (virus-killing) tissue, has been under intensive development since 1980.

He emphasized that the tissue does not cure colds, but said "We believe it is a major advance in fighting the spread of viruses which cause colds and flu.

"Avert tissue can be used by the entire family in the same way as regular facial tissue. The unique difference is that when you blow your nose, cough or sneeze, the viruses

deposited on Avert Tissue are killed before they reach your hands, and can't be passed on to others," he said.

Mr. Larson said the product consists of three layers of tissue for extra strength and absorbency. The tissue is treated with ingredients which are safe for humans but highly effective against most viruses. The ingredients are citric acid and malic acid, both found in fruit such as oranges and apples and sodium lauryl sulfate, a substance commonly used in products such as shampoo and toothpaste.

Research and clinical testing of the virucidal tissue have been conducted by Kimberly-Clark and its consultants, Professors Elliott C. Dick, Ph.D., of the University of Wisconsin, and Jack M. Gwaltney, Jr. M.D. and J.O. Hendley, M.D., both of the University of Vir-

gina. Papers covering their research will be presented by the University Scientists at the interscience conference on Antimicrobial Agents and Chemotherapy in Washington, D.C., October 8-12.

Mr. Larson said that Avert Tissue will be sold in packages of 60 tissues with the familiar pop-up dispenser feature of regular Kleenex Tissue. The retail price is expected to range between \$1.00 and \$1.30 per package.

Shipments of Avert Tissue have begun to retail outlets in upper New York State. The test market will include Buffalo and Rochester in the Western part of the state and Albany in the east. Mr. Larson said it is not known at this time when the new tissues would be available outside of the test area.

continued on page 10

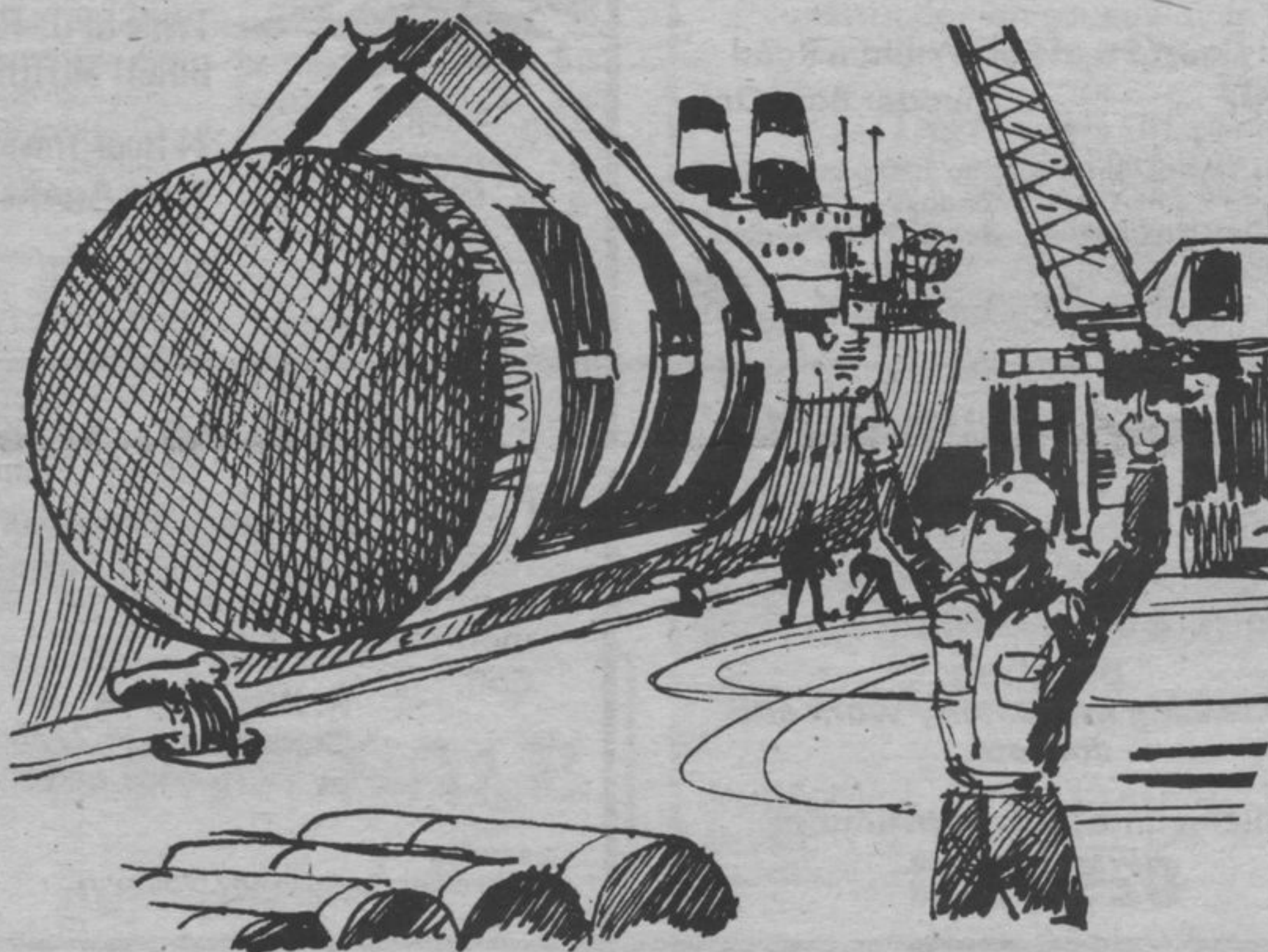
The Manor House is a complete decorating store we have:

- carpets
- flooring
- draperies
- blinds
- furniture
- lighting
- paintings
- accessories

We save you time, energy and money. Use this one stop decorating source. Have Cathy, our decorator, help you plan your home, within a price range you can afford.

call us collect
345-8590

The
Manor House
131 North Court Street
Thunder Bay, Ontario
P7A 4V1

**Pulp and Paper Reports: Changes to meet challenges****Tomorrow's pulp and paper needs - Today's challenge!**

Canada is the world's leading exporter of pulp and paper, supplying one-third of total world exports. After the United States, it is the world's second largest producer.

The competitive drive of the Canadian pulp and paper industry, along with its experienced and skilled workers, have helped make Canada a force to be reckoned with in world markets.

Today, our leadership position is being challenged. Swedes, Americans, Brazilians and others, eager for their share of the market, have stepped up their production capacity. A new competitive environment has emerged, and Canadian producers must be more vigilant than ever before.

Producers who keep their costs at competitive levels will thrive, gain efficiency, attract new investment, grow with the market, and keep on providing jobs. That's how winners and losers are sorted out in the pulp and paper business.

Over the next 15 years, an increase of 70 million tonnes in world consumption of pulp and paper is expected. What will Canada's share be? This growth presents important opportunities for Canadian producers, and for Canada in terms of jobs, income, new investment, and exports. Our industry is poised to meet this challenge.

The Canadian pulp and paper industry has been our country's main economic engine for decades, contributing more to Canada's balance of payments than any other sector of the economy. It can continue to provide Canadians with the economic and social benefits that flow from a thriving industry. Through dedication, higher productivity, and the ability to meet the challenge of cost competitiveness, pulp and paper can remain the spearhead of Canada's well-being.

For a free booklet on Canada's pulp and paper industry, write to: Public Information Services, Canadian Pulp and Paper Association, Sun Life Building, 23rd Floor, 1155 Metcalfe Street, Montreal, Quebec H3B 2X9.

Terrace Bay Tumblers Gymnastic Club REGISTRATION

Wed. Sept. 12,
6:30 p.m.-8:00 p.m.

Terrace Bay High School

Fee \$25⁰⁰ per child for 12 Sessions
O.H.I.P. No. and Birth Certificate
necessary for Registration

Age requirement - Kindergym
must be 4 yrs. as of December 31
/84 Recreational - 6 yrs. and up

