

Whether this will be the trend or not is hard to gauge, because we cannot foresee what various methods and procedure will come forward in the future. But that it is well under way from the United States, and seems to be moving in that direction from Canada, is something we must recognize as a fact of life, and is one of the devices the manufacturer may be forced to use in meeting competitive prices.

Senator LAMBERT: It has a bearing on the problem of unemployment in Canada.

Mr. NEEDLES: If the Canadian manufacturer does not take his plant to where he can get low costs, then he will be faced with competition from a manufacturer in that area, and it will have an adverse effect on his industry in this country.

Senator LAMBERT: Assuming that the consuming public is better served by the manufacturer who is making, for instance, sewing machines abroad rather than making them in Canada, this will not help the unemployment problem in Canada.

Mr. NEEDLES: As long as imported merchandise is available at lower cost he will face the problem of continual loss to the Canadian public and to the Canadian workman.

Senator LAMBERT: You have no criticism of industry in that respect?

Mr. NEEDLES: We would not have any criticism when the decision is made in order that industry may remain competitive.

Senator LAMBERT: But it is not a trend that you would want to see grow?

Mr. NEEDLES: We are arguing against it in our brief here, because we feel in effect we should have some form of rationalization on the quantity of imports coming in.

May I make one other point? Mention was made of Ireland. My grandparents came from Ireland during the potato famine, and I have a little sympathy in my heart for the Irish, though I may not look like one. The Irish Government is providing very great incentive to the establishment of industry in Ireland because of the grave problem of unemployment there. In its efforts to assist industry the Government may provide the manufacturer with money to buy a plant, or the opportunity to rent on a low-cost basis, or perhaps extend to him the opportunity of buying later. All this results in lower costs. Ireland has the entire Commonwealth market open to it for free exports, and it offers a considerable element of competition. Some of these plants to which you refer are going to Ireland.

Senator CROLL: When an article is sold—it may be your product, for instance—what are the elements that go into the sale of that product? Let me name a few: Price, quality, style, conditions of repayment of account. What are some other elements?

Mr. NEEDLES: Availability.

Senator CROLL: Availability and delivery. What else?

Mr. NEEDLES: Follow-up service.

Senator CROLL: These are all the ingredients of the sale, are they?

Mr. NEEDLES: Yes. There may be others, but those are the principal ones.

Senator CROLL: Labour is one of the ingredients, is it not?

Mr. NEEDLES: Yes.

Senator CROLL: The others are pretty important too. Would you say these are all of equal importance?

Mr. NEEDLES: Well, the consumer must make up his own mind on what he is willing to pay, and what alternatives he may accept as to slow delivery