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ANNUAL REPORT 1971



consumer
services branch



Consumer and
Corporate Affairs

Consommation et
Corporations

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ANNUAL REPORT 1971

Consumer Services Branch

Department of Consumer and Corporate Affairs.

INTRODUCTION

The Consumer Services Branch of the Department of Consumer and Corporate Affairs is in effect a nation-wide consumer complaint and information service, organized - together with Consumer Consultants in major cities across the country - to resolve complaints from individual consumers, and to develop informational programs to assist them.

The Consumer, Box 99, Ottawa, the Department's mailing address for consumers, received complaints in abundance in 1971. In addition to complaints received by mail, projected figures show that another twenty thousand consumers sought advice and information by telephone through the Ottawa office and the nine regional locations of the consumer consultants. One in every five of the 14,000 letters to Box 99 named food as the offender with quality, price and package labelling as the major concerns. Following in order in the number of complaints registered were motor vehicles and accessories, sales promotions, wearing apparel and real estate/housing. Altogether some 26 subjects of complaints are listed.

The operation of Box 99 provides a listening-post to which consumers can make their views known and enable the government to be aware of problem areas requiring solution. The need for new legislation, or new regulations under existing consumer protection legislation can be determined from studies of Box 99 queries.

Complaints are processed by consultation with manufacturers and industry representatives or referral to provincial or local authorities. Continuing meetings and liaison are conducted with manufacturers, service industry representatives, trade and professional association spokesmen, and consumer and labour organization officials.

ANALYSIS

The pattern previously established as regards statistical tables is being continued in this report. In succeeding pages will be found:

eighth place before the flow of complaints from the two Maritime provinces.

Table V

Complaints by category/problem
and province

In six provinces and the territories, Compensation was the prime problem area for consumers writing to Box 99 or consulting the Regional Offices. Quality was the major concern in Saskatchewan, Manitoba and Newfoundland, while residents of the Pacific Coast province placed Prices as their top interest. The pattern held up for second place, with all but Manitoba listing Quality or Compensation, but Prices edged Compensation in that province.

PROBLEM AREAS

With another solid year of mail volume to assess, it is possible to delineate certain areas of particular interest to Canadian consumers. These have been chosen for several reasons: subjects covered in previous annual reports have been omitted, and space considerations limited the total numbers. Those which have been selected are as follows:

1. Carpeting
2. Contests/Premium Offers.
3. Snowmobiles.
4. Home Entertainment Products.
5. Hazardous Products Revealed through Box 99.

I. CARPETING

Consumer complaints to Box 99 relating to carpeting have not changed in relation to other subjects since Box 99 began functioning, but have changed in absolute numbers. Our retrieval indicates that complaints in this area have nearly doubled from one year to the next since 1968, but still only represent a small proportion of the total volume of complaints received.

The largest number of complaints received in this subject area relates to quality of the carpet itself, or of its installation. In much smaller numbers, consumers report their concern for advertising of the product, warranties and guarantees and prices.

Complaints concerning quality reflected consumer disappointment that a carpet purchase had not performed to expectation, based either on the individual's idea of what the carpet should have been, or on the retailer's representation prior to purchase. It would seem that some consumers tend to consider colour as the primary and only factor when purchasing a floor covering that will "go with" furnishings already in the home. Although a pleasing harmony should be established by whatever colour and texture are chosen, there are other guidelines to which to refer. While the consumer is in the best position to know the demands he will make of a particular installation in terms of wear, tear, and care, the reputable retailer familiar with product lines is in the best position, perhaps, to advise how such demands can be satisfied with the tremendous range of fibres, construction, and qualities of carpeting now available. It is through this type of an exchange that a carpeting question can be resolved before a problem develops, thus ensuring, to some extent, against future dissatisfaction and disappointment. The value of a carpet purchase should not be measured in terms of price alone, but rather price in relation to performance and service.

Complaints pertaining to carpet advertising showed no particular trend except for what appeared as a genuine concern for the representations of the so-called bargain dealers. Problems encountered with warranties and guarantees reflected consumer surprise and dismay when it was realized that provisions of the guarantee were not the safeguard the consumer had expected. Pricing complaints seemed to reflect competitive forces in the marketplace; there was variety in the price at which any carpet was sold.

The Canadian manufacturing industry has responded to the demand for more product information at the retail level by the publication of two booklets, "Choosing Your Carpets and Rugs", and "Carpet Care is Easy". These are available to both the consumer and retailer from the Canadian Carpet Institute, 1080 Beaver Hall Hill, Suite 1002, Montreal 128, Quebec.

2. CONTESTS/PREMIUM OFFERS

Box 99 experience suggests that the great majority of our complainants, and Canadians in general, do not object to contests and premium offers as such, though the number of complaints is increasing. Our figures indicate that the average nationwide contest receives approximately 60,000 entries, with a few reaching 100,000: premium offers may attract 20,000 requests for an item.

People tend to complain about the mechanics of specific

contests. They do not like to receive large numbers of unsolicited advertising folders - specially when the glowing promises of prizes to be won are somewhat suspicious: many also object that there is a lack of widespread distribution of prize lists. We have been informed that all prize recipients in a contest receive a list of the contest results, and all requests by interested consumers for the results will be filled. However, there is generally no national advertising of winners.

Premium offers are also the subject of consumer anger. We receive complaints of premiums which are not received or which are of unsatisfactory quality; we also deal with promotions in which it is often not possible to complete a set of premiums before the promotion ends. Our experience has been that most companies will give excellent co-operation in resolving these problems.

Over 25 per cent of the complaints in this area allege misleading advertising in some form, and this reflects a natural hesitation in accepting promotional claims. Those which may be of substance are referred to the Trade Practices Branch of the Department, for consideration under the Misleading Advertising provisions of the Combines Investigation Act. Of the remainder, roughly half were found to be unjustified, for one reason or another. The total number of complaints in this whole subject area has increased quite dramatically. In 1970, we received twice as many complaints as in 1969, while 1971 showed a fourfold increase over 1970. Unethical practices continue to be the main cause of complaint, while compensation (or the lack of it) is the second-largest category.

There are several steps to take when entering a contest, or ordering a premium:

1. Make sure that the submission is completely accurate, and follow all of the rules of procedure. Make a note of the address to which the letter is sent; place a legible return address on the envelope and submission; and mail early.
2. If a list of contest winners is desired, or if a premium is not received (a 4-week delivery period should be allowed), there are three possible sources of action:
 - (a) write a registered letter to the address to which the original submission was sent (or to any other address specified in the promotional literature) or directly to the firm running the promotion;

- (b) write a registered letter to the president of the company sponsoring the promotion: use his name, if possible;
- (c) write to Box 99.

In all cases, do not be rude or abusive: this will not help. It is far better to clearly and concisely explain the facts of the case, without embellishment.

3. SNOWMOBILES

Snowmobiling is an increasingly popular recreational activity as evidenced by sales of snowmobiles in this country which in the 1971-72 winter season are estimated to be over 190,000 units. In North America, there may well be over one and a half million vehicles in use.

Foreign and domestic sales by Canadian manufacturers now constitute an industry with a value of well over 400 million dollars.

Until recently about 75 per cent of snowmobiles sold in the international market were manufactured in Canada. However, American and Japanese competition is making a strong bid for a share in this rapidly growing industry. The export value of the industry is significant. In 1968-1969, Canadian manufacturers exported 65,713 units to the United States. In just two years, this figure had increased to 231,000 units with a value of about 250 million dollars.

At 164,747 the number of snowmobiles sold in Canada in 1970-1971 represented a 23 per cent increase over the previous year. In 1969-1970, the 126,823 units sold were a 55.1 per cent increase over the previous year. Ontario has become the leading province in unit sales with 38.4 per cent of the Canadian total. Virtually all provinces have shown an increase in sales.

However, the industry's fantastic growth has not been without some rather serious drawbacks. Opposition to the sport has come from conservation groups and property owners who complain that snowmobiles are destructive and disturbingly noisy, pollute the air and intrude in areas where nature should be left undisturbed. Some operators pursue and harass wildlife. However, the major concern of the general population has been the number of deaths and injuries resulting from use of the vehicle. In Canada alone, there were 50 deaths in 1968-1969, 93 in 1969-70 and approximately 120 last season.

Because of the increasing number of deaths and injuries, the Road and Motor Vehicle Traffic safety Branch of the Ministry of Transport has evolved safety regulations for the industry. These include better lighting, noise muffling and steerability. A welcome safety innovation will be a requirement that new snowmobiles have an easily accessible panic button to shut off the engine. Something quicker and simpler than the key.

THE SNOWMOBILE AND THE CONSUMER

While Box 99 has received only 116 complaints in its period of operation, it is still useful to examine them for sources of consumer dissatisfaction. (see page 10 for table)

The area of guarantees and warranties is becoming one of more serious concern to consumers. In 1968, 1969 and 1970 only four complaints had been received in all. However, in 1971, 14 complaints of this nature had been recorded. On the whole, manufacturers have been fair in accepting their warranty obligations. The increase in the number of complaints is due in part to the disappearance of some small manufacturers unable to compete against the large well established manufacturers. Six cases reported to Box 99 have originated from consumers owning snowmobiles for which they could not get warranty service or replacement parts.

Our statistics indicate that price has not been an area of great consumer concern. However, quality is a different matter. One-third of the total number of complaints (38) indicates that consumers, while willing to buy these machines at market prices, feel that manufacturers are not paying enough attention to quality control. The figures show an increase year by year which indicates two possible reasons for consumer interest in this area.

One is that manufacturers in attempting to meet increased production figures have not been able to maintain high quality inspection techniques. The second, which counterbalances the former, is that many snowmobiles are entering their fourth year in the sport. As the "bloom wears off the rose" and initial enthusiasm is replaced by more critical appraisals of machines available, an increased number of complaints in this area seems a logical consequence.

The second largest area of concern is Repairs and Servicing. Most of the 31 complaints received centre on the cost of replacement parts and the delay in getting these parts. Both of these are areas in which manufacturers can be faulted to some degree. The practice of many manufacturers engaged

solely in snowmobile production, of closing down operations for the summer months, resulted in many consumers being forced to wait until September or October for parts ordered in March or April. However, there is a strong possibility that in order to work out design changes consonant with the new federal standards many of these manufacturers will be instituting full time operations this coming year.

Servicing is still an uncertain operation. It does not seem that manufacturers have paid enough attention to consumers' needs in their selection of dealers. Many of the dealers are part-time operators who, having sold a snowmobile, are little interested in giving warranty or non-warranty service. As the industry stabilizes, it is hoped that more attention is given to dealer operations by manufacturers.

One of the strongest areas of criticism which emerges from consumer complaints is the seeming unwillingness of manufacturers to communicate with consumers. In a large number of cases examined, a secondary complaint was that the consumer had previously written or called snowmobile companies regarding problems with their machines. Neither their calls nor their letters were acknowledged. After representations by this Department, companies responded more readily. However, in view of the intentions of most manufacturers to institute full-time operations, they should give consideration to instituting consumer relations machinery to deal with complaints on a systematic basis. This would allow their customers to deal with them directly rather than having to proceed through intermediaries.

Snowmobiling is to many people an enjoyable winter pastime. It provides a means to enjoy our Canadian winters for those who like the outdoors. Also, it has proved its worth in terms of winter emergency. One need only recall the severe winter storms of 1970-71 which paralysed Canadian cities such as Montreal and Moncton. In these two areas, snowmobiles were used, when other means failed, to transport food and medical supplies, get people to hospital, and organize snow-removal operations.

However, consumers should express their views critically on the methods of manufacture, distribution, and servicing; on safety engineering, on environmental considerations and on legislative needs. It is only through such criticism that today's burgeoning industry will adapt to meet the needs of the consumer of tomorrow.

SNOWMOBILE COMPLAINTS FOR 1968/69/70/71

<u>ADVERTISING</u>	<u>COMPENSATION</u>	<u>GUARANTEES & WARRANTIES</u>	<u>PRICE</u>	<u>QUALITY</u>	<u>REPAIRS & SERVICING</u>	<u>SAFETY</u>	<u>TOTALS</u>	
1	1	-	-	2	1	-	5	(1968)
-	4	1	1	7	7	-	20	(1969)
1	3	3	1	10	14	3	35	(1970)
1	12	14	1	19	9	-	56	(1971)
<u>3</u>	<u>20</u>	<u>18</u>	<u>3</u>	<u>38</u>	<u>31</u>	<u>3</u>	<u>116</u>	

4. HOME ENTERTAINMENT PRODUCTS

With the application of advanced technology to home entertainment products must have reached a level of complexity and sophistication beyond the scope of understanding of the ordinary consumer. Taste, price and operational ease guide him in his choice of equipment, while solid-state engineering, integrated circuits and modular design are left to the comprehension of the service technician. Small wonder the field generates many enquiries and complaints to the Consumer Services Branch.

The use of ultra high frequency (UHF) channels for educational television has raised questions about receivers capable of only variable high frequency (VHF), as well as those with potential to receive all channels (VHF-UHF). New TV receivers manufactured or imported into Canada after May 31, 1969, require all-channel reception capability, and these are distinguished from the VHF-only sets by the addition of the suffix "U" or "UHF" to the model number. This should be carried on a permanent label on the back of the receiver, certifying compliance with Section 133(1) of the General Radio Regulations, Part II.

Several developments in the home entertainment field give promise of exciting dimensions being added to those now available to consumers. After ten years of research and development, a small Toronto electronic company will market a converter that can transform a black-and-white TV set into a colour receiver. Consumers will shortly be able to buy or rent small films or tape cartridges which can be slipped into players attached to TV sets. These cartridge players will require no special installation, being attached to antenna terminals or jacks on the set. A plug-in power converter has been marketed to permit running portable electric devices on automotive electrical systems. Closed circuit TV has been refined to permit mini-systems to be used in homes, professional offices and small businesses.

There is no doubt that scientific and engineering advances in the home entertainment field will offer consumers a range of possibilities in the immediate future which will enormously enlarge the options available at the start of the 1970s.

5. HAZARDOUS PRODUCTS REVEALED THROUGH BOX 99

Some of the most rewarding cases handled are those which enable officers of Box 99 to initiate steps which end with preventive action in the safety area. Three such files are summarized below as an indication of the type of accident happening to consumers in Canada:

- A. A consumer attempting to move a new chest type freezer in his home found the handle and hinges projected too far to permit passage through a doorway. He removed four screws from a hinge whereupon the hinge support flew up, striking him violently on the nose and right eye. Fortunately he suffered only contusions. His suggestion that similar freezers include a warning notice that the hinge springs are under extreme tension, and should not be released unless the door of the freezer is in an open position, was relayed to the president of the manufacturing firm who responded by placing warning stickers on all such products. The Canadian Appliance Manufacturers Association, when informed of the case, cooperated in getting all member firms to take parallel action. Fortunately, the consumer did not lose an eye, but his misadventure and communication of it to Box 99 may well prevent others from suffering possible impairment.
- B. Two aluminium step ladder complaints were related to a particular brand and manufacture. One consumer fell when the arms which held the ladder apart failed, and he suffered a fractured arm and time loss from work. The other correspondent to Box 99 did not incur any injury, but was badly shaken up. Representation to the manufacturer produced these results: the injured man received compensation for his lost wages, the other was given a new and more substantial ladder. Most important of all, however, the Company is applying for Canadian Standards Association approval and certification of its products in future, as a result of action of the Hazardous Products Division of the Standards Branch, triggered by Box 99 involvement.
- C. A snowblower operator lost two fingers of his left hand cut off at the knuckle when his glove caught in the chain of his five horsepower 20" snowblower. He maintained that a better designed metal protector could have prevented the accident, as the partially covered chain gave the operator a false sense of security. Through Box 99 intervention via the Hazardous Products Division to the manufacturer, the chain guard was redesigned and rapid implementation of the modifications promised.

CONSUMER ENQUIRIES

Enquiries, or requests for information, as opposed

to complaints, constitute another valuable indicator of the need for consumer information programs.

During 1971 government functions and services led in the number of enquiries. Comments, other than requests for publications, showed food as second in interest followed by appliances, detergents and household products, while finance and motor vehicles/accessories tied for fifth place.

The comparisons for 1970 and 1971 on a percentage basis are shown on the next table in graph form.

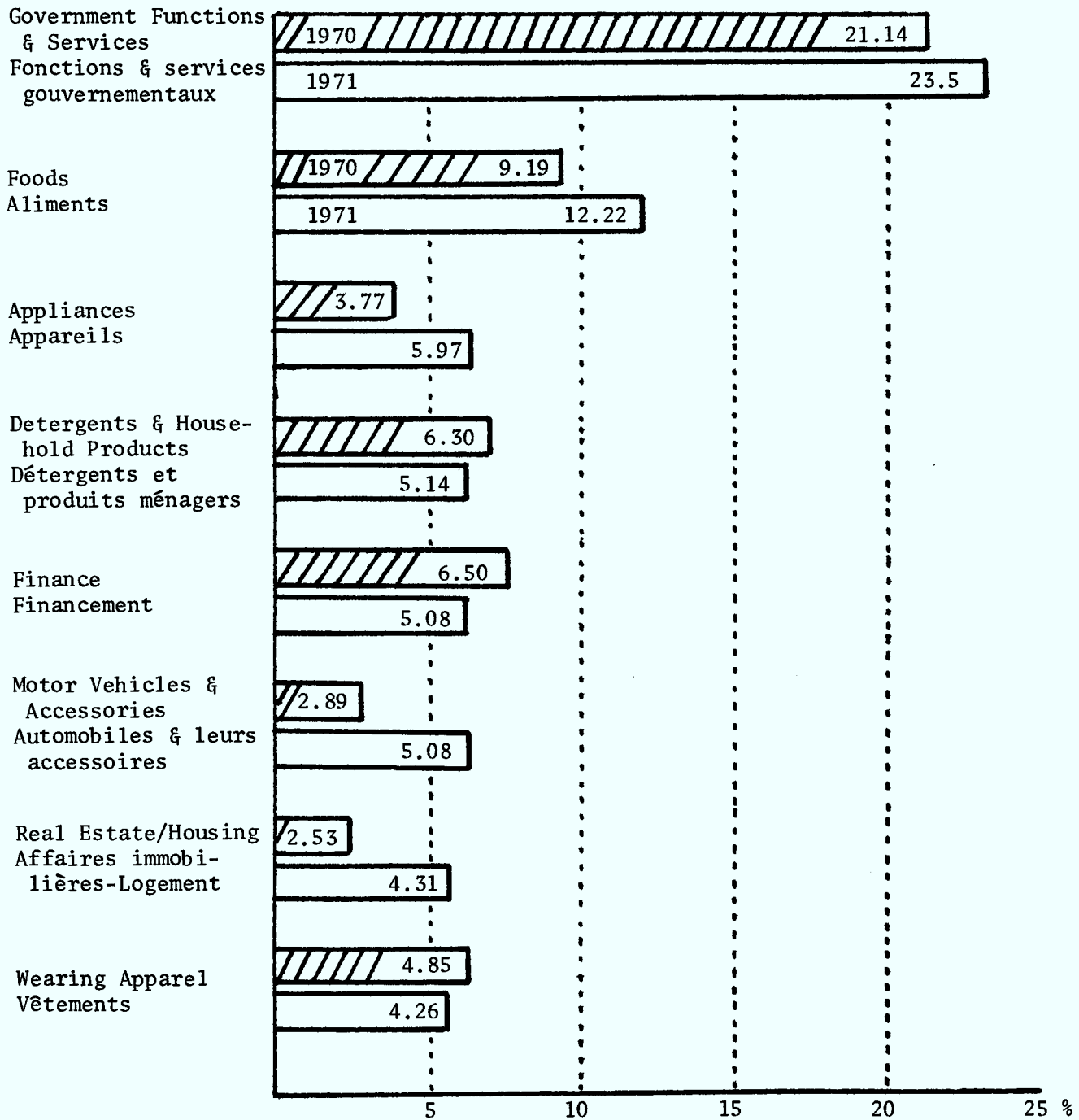
Consumers continue to ask about the jurisdictional responsibility of the three major levels of government. The queries about the division of powers under our federal type of constitution indicate a growing concern with the areas of mixed authority. Food enquiries, the next area of interest reflect the continuing curiosity of Canadians with every facet of food, and the percentage increase over food enquiries a year ago substantiates this.

The sharp percentage increase in enquiries about electrical appliances from the previous year indicate the deep concern of people with the efficiency and usefulness of many of these household helps and gadgets. The continuing controversy over pollution undoubtedly sparked a good number of the detergent and household product enquiries, shown in fourth place in 1971. The areas of finance and motor vehicles/accessories tied for fifth spot.

Insufficient comparative product testing carried out in Canada has continued to pose problems in answering many enquiries. However, the Divisional Officers pass on available factual data and let consumers make their own selection on the basis of the best objective assessments which can be located.

1970 AND 1971 ENQUIRIES

DEMANDES DE RENSEIGNEMENTS EN 1970 ET 1971



INFORMATION PROGRAMS FOR CONSUMERS

A survey of the 40,000 subscribers to the Consumer Communiqué to determine affiliational relationships of the subscribers, to elicit comments on the publication relative to its usefulness or nonusefulness, and to solicit topics for discussion produced a 37 per cent response.

Almost half of the subscribers were individual consumers and the second largest affiliation group was that of education (close to 20 per cent). Among the areas of interest revealed by the survey were: packaging and labelling; food; household items; wearing apparel; advertising; legislation; automobiles; prices; pollution; textiles; drugs; and product quality.

One of every four respondents commented on packaging and labelling. They emphasized unit pricing and the need for standardization of weights and measures. They asked for content information in clear, layman's language, particularly caloric content, more specific oil labelling on margarine; labelling of importance to allergy sufferers. Interest in dairy product coding and product shelf life was also indicated.

Under food the main areas of interest were frozen and convenience foods; the necessity and safety of additives; nutritional value of foods; and, of course, prices.

One of every five respondents commented on household topics. Appliance price, quality, safety, and repair attracted the highest number of comments and were cited as important topics for consumer information. They wanted to know how to interpret warranties and guarantees. Other interests included household furnishings and their maintenance, with special emphasis on floor coverings; what to know about housing; pitfalls in house repairs; renting versus buying; landlord and tenant rights; and a guide to home building materials. Hazardous products in the home were a matter of concern. Flammable fabrics, aerosol containers, pesticides - all these items drew comments.

Under financing the following interest areas evolved: the need for buying guides; information on how credit works, especially credit cards; instalment buying, credit ratings and personal information disclosure; how finance companies and collection agencies operate. Consumers also expressed interest in automobile, life and home insurance. Throughout the comments, reference to money management emerged.

With wearing apparel, standard sizing remains a consumer need. Care labelling was widely supported but many consumers felt that it should be mandatory. Comments were critical of shoe sizing and construction, especially changes in shoe styling and the lack of choice with difficult sizing or for the elderly.

"Please fight gimmicks" was one consumer's plea and this applied to the whole view of advertising. Sales pitches and advertising aimed at children, particularly on television, came in for special criticism.

Inherent in the comments on legislation was the concept of consumer rights; what protection does the consumer have and who is responsible for it?

With automobiles, quality servicing, confusion with warranties and guarantees, and accessory product rating were the chief topics. The need for product rating of tires and an explanation of tire standards were also emphasized.

Prices as a topic brought forth comments on cost/price relationship, repricing, price "wars", and in many instances simply high prices.

Consumers expressed the need for factual information on environmental pollution from soaps and detergents. Non-returnable bottles and the proliferation of packaging came under fire.

With textiles the expressed need was for information on generic fibres relative to brand names.

Replies which included drugs in their comments mentioned prices and labelling. Comments on drug abuse were minimal.

Consumers want to know what ensures product quality and they deplored what they termed as built-in obsolescence and inferior performance.

A change in the format and content of the Consumer Communiqué to meet the expressed interest areas and needs of consumers resulted from the survey. Meanwhile, information on textile flammability; and fact sheets on care labelling of textiles; and textile fibres and care were issued. In process were fact sheets on Legislation; Inspectors at the Centre; Case Histories (from Box 99); Metrication in Canada; Credit Guides; Selected References; and various address resource lists.

100

48

est. 750,000

how many papers
" " radio
" " Circulation
1 how many stories Apr 71 - Mar 72

A total of 14,293 requests for information were received in 1971. Individual consumers made up 63% of the total; teachers 22%; and organizations, the news media and industry made up the balance.

In November 1971 a set of six bilingual radio tapes on toy safety were produced for national distribution. The purpose was to draw attention, during the Christmas buying season, to regulations for toy safety under the Hazardous Products Act, and to remind parents of their responsibility in toy buying. Some 310 radio stations promoted national coverage as a public service.

Kit Jan 72 - use para Jan - Nov 3,530 Kib disk of a total of 10,000
A consumer information kit was produced to meet the great number a requests for a "package" of informative material. Quantities were limited in the initial production year, but each kit will be so distributed as to serve the requirements of many more than the actual recipient. Distribution was scheduled for mid-January 1972.

CONSUMER INFORMATION FOR ETHNIC GROUPS

*Starts
Dep gen
Case History
Box 99
Critic
gives*
To provide information to consumers whose first language was neither English or French, seven articles were made available to Canadian Scene for translation into fourteen languages and distribution across Canada to ~~102~~ 110 newspapers (circ. 750,000) and 27 radio stations, as well as to ethnic community organizations. For the past twenty years Canadian Scene of Toronto, Ontario, has provided translated material to foreign language newspapers and radio stations for the purpose of assisting immigrants and ethnic groups to understand Canada's institutions, laws, culture, practices and history.

now 48 radio stations

HAZARDOUS PRODUCTS

The Hazardous Products Act, administered by the Department, can ban or regulate the sale, importation and advertising of household chemicals, manufactured articles or mechanical devices that either because of design, construction or content, constitute a hazard. In addition, the Act requires labelling, with symbols, of regulated household products as to nature and degree of hazard. As of June 1971, at the point of retail sale, those products with the highest degree of poison or corrosion hazard had to be marked with the appropriate symbol and the word "danger". As of the end of February 1972, all regulated hazardous household products will be required to comply with the regulations under the hazardous Products Act.

Low y

Regulations also prohibit the leaving of household cleaning chemicals in mail boxes; they must now be delivered by hand to a person of responsible age in the household. Glazes used for ceramic products must conform to a standard to prevent the possibility of lead contamination of food. Regulations on textile flammability have been issued.

Various dangerous features in toys have been banned and other potentially dangerous features are subject to regulation.

To acquaint consumers with the new hazardous products symbols and with the Regulations under the Act which promote product safety, fifty thousand copies of the Consumer Communiqué "How to Know when a Product is Hazardous"; close to 400,000 information sheets entitled "Look Out"; over 225,000 booklets "How to Recognize Hazardous Products"; slide sets, with accompanying commentary, in the hundreds; stickers and posters in the thousands - were distributed to citizens.

Many organizations and agencies cooperated in extending the knowledge of hazardous products' labelling. Among them the Ontario Provincial Police Safety Officers, the Emergency Measures Organization, Safety Councils across Canada, other federal government departments, the Ontario Hospital Association, Visiting Nurses, Paediatricians, insurance companies, the Canadian Standards Association, along with thirty-five or forty other organizations and associations which have printed special information in their newsletters or journals.

Departmental officers have spread the hazardous products message via radio and television at conventions, and by speaking to high school classes and consumer groups. A ten-minute sound and colour filmstrip was shown to many audiences.

CANADA STANDARD SIZES

The Canada Standard Size system for children's clothing was launched by the Minister of Consumer and Corporate Affairs in August of 1969. Because the body size of children at an identical age varies so widely, age as an indicator of garment size is not a reliable way to ensure proper fit. Canada Standard Size numbers do not refer to age but to body measurement standards. Canada Standard Sizes relate only to the measurements of the garments; the CSS label has no relationship to the quality or performance characteristics of a garment.

The CSS program is a voluntary one. Therefore the key to more widespread use of the CSS standard is in consumer demand. Consumers are urged to ask their retailers for CSS labelled children's garments.

Results of a national survey on CSS, indicate that 74 per cent of the consumers surveyed would prefer CSS for a variety of reasons including easier shopping, better fit, and fewer returns.

A purse-size pamphlet giving information on Canada Standard Sizes and how to measure for them was produced. It provides space for the recording of children's measurements and can serve as a handy reference for the shopper. 230,000 copies have been distributed.

The Interdepartmental Committee on the Standardization of Women's Garment Sizes, under the auspices of the Canadian Government Specifications Board, is continuing its work with representation from the Department of Consumer and Corporate Affairs.

TEXTILE FIBRE AND CARE LABELLING

Regulations under the Textile Labelling Act were announced in mid December 1971. ~~to increase consumer understanding of fibre content and care labelling will be a major undertaking in 1972.~~ *with effective dates announced for late 72*

The Educational and Publicity Committee on the Care Labelling of Textiles, under the chairmanship of the Director of the Consumer Services Branch, has continued to meet. Members, who represent associations, consumers, retailers and manufacturers, ~~have devoted time and energy to the development of plans to inform consumers on the care labelling of textiles.~~ *planning of the program was set up*

CREDIT

The "Consumer's Handbook on Consumer Credit" was reprinted during the year to meet the demands for credit information from individuals, educators, cooperatives and consumer groups. A fact sheet covering credit guides was produced as an accessory to the Handbook.

"A new Law for Consumer Purchases", which explains the Amendment to the Bills of Exchange Act regarding promissory notes, went to second printing. 280,000 copies were distributed.

TABLE I
TABLEAU I

CONSUMER SERVICES BRANCH – DIRECTION DES SERVICES AUX CONSOMMATEURS

COMPLAINTS, ENQUIRIES AND ADMINISTRATION DIVISION – DIVISION DES PLAINTES, ENQUÊTES ET ADMINISTRATION

CUMULATIVE COMPLAINTS 1968 THROUGH 1971 - TOTAL CUMULATIF DES PLAINTES 1968 A 1971
1971 BY MONTHS 1971: TOTAL PAR MOIS

PRODUCT CLASSIFICATION <i>Classé de produit</i>	JAN.	FEB. <i>Fév.</i>	MARCH <i>Mars</i>	APRIL <i>Avril</i>	MAY <i>Mai</i>	JUNE <i>Jun</i>	JULY <i>Juillet</i>	AUGUST <i>Août</i>	SEP.	OCT.	NOV.	DEC.	Grand TOTAL Global
APPLIANCES <i>Appareils</i>	59	69	68	56	81	43	53	70	52	82	62	77	1,889
COSMETICS & BEAUTY PROD. <i>Cosmétiques et produits de beauté</i>	18	27	24	24	15	5	13	12	8	17	12	12	559
DETERGENTS & HOUSEHOLD PRODUCTS <i>Détergents et produits ménagers</i>	27	22	32	25	22	28	26	22	26	28	17	25	799
DRUGS <i>Médicaments</i>	19	15	40	19	19	15	12	13	14	6	10	14	637
EDUCATION <i>Enseignement</i>	6	7	10	6	6	2	8	5	5	5	1	4	167
ELECTRICAL & ELECTRONIC EQUIPMENT <i>Matériel électrique et électronique</i>	67	44	54	42	35	32	33	38	42	32	49	48	1,417
FINANCE <i>Financement</i>	36	32	71	64	43	34	37	35	46	85	38	42	1,167
FOODS <i>Aliments</i>	194	217	259	283	282	177	188	211	196	313	167	243	8,382
GOVERNMENTAL FUNCTIONS & SERVICES <i>Fonctions et services gouvernementaux</i>	11	17	15	24	6	2	14	16	13	9	21	17	332
HOME FURNISHINGS <i>Ameublement</i>	39	50	64	35	66	53	46	61	41	39	46	58	1,420
HOUSEWARES <i>Articles de maison</i>	25	17	35	22	35	31	16	13	26	19	13	20	570
INSURANCE <i>Assurances</i>	21	17	22	32	17	23	13	16	15	10	18	20	466
JEWELLERY <i>Bijoux</i>	9	5	9	6	10	11	4	7	11	11	12	13	274
MEDICAL EQUIPMENT & SUPPLIES <i>Fournitures et matériels médicaux</i>	17	8	12	11	13	8	9	11	8	11	3	13	365
MEDICAL SERVICES <i>Services médicaux</i>	4	6	11	41	2	4	1	5	5	1	3	2	198
MISCELLANEOUS <i>Divers</i>	41	41	39	9	12	6	6	14	12	69	12	18	2,043
MOTOR VEHICLES AND ACCESSORIES <i>Automobiles et leurs accessoires</i>	100	105	144	126	136	121	112	130	135	113	106	147	3,570
PERSONAL SERVICES <i>Services personnels</i>	46	51	58	46	40	41	38	45	39	56	30	41	1,113
PUBLICATIONS	40	42	80	70	52	34	24	31	47	27	33	31	1,253
REAL ESTATE HOUSING <i>Affaires immobilières - logement</i>	45	49	75	57	108	63	70	69	125	136	71	82	2,338
RECREATION & EQUIPMENT <i>Loisirs et matériel connexe</i>	85	51	78	62	49	63	38	53	50	39	39	61	1,461
SALES PROMOTION <i>Stimulation des ventes</i>	147	213	150	57	63	69	77	65	101	58	60	63	2,226
STATIONERY & OFFICE SUPPLIES <i>Papeterie et Fourniture de bureau</i>	12	7	16	17	9	2	3	5	1	6	5	11	208
TEXTILES	16	23	22	9	23	10	5	8	22	6	12	11	427
TRANSPORTATION AND COMMUNICATION <i>Transport et communication</i>	25	23	43	25	29	62	52	45	38	30	33	23	768
WEARING APPAREL <i>Vêtements</i>	93	73	71	64	111	65	67	72	79	131	176	85	3,519
TOTAL	1,202	1,231	1,502	1,232	1,284	1,004	965	1,072	1,157	1,339	1,049	1,181	37,568

TABLE II
TABLEAU II

CONSUMER SERVICES BRANCH - CUMULATIVE COMPLAINTS 1968 THROUGH 1971 - 1971 BY MONTHS

DIRECTION DES SERVICES AUX CONSOMMATEURS - TOTAL CUMULATIF DES PLAINTES 1968 A 1971 - 1971: TOTAL PAR MOIS

Problem Classification Classement par catégorie	January Janvier	Feb. Février	March Mars	April Avril	May Mai	June Juin	July Juillet	August Août	Sept.	Oct.	Nov.	Dec.	GRAND TOTAL GLOBAL
Advertising Réclames	137	193	66	72	81	68	63	83	81	95	64	101	2,701
Alleged Unethical Practices Pratiques présumées contraires à l'éthique	168	157	270	144	135	90	104	123	181	122	102	117	4,069
Compensation Indemnisation	204	221	275	267	272	267	236	271	276	359	282	337	6,422
Guarantees & Warranties Garanties	29	18	39	44	61	41	45	56	54	65	36	59	1,396
Labelling Etiquetage	90	63	111	97	96	57	65	84	75	153	171	70	2,316
Packaging Emballage	38	42	42	27	30	18	23	21	17	22	12	21	933
Prices Prix	141	125	233	198	163	176	155	138	174	203	118	146	6,651
Quality Qualité	252	275	324	254	276	177	195	206	211	236	186	224	7,955
Repairs & Servicing Réparations & entretien	76	68	74	56	83	39	34	52	28	32	27	40	1,852
Safety Sûreté	49	41	53	65	70	64	36	29	51	44	43	36	1,981
Standardization Normalisation	15	28	14	8	16	6	8	8	7	8	7	30	737
Miscellaneous Divers	3		1		1	1	1	1	2		1		555
TOTAL	1,202	1,231	1,502	1,232	1,284	1,004	965	1,072	1,157	1,339	1,049	1,181	37,568

January to December 1971
Janvier à décembre 1971

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TABLE III b
TABLEAU III b

MONTH - *Mois* 1968-1969-1970-1971

[illegible]

TABLE IV
TABLEAU IV

MONTH - *Mois* Janvier-décembre 1971

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CONSUMER SERVICES BRANCH - DIRECTION DES SERVICES AUX CONSOMMATEURS

TABLE V
TABLEAU V

CONSUMER COMPLAINTS - 1971 - PLAINTES DES CONSOMMATEURS - 1971

CATEGORIES BY PROVINCE - SUIVANT LA CATEGORIE ET PAR PROVINCE

Problem Classification Classement par catégorie	Yukon & N.W.T. Yukon & T.N.-O.	B.C. C.B.	Alberta	Sask.	Man.	Ontario	Quebec Québec	N.S. N.-E.	P.E.I. I.P.E.	N.B. N.-B.	Nfld. T.-N.	U.S. & Other E.-U. & Autre	TOTAL
Advertising Réclames	1	169	49	38	40	404	306	52	5	29	9	2	1,104
Alleged Unethical Practices Pratiques présumées contraires à l'éthique	3	404	83	56	31	544	384	110	5	69	12	12	1,713
Compensation Indemnisation	13	531	263	126	67	1,146	555	361	20	106	23	56	3,267
Guarantees & Warranties Garanties		67	31	34	8	198	91	79	7	23	6	2	546
Labelling Etiquetage	1	196	133	33	43	417	198	77	3	16	13	2	1,132
Packaging Emballage	1	83	20	10	29	104	30	22	1	10	3		313
Prices Prix	9	560	120	49	77	658	299	121	8	40	21	8	1,970
Quality Qualité	10	510	254	137	106	892	465	283	15	99	33	13	2,817
Repairs & Servicing Réparations et entretien	2	83	18	24	6	236	107	94	3	30	3	3	609
Safety Sûreté	1	125	43	19	27	231	58	39	4	24	9	1	581
Standardization Normalisation		30	9	4	23	35	12	19		19	4		155
Miscellaneous Divers		3	1		1	2	2	1				1	11
TOTAL	41	2,761	1,024	530	458	4,867	2,507	1,258	71	465	136	100	14,218

DATE DUE
DATE DE RETOUR

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