

History - 1947-54

1947

1948

1949

1950

1951

1952

1953

1954

CAC's first motto: "In unity there is strength," proclaims a new era in consumer consciousness

1948 CAC BULLETIN, the first membership publication, sets objective of 250,000 women members. "Enthusiasm & optimism for the new CAC knew few bounds!"



Membership fees: 50 cents a year; CAC's fight against inflation launched

1948 Provincial & local branches open nationally. Volunteers provide information about food, textiles, health & nutrition

1948 CAC action lifts federal ban on margarine, legalizing sale & increasing choice for consumers



1949 Working with Standards Branch, Trade and Commerce, CAC assists in drafting first-ever informative labelling for clothing & textiles

1950 CAC works with business to apply safety & moving guidelines to refrigerators

1953 CAC effort ends the "red-stripe" deceptive packaging of bacon, leading to labelling & packaging improvements

1950 13,000 Canadian women work directly for CAC; 16 womens' groups participate fully

1954 CAC wins battle for disclosure of charges on consumer loans

1954 CAC advocates to Restrictive Trade Practices Commission: "Advertising should serve as well as sell"