

more and more emphasis was being placed where it belonged — on technical and vocational training and retraining and on upgrading labor force skills.

OTA PROGRAM SUCCESS

A key factor in efforts to improve educational standards of Canada's labor force, he said, was the Federal Government's Occupational Training for Adults Program, administered by the Department of Manpower and Immigration, which was proving to be successful.

"In its first year of operation, about 294,000 persons took full or part-time OTA training. Last year the Department provided training for some 300,000 adults at a total cost of over \$200 million. This year we expect that about 325,000 will take training under OTA, at a cost of \$250,000 million," the Minister said. "Here in the Atlantic Region \$33,700,000 will be spent on OTA this year, with well over one-third of that figure — about \$13.2 million — set aside for payment of living allowances."

WHEAT SALE TO PERU

The sale of 200,000 metric tons of wheat by the Canadian Wheat Board to Peru was announced on July 4 by Mr. Jean-Luc Pepin, Minister of Industry, Trade and Commerce, following the signing in Ottawa, of an intergovernmental agreement with General Francisco Morales y Bermudez, the Peruvian Minister of Finance.

This is the largest sale of Canadian grain to Latin America in recent years; it amounts to about 7.5 million bushels, valued at some \$14 million. Delivery will start in September at the rate of 17 thousand tons a month.

The possibility of selling Canadian grain to Peru was discussed when Mr. Pepin and other Canadian ministers toured Latin America last November, after which negotiations were entered into by the Canadian Wheat Board culminating in the signing of the new agreement.

A NEW WAY TO CON THE BUYER

The Department of Consumer and Corporate Affairs warns that one of the fastest ways to lose friends can be to give their names to a door-to-door salesman. It could also be one of the quickest ways to lose money. "Referral selling", as this is called, is sometimes designed not to save you money, but to separate you from more cash than you could normally afford for a color television set, sewing-machine, vacuum-cleaner or some equally expensive item. Yet it has been estimated in the United States, for example, that in 1967 referral selling involved a potential loss to the public of \$200 million.

The problem, however, is not confined to the U.S. Canadians encounter it too, simply by answering the door or the telephone. Here's how: an affable salesman might tell you he is not trying to sell his product — he merely wants your opinion of it or he may ask you to test it. But after the pleasantries are over, he may still try to persuade you to buy. There could also be a lure of a nation-wide contest in which you would be eligible to win a car, a mink coat or more money than you could earn in several years. Or there may be a suggestion that this was the most economical way for the company to introduce and distribute the item, without the expense of advertising.

Then it might be implied that you could purchase the product at a fraction of the cost simply by giving the names of friends who could be potential customers. Or you could write them yourself, introducing the salesman, his product and his plan. For each additional sale he made from the names you supplied, you might be told, you would be given a bonus to help defray the cost of the item. The gimmick, however, is that you must usually make a small down-payment, and sign a contract for the full purchase price. And this price is sometimes much more than the goods are actually worth.

CONSEQUENCES OF SIGNING

After you have signed the inviting contract, your problems may be just beginning. For one thing, your friends may not welcome the salesman, or the idea that they are helping you pay for the item. In fact, according to a U.S. survey of the referral sales of a vacuum cleaner, only 10 per cent of the customers received more than \$75, that is, three bonuses of \$25 each. This represents a relatively small amount towards the entire costs of about \$282 for a cleaner which had a wholesale price of only \$60. What you are not usually told is that the contract you sign may be put in the hands of a bank or finance company. This could mean another headache if, after you have recovered from the salesman's personality and plausibility, you decide that you don't want the item after all. Then you may be saddled with a product you do not really want — and with finance or bank payments you want even less. This recently happened to a couple in Enderby, British Columbia, who decided after three days that they did not want the vacuum cleaner, but could not persuade the agents to return their deposit and remove the appliance which was exorbitantly priced at \$278.

While most provinces have laws dealing with registration and control of door-to-door sellers, the Province of British Columbia has adopted legislation making any contract null and void where there is an element of referral selling attached to it in any way. Saskatchewan has also acted directly against this practice under the Direct Seller's Act by including a special clause in vendors' licences.