

Consumers Unite

What Canadian Markets Mean To Japan

There has been a rising sunlight for consumers in Canada lately with high quality tinkets such as cameras, stereotapes and record players plus screaming banzi cars inuating our markets with competitive if not more value per dollar prices.

The sun nation Japan is rising over every market horizon in Canada and a lot of good competitive businessmen are oh so nervous. This is good, I can finally purchase an unobstrusive item that will work well and cost less. That is I can now, but I am getting nervous about discreet rumblings I hear in the Canadian businessmen newsy weekly. *The Financial Post.*

A recent issue devoted a front page editorial, a full fledged editorial and a 16 page special section on what the Japanese sunlights mean to Canadian markets. Probably more truthful is the converse, "What Canada Means To The Japanese."

It seems the business com-

munity is quite alarmed, if not paranoid about the effect on the Canadian market as well they should be. Our new fledgling nationalism has yet to spread to the pocketbook where a consumer will buy Canadian goods when Japanese are less expensive at comparable quality.

The effect the articles had on my limited knowledge of economics (I still overspend my allowance) was definately early provincial Paul Revere warning style. The subtle tone said the Japs are coming, the Japs are coming into our market in about the same manner their fast selling cars are entering our freeways screaming.

Tariffs, my friends, or if that is too isolationist or too politically sensitive, balance of trade payments will do. (No economist worth their salt will agree, but actually economics is a very complex case of distortion semantics. The ugly truth can be always made

more acceptable by the use of weak generalizations which no layman understands anyway.) Hence people gladly sent their income tax check away, plus the cut taken by the consulting accountant, because they didn't understand anything after the Dominion Seal and "Please Print" in the form instructions.

With this in mind we analyze the article and discover that they are warning Canadian manufactures that 1. You can't beat them, 2. They decide who joins them, 3. Tell

your M.P. to see that Canada gets better trading agreements with the U.S. - like right now and 4. See that the Ottawa mandarins start action on giving us a handicap by protecting our prices. (Again economic semantics - Japan sells for a lower price here, so you charge him enough duty, tax or red tape to keep his price up to home industry.) Very neat, very high, very solvent, and expensive for Canadians - Oh Canada, we stand on guard for thee - and the U.S. auto manufactures by not allowing Japan to undersell them! Noble!

Well this Paul Revere article is to start another lobbying force, that being all the poor consumers in Canada who can now buy better quality products from Japan at a value

saving over our southern competitors. As for home industry, life's tough in the big city and you too can have our market dollars, just put a reasonable amount of quality and price into your article.

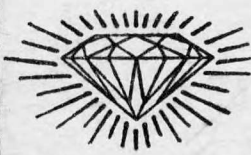
That's what competition is about, and Canada is a free enterprise nation and large newspapers acting as the voice for righteous capitalists wouldn't want it any other way would they?

Remember fellow consumers it's pretty tough to keep your faith in home industries when driving a Canadianized version of the Great American Dream car to the gas garage while some gleeful un-Canadian screams by in his statusless Japanese econobile on his way to his favorite savings bank.



HOGAN'S JEWEL LTD.

Announcing new store at the New Fredericton Shopping Mall



DAMONDS
DJ
JEWELRY



Welcome Back Students

10% DISCOUNT TO ALL STUDENTS



We're willing to bet that the guy that's preparing the food on this campus is not receiving the direct increase in salary that is reflected in sky-rocketing food prices.

The newest trick in use now to prevent public outcry from enraged students is charging \$.75 for the main course and then adding a hidden charge for all the accessories such as potatoes and vegetables.

If it costs a \$1.25 for a meal in the SUB, show the true cost on the board.

Not many Frosh realize the gimmick as do many seniors that you can ring up quite a substantial bill by just ordering the reasonable priced main course.

If we complain loud enough maybe Versafoods will send in a trouble shooter in their executive jet.

NOTICE TO STUDENTS

1. Please note that while instructors will be announcing in class the requirements for completion of assignments, attendance at classes, labs, etc. in each course it is the responsibility of the individual student to make sure that he knows what the requirements are in each course which he is taking.
2. Changes of course will be possible up to the 30th of September. Please make sure that these are properly authorized on the required form which is available at the Registrar's Office. Changes of address should be reported as they occur.

Registrar's Office