

## Consumer Said Illogical In Packaging Complaints

By GREG MacDONALD  
Canadian Press Staff Writer  
When it comes to packaging, the average consumer is illogical, says R. B. Sammon, president of the Packaging Association of Canada.

Mr. Sammon was commenting at the association's three-day packaging exposition which was held in Toronto this week. He said consumers who complain about the variety of package sizes and the over-dressed appearance of modern packaging "are throwing stones at themselves."

"Most manufacturers would love to reduce the number of sizes of packaged products. Less machinery would be needed and costs would be cut in other ways through longer, more economical runs and concentrated merchandising."

Mr. Sammon said that without a demand for any or all of the package sizes on the market a manufacturer would be a poor businessman if he did not cut his losses and drop the unpopular sizes.

"You can be sure — particularly with the lines which have been on the market for some time — that the variety of lines continue only because the consumer wants them."

"As for this business of over-dressed packaging, research has established quite definitely — however much she may complain about expensive looking packages — that Mrs. Consumer likes and expects her favorite products to come into her home well dressed. She doesn't lift them off the store shelves unless they are."

J. C. Crawley, general chairman of the exposition, says the increasing complexity of the packaging industry and the big cost of making mistakes "is bringing a new man into both

marketing and management teams — the packaging co-ordinator."

He said that in the \$1,000,000,000 Canadian packaging industry "part-time attention and compromise decisions by people untrained about packaging are just not good enough anymore."

"There are so many different machines and materials on the market today with new ones coming up all the time that only a specialist can effectively coordinate all the work and steps involved in bringing out a new package."

A total of 233 companies from Canada, the United States and

Europe are displaying their wares at the exposition. More than \$1,000,000 worth of packaging machinery is on view.

Italy has the only government display with some 30 Italian manufacturers, under sponsorship of the Italian Foreign Trade Institute of Rome, exhibiting their products.

More than 18,000 businessmen, visitors and buyers are expected to attend the three-day show. The exhibits are divided into three classifications: industrial containers; consumer packaging; and merchandising display.

Among recent developments in the packaging industry of display are: An aseptic plastic-lined carton which allows highly perishable products, such as milk, to be stored on store and home shelves for extended periods without refrigeration; bottles made from polyethylene; and film and foil la-

## Work Resumes On Locomotives For Argentina

MONTREAL (CP) — Henry Balle, president of Montreal Locomotive Works Limited, said here work on a \$14,000,000 contract for 70 diesel-electric locomotives for the Argentine State Railway will get under way early next year.

Mr. Balle said the contract suspended last May because of unsettled conditions in Argentina, was "reactivated in the last few days." He did not elaborate.

One of the first steps the company took when the contract was restored was to give the Canadian General Electric Limited the go-ahead to manufacture \$3,000,000 worth of traction motors, generators and control gear for the locomotives, at GE's plant in Peterborough, Ont.

A \$29,000,000 contract with

Dominion Steel and Coal Corporation to build railway cars for Argentina was still unsettled.

T. J. Emmert, president of Hawker-Siddeley Canada Limited, Dosco's parent company, said in a statement from his Toronto office that the contract was still being considered.

"The entire matter now is being considered fully by the Argentine authorities as part of the Argentine railways re-equipment program, and we're hopeful of positive information from Argentina in the near future," he said.

The Dosco order was to have been filled by its Trenton, N.J. plant.

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OFFICER IS SPATTERED

Black shoe dye covers face and clothes of Det. Sgt. Bill Morphet near strike-bound plant on Vancouver's Granville Island today. Demonstrators sprayed police with dye as violence broke out at Allied Engineering Ltd. Eleven men were arrested during the disturbances.

## "Lest We Forget"



attend Remembrance Day Services  
Sunday, November 11th.

The Fashion Shoppe

Charlottetown

P. E. I.

## "Lest We Forget"

At the going down of the sun  
And in the morning  
We shall remember them.



STOREY ELECTRIC

Prince Street  
Charlottetown

## Remembrance Day

Day

Sunday

NOV. 11th.



## "Lest We Forget"

"In Peace and Honor Shall They Rest... may their efforts not have been in vain."

W.G. BARBOUR LTD.  
British American Oil

Ch'town

P. E. I.

# REMEMBRANCE DAY

## November 11, 1962

We Bow in memory of those who fell  
Upon the beaches and the burning sands,  
And those who lie in slimy ocean wrecks  
Or sleep in lonely graves in foreign lands.

They did not shrink with trivial excuse  
Nor did they waver when the test arrived  
They took the burden with the zeal of youth  
And, going grimly into action, died.

Who knows, among the legions that are gone,  
Unknown to fame among that gallant throng  
Were men who might, had they but lived their span,  
Have shown where our diplomacy is wrong.

The past is gone, the future lies ahead,  
The errors of the past we must correct,  
In apathy there lies prospective doom,  
Accelerated by our own neglect.

So to the end we must not fear nor fall,  
Our gratitude to them must never cease  
May God be merciful to those who died  
That we survivors might live on in peace.

John E. Usher

**Remembrance Day**  
NOV. 11, 1962

In memory of those who have given their lives for the cause of freedom.

**CUDMORE Dry Cleaners**

**IN HONOR OF THOSE WHO GAVE THEIR LIVES FOR THE CAUSE OF FREEDOM.**

**The Rogers Hardware CO. LTD.**  
Charlottetown, P. E. I.

**REMEMBRANCE DAY**  
SUNDAY  
NOV. 11

In honor and dignity shall they rest . . .

**Management & Staff**  
**Atlantic Roofing & Insulation Company**  
Spring Park Rd. Charlottetown

**I**f we break faith with us  
who die  
we shall not sleep,  
though poppies grow  
IN FLANDERS FIELDS

JOHNSTONE'S FUELS LTD.  
SUMMERSIDE

VICTORY CLEANERS  
SUMMERSIDE

CURRAN & BRIGGS LTD.  
NORTH ST. ELEANORS

GEORGE T. CLARKE Jeweller  
SUMMERSIDE

CORNEY BROS. LTD.  
SUMMERSIDE

BOATES PHARMACY  
SUMMERSIDE

HAROLD L. MATTHEWS  
SUMMERSIDE

FOLEY'S DRUG STORE  
SUMMERSIDE

BELL BOOK & NOVELTY STORE  
SUMMERSIDE

MacNEILL MOTORS LTD.  
SUMMERSIDE

P.E.I. MUTUAL FIRE INSC, CO.  
SUMMERSIDE

MOLLISON HARDWARE LTD.  
SUMMERSIDE

GULF CONSTRUCTION CO. LTD.  
POPE ROAD — ST. ELEANORS

Dominion Distributing Co. Ltd.  
SUMMERSIDE

HARBOUR MOTORS  
SUMMERSIDE

F. ARSENAULT & SONS  
SUMMERSIDE