



NOT QUITE A CLOTHESHORSE
Margles mens' and ladies' wear, first of the Central Square shops, was working right up to its grand opening yesterday morning. Opening later this month will be Felice "Freddie" Bizzaro's barber shop.

Excalibur -- Tim Clark

Not doing their share now

Consumers should object to bad ads

By MIKE SAVAGE

Canadian consumers are not doing their share to protest against misleading advertising and inferior products. This was the consensus voiced Thursday night at a meeting sponsored by the Campaign for Better Advertising in Toronto.

Guest speakers at the forum on "How to get better advertising" included representatives of consumer protection agencies at the federal, provincial, and municipal governmental levels.

Tom Rimmer of the Better Business Bureau charged that "I don't think you as consumers are doing your job." He said his office receives about 75 complaints a day, but they could use a good deal more. Referring to the fact that the bureau is not a law enforcement agency, Rimmer said "we have no teeth, but we have a mouth — and a big one."

He said "the best way of getting things solved is to let business clean their house." When a complaint is received by his office "we handle things on a moral persuasion basis."

What this means, Rimmer said, is that the bureau tries to talk the advertiser into changing the ad or product. If this doesn't work, he said, then his office turns the complaint over to the governmental agency responsible for the complaint.

Another speaker at the meeting, Al Walker of the Consumer Protection Bureau, said the Consumer Protection Act of 1967 was enacted to protect the consumer against misleading advertising. If an advertiser wishes to extend credit to a customer, the act forces the advertiser to admit the whole cost and terms of the credit. He said that "false, misleading, or unsavory advertising is restricted by law. Walker said "we have ways and means of controlling advertising without interfering in the marketplace." He did not elaborate.

Bob Oliver of the Advertising Advisory Council said "we have no legal authority at all." He said "we only touch on specifics in ads."

A member of the audience, asked Oliver about a quotation from The Bible in an Alka Seltzer ad — "Man does not live by bread alone." She said she complained in June to the company and the ad is still on the air. Oliver said the company would probably not pull the ad off the air until sales start to drop.

"I would stop putting food in glaze pottery" said Jim Kokesh of the federal department of consumer and corporate affairs. He said "there has already been one death caused by the lead leaking into the food."

Kokesh said that any complaints concerning products or advertising should be directed to Box 99, Ottawa. If the complaints are valid they are dealt with promptly and action is initiated against the advertiser, he said. Complaints can also be directed to room 706, 480 University Ave., 369-3344.

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