

although several of the major cities at present without them might be able to successfully install mass transit systems by end-century.

"The plans of the major cities were mainly concerned with the expansions of freeway systems, although the course of events since they were drawn up may have radically modified their intentions.

CAR VERSUS TRANSIT SYSTEMS

"Concerning the pricing of urban transport systems, there seemed little doubt that under congested conditions the private car was not paying its full social costs, the major difficulty being to devise practical, efficient and equitable systems of road-pricing, increased parking charges in city centres probably being the best compromise.

"As an alternative to pricing car-use under congested urban conditions, there was a case in principle for free transit systems which would lead to small but significant diversions from car to transit, but the subsidies required (probably best raised by increased gas taxation) would be so massive that further analysis and limited experiments would be necessary before such a radical proposal could be assessed.

"Assessing the impact of urban transport on the environment, it seemed that the most important and critical effect was that on air-pollution to which the automobile seemed to be the major contributor. However, because of low over-all population density, air pollution in Canada was at much lower levels than in the United States and improvements to existing vehicles should be able to offset the effects of growth in vehicles and secure a reduction in urban vehicle pollution by end-century.

"Including the more subjective effects of road vehicles on the environment — noise, visual effects and impedance to pedestrians — these could be reduced either at source, by increasing distances between source and sufferer, or by introducing barriers to sight and sound such as walls, hedges and trees. The ideal from the environmental point of view would probably be freeways with low speed limits such as the parkways of Ottawa.

"The over-all conclusion to the analysis is that there are no easy answers to the urban transport problems in Canada or elsewhere; in particular the fundamental problem of the car/transit balance remains unresolved. However it would be quite wrong to be pessimistic about the future of urban transport, particularly in Canada, for unlike most other countries of the world the problem is of manageable proportions, resources should be adequate to meet demand, the major problems will be tackled by the major highway authorities, and in reality people and their cities can adjust on many margins and thus avoid serious breakdown. There remains a great need for general Canadian research on this problem as part of a horizontal study of the economic, physical and social forces and stresses of urbanization in Canada."

CALL FOR UNIT-PRICING

The Minister of Consumer and Corporate Affairs, Mr. Ron Basford, has called upon the major supermarket chains in Canada to introduce unit-pricing in their stores.

"I am convinced that the widespread use of unit-pricing would be of great assistance to consumers," Mr. Basford said in a letter to company presidents. "It would enable them more readily to compare the relative prices of different products in the same category, and of different sizes of containers for the same product. This applies particularly to the types of product which are purchased frequently by the average consumer."

"This provision means giving the shopper more information about the price of goods by stating the price per weight or measure as well as the total price," Mr. Basford explained. The Minister pointed out that many supermarket chains in the United States already provide price-per-unit information, and that while progress in Canada has been slow, one Ontario chain had recently introduced it.

Mr. Basford also wrote to all provincial ministers responsible for consumer affairs, enlisting their support of his request to the supermarket chains. At the Federal-Provincial Conference on Consumer Affairs last May, the ministers endorsed a call on supermarkets to undertake studies and experiments in unit-pricing.

Under the Consumer Packaging and Labelling Act given Royal Assent June 10, 1971, the Federal Minister of Consumer and Corporate Affairs is specifically charged with carrying out research into unit-pricing.

STUDENTS WORK AT EXHIBITION

The City of Montreal employs some 3,000 students during the summer months, three-quarters of whom work for the exposition Man and His World, while the rest are engaged in the numerous parks as monitors, supervisors, clerks and maintenance men.

Students who have worked for the city previously are given preference for the next year. At the beginning of the year they receive this offer of employment at wages ranging from \$1.90 to \$3 an hour depending on their competence and the demands of their work.

Man and His World encompasses a variety of jobs and students help in most of them. They become assistant designers, press and publicity personnel and hosts and hostesses. Some assist pavilion directors and heads of sectors, while others help with the inventory, upkeep, revenue, entertainment, and with sports, etc. Man and His World also employs telephonists, receptionists, information aides, as well as those to help the handicapped, and drive transportation vehicles.