

### Shoppers Need To Carry A Slide Rule

The family shopper has been pictured before as bewildered Alice in a drowsy supermarket wondering, trying to decide between the "jumbo half quart" or the "full half quart," or the "king-sized half quart."

Having made this decision, she may then be confronted with an even more difficult one which is the better buy — a box containing 15½ ounces (of several packaged food) selling for 47 cents or a box of the same product containing 16½ ounces priced at 53 cents?

"It shouldn't be necessary to provide every shopper with a slide rule to do price comparisons can be made," protested Senator Maurice B. Neuberger of Oregon.

Or, to put it another way, as Mayra Mannes, "writer and housewife," did: "Most of us are simply too busy or too tired or too embarrassed to take a computer, a slide rule and an MIT graduate to market and figure out what we're buying."

The occasion was a hearing before the Senate subcommittee investigating packaging and labeling practices in the market place.

While these protests may not actually represent consumers' revolt, they do, it is said, reflect a general confusion and irritation on the part of today's shopper who is beginning to suspect that food products, along with books, cannot always be judged by the cover.

The Senate subcommittee, under the chairmanship of Senator Philip A. Hart (D of Michigan), is not making accusations at this point; it is simply seeking information.

If this information indicates present packaging and labeling practices are deliberately misleading, Congress will consider whether there should be a law to require more uniformity in both packaging and labeling.

It is no secret, as Dr. Persia Campbell, professor of economics at Queens College, brought out in her testimony, that today's 8-cent candy bar is a smaller 8-cent candy bar than Americans used to buy.

In other words, instead of increasing the price to cover rising costs, the manufacturer has reduced the size.

This Dr. Campbell calls "concealed inflation." Many products, she says, have been reduced

### in quantity and perhaps quality in order to hold prices a lower level and meet competition.

She feels that the "housewife would prefer it the other way — a price rise in something you can handle in the open in contrast to an unannounced reduction in size or quantity," she explains.

Dr. Campbell finds that "people are confused and bewildered as to what is going on." Packages today are designed, she reminded the subcommittee, not for the advertised "economy," but to catch the shopper's eye on the supermarket shelf.

It all amounts to "over packaging" as far as she is concerned, with the consumer opening "one cellophane wrapper after another" until eventually she exclaims, "Oh, there it is!"

As for the "jumbo full pound" or the "giant half quart," Dr. Campbell feels the subcommittee would serve a useful purpose if it did no more than undertake a jungle rescue operation for the advertised "economy," but to catch the shopper's eye on the supermarket shelf.

• A box of soap pads which used to be advertised as having 12 to the box, but which now contains only 10. The number is printed in small print on the back of the box.

• Three boxes of paper napkins successively put out by the same company, the first box containing 80 napkins with the fact prominently announced on the front. The second box still has 80 napkins, but the number is printed inconspicuously on the back. The third box has 70 napkins, with the number in fine print also on the back.

• Five boxes of detergent all the same size but put out by different companies, all varying in price and in content from 1½ ounces, 1 pound 3¼ ounces, and 15 ounces plus a wash cloth.

This investigation into the maze of packaging and labeling reflects the increased sensitivity on the part of Congress, as well as the administration, to consumer interests, writes Josephine Ripley in the Christian Science Monitor.

In this case, the stake is high — affecting a national, annual grocery bill of \$33,000,000,000!

**Parents Pushing Children Too Fast?**

Should sixth graders go steady?

No, says the new president of the U.S. National Education Association who believes that dating at parties constitutes unwarranted status-seeking by their parents. Shortly before his installation in Atlantic City last month, the new head of the 765,000-member NEA, Ewald Turner told reporters:

"It concerns me that parents push their children into adult activities too soon, moving formal dances into the elementary school and allowing dating by sixth-grade pupils at parties." Turner, a vocational-guidance counselor and former junior-high teacher from Pendleton, Ore., sharply criticized those parents "who give their youngsters too much, too soon in the way of social life so that Junior can properly fit into the status society."

The 33-year-old bachelor also had unkind words for some schools which put "too much emphasis on the big production, winning tournaments, on hoopla and band which take students away from their regular class programs. Interscholastic athletics have their place, but the tail should not wag the dog."

**Queen-Mother's Quick Come-Back**

Well aware of her country's love for sport, Queen Mother Elizabeth's quick-wittedness resorted here to the good graces of the citizens of Rugby, England, recently, after a mild faux pas.

Townpeople of Rugby—where rugby was invented—had presented the Queen Mother an oval-shaped football for Prince Charles. And she replied:

"Thank you very much, but I'm sorry to say my grandson is rather fond of soccer."

As faces fell she quickly added:

"I feel, however, that this gift may convert him!"

Of course, then, everybody went away happy from the ceremonies, at which the Queen Mother opened the new town hall.

A man took his Great Dane to a vet. "Doctor, my dog does nothing but chase small sports cars." "Well, that's only natural. Most dogs chase cars," the vet replied. "I know. But this catches them and buries them in the backyard."

**Week's Sew-Thrifty PRINTED PATTERN 4915**  
SIZES 12-20

Wonder blouses — sew easy and so smart! They take so little fabric, you can whip up all three for practically pennies.

Printed Pattern 4915, Misses' Sizes 12, 14, 16, 18, 20. Size 16 top style 14, yards 35-inch; middle 14, yards 35-inch; lower 14, yards 35-inch.

Send FIFTY CENTS (stamps cannot be accepted, use postal note for safety) for this pattern. Please print plainly NAME, ADDRESS, STYLE NUMBER.

Send order to ANNE ADAMS, Box 1, 123 Eighteenth St., New Toronto, Ont.

ANNOUNCING the biggest fashion show of Spring — Summer, 1961—pages, pages, pages of patterns in our new Color Catalogue — just out! Hurry, send 35¢ now!



GAGARIN'S FAMILY - Valentina Gagarina and baby Galya, wife and daughter of Soviet's spaceman Maj. Yuri Gagarin, are pictured at home in Moscow, U.S.S.R.

## CHRONICLES OF GINGER FARM

by Gwendoline P. Clarke

This has been the craziest holiday week-end we ever knew. On a Saturday this year and was ostensibly a holiday. We didn't expect any mail on that day but we got it just the same. And delivery men came around just the same and on Local streets were all open and business went on as usual except for the department stores. Schools, of course, had already closed for the summer; teachers and students alike joyfully started in the long vacation. School being closed for the summer, teachers and students alike joyfully started in the long vacation. School being closed for the summer, teachers and students alike joyfully started in the long vacation. School being closed for the summer, teachers and students alike joyfully started in the long vacation.

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### Wayne And Shuster - An American View

A little more than three years ago, a pair of bumptious Canadian comedians descended on the U.S., drenched in the halcyon of a twenty-show contract with Ed Sullivan and sounding almost too good to be true. Described as the most chummy-looking twosome on the whole Canadian Broadcasting Corp. network, the pair specialized in literary buffoonery and brought with them a bagful of sketches, which they themselves had written, taking off everything from "Julius Caesar" to "The Scarlet Pimpernel." It all promised to be, as they say, in sporting circles, a boat race.

Interests their unlikely intellectual burlesque, which filled the air with lynch and punter one minute and cuttard pie the next, minute out to be both funny and fresh. Shakespearean baseball players screamed, like much that "So far a foul I have not seen," and a couple of characters in togas got off the history of television. "Bartender, give me a Martini" — "You mean Martini?" — "When I want two, I'll ask for two." If their stuff was all a bit collegiate, it was nevertheless not sophomoric, and to be re-stainedly grateful.

By last month all reason had been withdrawn. Johnny Wayne and Frank Shuster (for it was they) have immersed themselves in a numbingly banal, summer-replacement situation comedy called "Holiday Lodge," and anyone who knew them in the old days could only marvel that they have not seen it. Wayne and Shuster play a pair of social directors at a summer camp for retarded adults, a pretext that enables them to become involved in endless varieties of false faces and limp contortions, like most of the undertakers' meetings for a gathering of the Mafia or a playwriting musical lounge-chairs scriptwriters, Hal Goodman, Larry Klein, and Ed Simmons, have been, now find themselves playing musings and the cocky crumb, so that the omelette unstopingly emptied their jobs. However, we may rake it up. Wayne and Shuster are just local boys who've come to town to make their money. They are both, especially Wayne. Maybe I'm wrong. Why don't we join them? Well, it isn't through lack of invitation. We like being by the lake when we're there — it's not a lake when we're there — but we don't enjoy his own home. I suppose I should be satisfied to have him so contented. He very rarely expresses a wish for anything more than we've got but last week he did — and it didn't take me long to work on it. He said he would like to have a transistor radio — he would like to be able to keep up with the news in the world — or even when he is working outside — or even when he is working outside — or even when he is working outside.

Wayne and Shuster are just becoming aware of the fact that they are not what they are. They are both, especially Wayne. Maybe I'm wrong. Why don't we join them? Well, it isn't through lack of invitation. We like being by the lake when we're there — it's not a lake when we're there — but we don't enjoy his own home. I suppose I should be satisfied to have him so contented. He very rarely expresses a wish for anything more than we've got but last week he did — and it didn't take me long to work on it. He said he would like to have a transistor radio — he would like to be able to keep up with the news in the world — or even when he is working outside — or even when he is working outside.

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### Modern Era

Q. Is it obligatory to entertain those who have given her wedding gifts? A. There is no obligation. But most brides do like to entertain their new homes to and good friends.

Q. Are the candles on the table lighted before or after the guests are seated? A. Before. They should be lighted immediately before the dinner is announced.

### Jiffy-Crochet

STAR faced by a circular lace mesh—brilliant background for dining on a round table. Who'd guess a cloth so magnificent could be JIFFY CROCHET? Pattern 946: direct for 58-inch cloth in double strand; smaller sizes given.

Send THIRTY FIVE CENTS (stamps cannot be accepted, postal note for safety) for pattern to Laura Wheeler, Box 123 Eighteenth St., New Toronto, Ont. Print plainly PATT. NUMBER, your NAME and ADDRESS.

### HERE'S A LITTLE WISH — —

WELCOMING THE NEW YEAR!  
— MORE PEACE OF SPIRIT!  
— MORE HEALTH, HAPPINESS!  
— MORE FRIENDSHIP'S TRUE!  
— MORE JOY AND GLADNESS!  
W. J. ELLIOT & SON  
JARVIS, ONTARIO

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### News of the Countryside

From The Record's Correspondents

#### ROCKFORD

The annual Christmas concert was held on Thursday evening. A very fine programme was presented by Rev. John Lake as chairman and Mrs. W. E. Howard as pianist.

Several numbers were given by the kindergarten and primary classes who were trained by Miss Isabel Leney and Mrs. Don Chambers.

A varied programme was presented by the public school pupils under the capable direction of the teacher, Mr. Wm. Barber.

Judy Schaeffer and Gary Dawson played a duet on their guitars and Port Colborn, John Cummings and Miss Sybil Leney and several classmates of Brantford General Hospital contributed several musical numbers.

At the conclusion of the program Mrs. Claus arrived and with the help of the young people of the Sunday School, the many gifts were distributed.

Mr. and Mrs. Andy Beck had Christmas dinner with their daughter, Mrs. Edith Ward, and family.

Mr. and Mrs. Brown and family of Tyrrell.

Mr. H. Landy and Ray Landy of Jarvis had Christmas dinner on Sunday with Mr. and Mrs. Bud Priest and family.

Mr. and Mrs. Wilbert Howard spent Christmas day with Mr. and Mrs. Gordon Howard of Hamilton, Mr. and Mrs. Carl Hall, Andy and Bonnie and Mrs. Kerrie Davis.

Mr. and Mrs. Gorton had Christmas dinner with Mr. and Mrs. Gorton and family of Hartford.

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### IT'S THE THING TO DO

but it also is a sentiment genuinely felt that prompts this GREETING — —

ALL OF US HOPE ALL OF YOU ENJOY A NEW YEAR THAT WOULDN'T BE BETTER IN ANY WAY.

### SUMNER J. CHURCH

JARVIS, ONTARIO

### TO YOUR FIRESIDE

WE SEND THIS WISH— MAY IT FIND YOU BLEST WITH PEACE, HAPPINESS AND ALL THE THINGS YOUR HEART DESIRES

STAN. & MARJ. MITCHELL  
JARVIS, ONTARIO

### STAN. & MARJ. MITCHELL

JARVIS, ONTARIO

### SINCERE GOOD WISHES

The Spirit of the Season brings to us renewed appreciation of old associations and the value of new friends.

HEARTIEST SEASON GREETINGS TO ALL

ALLAN L. AWDE  
JARVIS, ONTARIO

### FOR OUR FRIENDS

Better friends we could not wish for — not a happier occasion than this joyous Season to wish everyone JOY, SUCCESS AND HAPPINESS

J. A. DUNCAN  
JARVIS, ONTARIO

### IT'S A PROBLEM

— YULE JOY THE LAWS OF MATH DEFIES — DIVIDE IT AND IT MULTIPLIES..... AS WE DIVIDE IT WITH EACH FRIEND..... WE STILL HAVE MORE THAN WE CAN SEND

BAILEY & LINKLATER  
JARVIS, ONTARIO

### BAILEY & LINKLATER

JARVIS, ONTARIO

### IT'S THE LITTLE THINGS THAT REALLY COUNT

and we hope you realize that these six little words carry to your door the sincerest wish for a HAPPY AND PROSPEROUS NEW YEAR

NORFOLK CO-OPERATIVE COMPANY, LIMITED  
JARVIS, ONTARIO

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