

Activist selling buy Canada idea

Mississauga activist and Ottawa lobbyist Mike Houlton has resurrected his buy-Canadian Can-Ad Promotions firm.

An avowed nationalist and former federal-election candidate here, Houlton is pushing his Can-Ad scheme in Mississauga and Ottawa.

The firm floundered for a time when Houlton ran for election in 1972 as an independent liberal, tried to win the Liberal Party leadership in 1973 and put his name in nomination to be the Liberal candidate in Mississauga during last year's federal election.

Houlton decided to re-energize his company, issuing

4,000 preferred non-voting shares and 10,000 common voting shares. Two thirds of the common shares were given to "33 responsible Canadian citizens" and one was sent free to Prime Minister Trudeau.

The remaining 3,333 common shares are being sold at \$3 each.

For a \$300 fee, a merchant or firm with 51 percent Canadian ownership gets to display the Can-Ad insignia, and Houlton promises to provide promotional advertising to encourage people to buy from companies showing the Can-Ad symbol.

In the first three years,

Houlton sold about 30 local Mississauga and Toronto firms on the idea, including Benjamin Film Labs and Gilbert Stationery. "All of them have hung in despite all the political controversy."

For now, Houlton will be concentrating his efforts in Ottawa and Mississauga-Toronto. He says he has enough money saved to work on the project full time for three months or so.

Under the plan, a company's contract will be renegotiated after the first year. The fee then will be determined by an assessment of the service the firm receives.



This is the symbol of Michael Houlton's Buy Canada promotion.

Reel B10g.

Houlton, Michael