

registration of such marks within one month of engaging in this business.

16.6.3 Standards Council of Canada

This council, with headquarters in Ottawa, is the national co-ordinating agency through which organizations concerned with voluntary standardization may co-operate in recognizing, establishing and improving standards in Canada through a national standards system. The council promotes the development and use of standards as a means of advancing the economy, benefiting the health, safety and welfare of the public and facilitating domestic and international trade. Sponsored by the council, the system includes organizations involved in standards-writing, testing and certification. Major standards activities are carried out by the organizations which are members of the National Standards System — a federation created and co-ordinated by the council.

The objects of the council are to foster and promote voluntary standardization relating to the construction, manufacture, production, quality performance and safety of buildings, structures, manufactured articles and products and other goods.

Both Canadian and overseas standards users are served by the council's standards information service which answers inquiries pertaining to national, foreign and international standards, certification systems and technical regulations.

In the international field, the council appoints members and directs activities of the Canadian national committee of the International Electro-Technical Commission (IEC) and is the member body for Canada in the International Organization for Standardization (ISO). The council is responsible for Canada's participation in the work of these international standards-writing bodies, co-ordinating some 2,500 volunteers. It is also the Canadian sales outlet for the international standards of IEC and ISO, and the national standards of 12 other countries. The council's international standardization and standards sales branches are in Mississauga, Ont.

16.6.4 Trade standards and regulations

In its consumer program, the consumer and corporate affairs department is responsible for administration of broad legislation affecting the marketplace. Policies and programming are determined by the consumer affairs bureau of the department.

Hazardous products. The product safety branch administers the Hazardous Products Act. The act makes specific mention of products designed for household, garden, or personal use, for use in sports or recreational activities or for use by children. It also mentions without reference to end use, poisonous, toxic, flammable, explosive and corrosive products. The minister is empowered to establish mandatory standards for application in Canada. Compliance

orders being enforced include the use of shatterproof glass in patio and shower doors, flammability standards for children's sleepwear and protective standards for hockey helmets. Regulations governing toys, rattles and cribs are designed to protect children. Other rigid specifications cover such products as matches, charcoal and ceramics.

General commodity field. The Consumer Packaging and Labelling Act and regulations administered by the consumer products branch are designed to give uniformity to packaging and labelling practices in Canada, reduce the possibilities of fraud and deception in packaging and labelling, and control the undue proliferation of package sizes. The legislation applies to most pre-packaged consumer products and came into effect in September 1975 for non-food items and in March 1976 for foods.

Regulations under the Textile Labelling Act, in effect since December 1972, require labels on all consumer textile articles. The label must include fibre names and percentages and the identification of the dealer. The regulations also deal with misrepresentation in both labelling and advertising. The textile care labelling system of coloured symbols recommending proper care for textile products is a voluntary program. The Canada standard size system for children's garments, developed by the Canadian Government Specifications Board in conjunction with the consumer and corporate affairs department, is administered under the National Trade Mark and True Labelling Act. This system is also voluntary, although dealers must register for a licence before claiming that the garment does, in fact, conform to the standard size and before attaching such a label to the product.

Control of marking articles of precious metal is maintained under the Precious Metals Marking Act. The regulations came into force in July 1973.

16.7 Provincial assistance to manufacturing

16.7.1 Newfoundland

The Newfoundland development department assists prospective industry to determine desirable plant locations, prepare feasibility studies, and define raw materials, transportation and labour costs and other economic data.

Financial assistance may be provided by the Newfoundland and Labrador Development Corp. through loans against securities offered by the prospective enterprise, or by holding shares or other securities of any company in the province, with the right of the enterprise to buy back these shares. The corporation also provides management advice.

The government may provide direct financial help based on cost-benefit analyses. Buildings and land may be provided on attractive terms. Industrial