

Mr. COOPER: We follow several ways here. First of all, I take every opportunity to speak to society meetings, rose growers, horticultural groups, ladies' auxiliaries, and so on. I spend probably from 30 to 35 per cent of my evenings to this type of groups. Then, we make use of the radio and television. Moreover, I release articles, and I use the newspapers. I know of no other way we can reach the public at this time.

Mr. MACALUSO: That is the practice followed by Cyanamid?

Mr. COOPER: Yes.

Mr. MACALUSO: Are you familiar with the practice followed by any other producers of chemical products?

Mr. COOPER: Yes. You will find that in varying degrees most of your major producers do take every opportunity to get to the public.

Mr. MACALUSO: Would you not agree that there is a danger? You say it is inherent that consumers do not read labels, or do not follow the directions of a label. Do you not think that the use of larger labels and larger printing would be one way to bring it home to the consumer?

Mr. COOPER: The problem is pinpointed in that the home owner deals mainly with very small packages. On the other hand the agricultural producer would use a five gallon container, or a 50 gallon container or a large box. There you have no problem in putting an adequate warning on the container. But when it gets down to the small container that a home-owner uses, this is where you get into an extremely difficult problem. Moreover, in Canada this is complicated by the fact that we have to have bilingual labels. So when you put the material into both English as well as French, and you are dealing with the label for a four ounce bottle, you have only a very small surface with which to work. We have tried to overcome this by increasing the size of the printing, and placing a pamphlet attached to the neck of each container. However there is always the danger that the home owner will remove the pamphlet and throw it in the ash can. I know of no practical solution, but I agree with you.

The size of the print is important too, but you cannot put all of it in large print on a label, because your package is too small. And then, if you try to increase the size of your package, the consumer will complain that whereas he has purchased a big package, there was only two ounces of material in it. So there is a big problem, and it is very difficult.

Mr. ENNS: What products does Cyanamid market at the present time?

Mr. COOPER: In which field?

Mr. ENNS: In the pesticide field?

Mr. COOPER: Amino Triazole, Cygon (dimethoate), Potassium Cyanate, Granular Cyanamid, Malathion, Liquid Cyanamid, Cynogas ("A" Dust; "G" Fumigant; Ant-Killer).

Mr. ENNS: These products are used pretty widely commercially and in professional use?

Mr. COOPER: Yes.

Mr. ENNS: Do you also market smaller types of products which would be sold in the smaller quantities that you referred to?

Mr. COOPER: Cyanamid of Canada is not in the home user field. But we do market Cygon 2E in eight-ounce bottles. We also market Cyanamid in pound cans, which are used somewhat by homeowners; and of course we have Amino Triazole in one-pound cans, and a new product likely to be coming out next year, which is specified for use against poison ivy, and it will be marketed in a small can.