Having made this decision, she may then be confronted with an even more difficult one. Which s the better buy - a box conning 15% ounces (of cereal t other packaged food) selling or 47 cents or a box of the same riced at 53 cents?

"It shouldn't be necessary to provide every shopper with a slide rule so that price comparisens can be made," protested Senator Maurine B. Neuberger of Oregon.

Mayra Mannes, "writer and housewife," did: "Most of us are imply too busy or too tired or too embarrassed to take a computer, a slide rule and an MIT out what we're buying."

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

actually represent consumers revolt, they do, it is said, reflect 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 hy the cover. The Senate subcommittee

tor Philip A. Hart (D) of Michigan, is not making accusations at this point; it is simply seeking 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 both packaging and labeling. It is no secret, as Dr. Persia Campbell, professor of economics at Queens College, brough out in her testimony, that loday's 5-cent candy bar is a smaller 5-cent candy bar than Ameri-

ans used to buy.
In other words, instead of inreasing the price to cover ris-ing costs, the manufacturer has

educed the size.

This Dr. Campbell calls "con sealed inflation." Many prodects, she says, have been reduced

Week's Sew-Thrifty



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 11/2 yards 35-inch; middle 1% yards 35-inch; lower 1% Send FIFTY CENTS (stamps

annot be accepted, use postal note for safety) for this pattern. Please print plainly SIZE, NAME, ADDRESS, STYLE

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

shion show of Spring - Summer, 1961—pages, pages, pages of pat-terns in our new Color Cata-logue — just out! Hurry, send 35¢ now! ANNOUNCING the biggest fa-

in quantity and perhaps quality in order to hold prices a lower

would prefer it the other way. "A price rise is something you can handle in the open in contrast to an unannounced reduc Dr. Campbell finds that

"people are confused and be-wildered as to what is going on." Packages today are designed, she reminded the subcommittee, not to catch the shopper's eye on the

aging" as far as she is concerned. with the consumer opening "one cellophane wrapper after another ually 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 rurpose if it did no more than under take a jungle rescue operation for the English language." The subcommittee had asse

bled an exhibit of products to il-lustrate the subject of the in-

 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 back. The third box has 70 napkins, with the number in print also on the back.

· Five boxes of detergent the same size but put out by different companies, all varying in price and in content from 1 pound 4 ounces, 1 pound 1% ounces, 1 pound 5% 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 conumer interests, writes Josephine Ripley in the Christian Science In this case, the stake is high

- affecting a national, annual grocery bill of \$53,000,000,000! Parents Pushing Children Too Fast?

steady? No, says the new president of the U.S. National Education As-sociation who believes that dating by pre-junior-high students at parties constitutes unwarranted status-seeking by their parents. Shortly before his installation in Atlantic City last month as the new head of the 765.000-member NEA, Ewald Turner

Should sixth graders go

told reporters: 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 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

The 38-year-old bachelor also had unkind words for some schools which put "too much emphasis on the big production, on winning tournaments, on hoopla and band which take students away from their regular class programs. Interscholas-tic 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 re-stored her to the good graces of the citizens of Rugby, England, recently, after a mild faux pas. Townspeople of Rugby-where rugby was invented—had pre-sented 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 add-"I feel, however, that this gift

may convert him." Of course, then, everybody went away happy from the cere-monies, at which the Queen Mo-ther 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 mine catches them and buries them in the backyard."



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



boys will be staying for the sum-

mer. Why don't we join them?

Well, it isn't through lack of in-

vitations. We like being by the

forth. However, we may make it

would go more if he would, but

more than we've got but last

to keep up with the news -

world-wide and political - any

and have the radio hanging from

in the cool of the evening and

sports and news. Partner is very

sports-minded Last Sunday he

and Bob went to the Stock Car

races at the Exhibition grounds.

Partner enjoyed it - except for the fact that all around him

young folk were guzzling the whole time - pop, hot dogs,

chocolate milk and potato chips.

waste of money, especially at a

time when there is so much talk

of strikes and unemployment. When he told me I was more

appalled at what all this in-

discriminate eating and drinking

was doing to the stomachs of

Here's my book-note for the

A little girl who was playing

nearby gazed at him for a few

she said. "I'm four."

moments and then came over

SALLY'S SALLIES

TO MAKE

"He said it's too bad I didn't

those concerned.

"I'm free!"

Partner was appalled at the

hear all the latest in

This has been the craziest holiday week-end we ever knew. Dominion Day, as you know, fell 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 — the baker, the milkman and so on. Local stores were all open and business went on as usual except for department stores. Schools, of course, had already closed for the summer; teachers and students alike joyfully starting the long vacation. School being out meant families with cottages are now free to get away from it all — away to the lakes and beaches; to boating and fishing and living in sunsuits and vimming trunks. Now their number is legion with mothers

willingly sacrificing the com-forts of normal living for a few carefree months and odd weekends at the lake. With farm folk it is different. For them summer means more work and longer hours and often an influx of visitors. Peop's who don't have a summer cottage to go to are only too happy to spend a holiday on the farm. And the

children love it. Last week we spent a day on a farm ourselves. It was good to be back among the cows, the pigs and the chickens and to sniff once again the smell of new mown hay. It was close and oppressive when we left home, with a light rain falling, but as we approached Orangeville the clouds lifted and the air became delightfully fresh and invigorat-ing. That is what we notice more tran anything — the change of air. We certainly noticed when we got home too! Ninety degrees the next day and the humidity about as high as it could be with storms all around us Poor Taffy was terrified; wouldn't leave me at all and refused to eat until the storms had passed over. I had every sympathy for him because I don't like storms either. Before and during a storm I feel awful. After the

week. I can highly recommend "The Living Spirit" by Daphne du Maurier, author of "Rebecca". You can get it in a fifty cent electricity has spent itself, or passed over, I feel like a difpaper-back. ferent person.

One thing we can be thankful He had just completed a long prison sentence and on that great day when those big gates for — the recent rains have given the gardens a new lease opened and the whole world lay before him, his joy knew no bounds. "I'm free," he shouted, on life. If only it would rain over the prairies and give the parched crops new life too. Rain

can work miracles. Shrubs here that didn't look too promising a few weeks ago are now making headway. The iris are past their best but the rambler roses are in full bloom. In a couple of weeks we shall be enjoying peas and beans from our own garden that is, rabbits permitting! Back of our property there is plenty of wild bush and scrub land. It is a haven for birds and rabbits. The birds we welcome but for the rabbits we have no love at all appropriately. especially as the wretched things are so tame. Even the baby rabbits will sit in the middle of the lawn with Taffy barking and the cat watching They look cute, I must confess, but that's the only good thing I can say for them. They will prob-ably be pretty busy this week-end because nearly everyone

around here is away - except

-An American View A little more than three years ago, a pair of bumptious Canadian comedians descended on the U.S., drenched in the ballyhoo of a twenty-show contract with Ed Sullivan and sounding almost too bad to be true. Described as the most chucklesome 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. Instead, their unlikely intel-Instead, their unlikely intel-lectual burlesque, which filled the

een," and a couple of characters tainedly grateful.

nickel" now find them "Find out anything?"

he enjoys his own home I sup-pose I should be satisfied to have him so contented. He very rarely Wayne and Shuster are becoming aware that this is also the wrong show. Never entirely sure of what they were doingexpresses a wish for anything they liked to think of themselves week he did - and it didn't take as satirists, with a point of view, me long to work on it. He said when at best they were lambe wished he had a transistor poonists, with a frame of referradio - he would like to le able ence—the Canadians went to Hollywood thinking they might get someone else to do their time we are on the road going nomework. Now they are headsomewhere — or even when he is working outside. The very ing back to their typewriters. "We went along with the exnext day I went shopping for a radio, complete with carrying last month. "Now we find they case. Now he can hoe the garden weren't so expert. It has been tree; we can also sit outside

air with iambic pentameter one air with lambic pentameter one minute and custard pie the next, turned out to be both funny and fresh. Shakespearean baseball players screamed at the umpire that "So fair a foul I have not seen" and a couple of characters. in togas got off the only Latin-root joke in the history of teleroot joke in the alstory of television: "Bartender, give me a Martinus"—"You mean Martinu"—"When I want two, I'll ask for them." If their stuff was all a bit collegiate, it was nevertheless not sophomoric, and U.S. TV watchers had reason to be rewatchers had reason to be re-By last month all reason had been withdrawn. Johnny Wayne and Frank Shuster (for it was they) have immersed themselves in a numblingly banal, summer-replacement situation comedy

replacement situation comedy called "Holiday Lodge," and anyone who knew them in the old days could only mutter: "So foul affair I have not seen." Wayne and Shuster play a pair of social 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 contretemps, like mis-taking an undertakers' meeting for a gathering of the Mafia o lor a gathering of the Malia of playing musical lounge-chairs with a predatory heiress. Their scriptwriters, Hal Goodman, Lar-ry Klein, and Ed Simmons, have unstintingly emptied their joke files of everything but the cooky lake when we're there — it is a beautiful spot — but we don't enjoy the long drive back and crumbs, so that the onetime heroes of "The Brown Pumperpeering over transoms and ex-changing dialogue like: some day. I guess we are just cld home-bodies anyway especially Partner. Maybe I

Modern Et By Anne As

Q. Is it obligatory
to entertain those have given her wed

A. There is no OB
But most brides do it
off their new homes
good friends.

Q. Are the candles
table lighted before
guests are seated?

A. Before. They
lighted immediately
ner is announced.

lacy mesh—brilliant backgro for dining on a round table.

JUST OFF THE PRESS!

TORONTO

1500

0.50

THE WORLD'S LARGEST ANNUAL EXHIBITION OPENS EARLIER

122 to 4

WIN A NEW

CHEV. BEL-AIR SEDAN

14 FREE CARS

THE GLORY OF

a darling speciacular with a live cast of 500 produced by Jack Arthur featuring the Royal Canadian Mounted Police in their internationally famous Musical Ride Showtime 2:15 p.m.—August 18 to Sept. 2

AUGUST 18 to LABOUR DAY, SEPT.

CANADIAN NATIONAL

EXHIBITION

See top swimmers com-pete in grueiling 15 mile swim.

AUGUST 18 to Sept. 2
GIGANTIC
FIREWORKS DISPLAY

MAMMOTH SHRINB
CIRCUS
AT THE AFTERNOON
GRANDSTAND SHOW.

MIRROR ON TH
WORLD OF WOM
Fashions, furs, turn
ings, cooking scho
arts. crafts all a
ats. crafts all a
ats. crafts all a
vou in the ulitra-s

See exact replica of "Royal Cottage" where two little Princ once played. Situated in centre of Outdoor Flower Show.

AMILE OF MIRTH ON THE MIDWAY

CANADIAN NATIONAL EXHIBITION - TORONTO, CANADA

QUEEN'S LITTLE HOUSE

Jiffy-Croche

by Saura Wheeler

Who'd guess a cloth so ma ficent could be JIFFY C CHET! Pattern 946: directi for 58-inch cloth in dos string; smaller sizes given,

Send THIRTY - FIVE CEN stamps cannot be accepted, postal note for safety) for pattern to Laura Wheeler, Bo 123 Eighteenth St., New Toro Ont. Print plainly PATT NUMBER, your NAME and

now for our exciting, new Needlecraft Catalogue. Over designs to crochet, knit, embroider, quilt, weave bazaar hits. Plus FREE structions for six smart ve Hurry, send 25¢ now!

May your hearts and homebe gay with love and

THE JARVIS BOWL

ANDY & LILLIAN JOHNSON



WELCOME THE NEW YEAR!

MORE PEACE OF SPIRIT MORE HEALTH, HAPPINESS! MORE FRIENDSHIPS TRUE! MORE JOY AND GLADNESS!

W. J. ELLIOT & SON

HERE'S A LITTLE WISH we'd like to add: may this be the

> YOU'VE EVER HAD GEORGE W. WALKER

HAPPIEST NEW YEAR

GENERAL INSURANCE AGENT JARVIS, ONTARIO



FRIENDLINESS AND GOODWILL

IN FULL MEASURE IS OUR WISH FOR YOU MAY 1962 BE YOUR YEAR OF DREAMS COME TRUE

GRAHAM & JAMIESON OUR "ESSO" SERVICE STATION

JARVIS, ONTARIO

nest**eres**erreserresers



IT'S THE LITTLE THINGS THAT REALLY COUNT

HAPPY AND PROSPEROUS NEW YEAR

NORFOLK CO-OPERATIVE

JARVIS, Ontario B. BLIGHT, Manager

News of the Countryside From The Record's Corress ondents

THE JARVIS RECORD, JARVIS, ONTARIO

and family.
Mr. and Mrs. Wilbert Howard

Mr. and Mrs. Fred Hiffe of Simcoe
Mrs. Gordon Howard of Hamilton.
Mr. and Mrs. Carl Hall, Andy and
Mrs. day with Mr. and Mrs. Fred Hiffe of Simcoe
were Christmas guests at the home
of his parents, Mr. and Mrs. Reg. Mrs. Gordon Howard of Hamilton.

Mr. and Mrs. Carl Hall, Andy and Bonnie and Mr. and Mrs. Ken Dawson and family had Christmas dinner with Mr. and Mrs. George Ander son and family of Jarvis.

Mrs. David Petheram spent Christmas with Mr. and Mrs. Harold McKeen and family of Hartford.

Mr. and Mrs. Glen Anderson and family had Christmas dinner with Mr. and Mrs. Chas. Anderson. Mr. and Mrs. Chas. Anderson. Mr. and Mrs. Chas. Persall and children visited them during the evening. Mr. and Mrs. Gordon North and Mrs. Mrs. Mrs. W. North of Garnet.

Mr. and Mrs. Gordon North and Mrs. Mrs. Mrs. Montrose and family were Christmas guests of Mrs. W. North of Garnet.

Mr. and Mrs. Chas. Andy Buck were Christmas visitors with their daughter Mrs. Eileen Marshall of Simcoe.

Christmas evening dinner guests with Mr. and Mrs. Frank Smith, Mr. and Mrs. Eileen Mrs. James with Mr. and Mrs. Frank Smith, Mr. and Mrs. Frank Smith, Mr. and Mrs. Frank Smith, Mr. and Christmas Supper and Mrs. Eilefisher and Mrs. James Were Christmas guests at the home of Mrs. And Mrs. T. Meade of Nanticoke, Mr. and Mrs. T. Meade of Nantico

(Intended for last issue)

The Sandusk Women's Institute was entertained at the home of Mrs.
Merrill Nie for the Christmas meeting. Mrs. George Marshall presided with Mrs. Wm. Nicol as Secretary.
The Roll Call was read from the Bible. The Christmas Story, A gift was send to a word of Huddward of CHRISTMAS MEETING.

CHRISTMAS MEETING ind VARENCY W.I.

was sent to a ward of Haidimand
Children's Aid and a donation made
to the Sick Children's Hospital.

Mrs. Clarence Hayes was hostess
for the Christmas meeting of Varprogram opening with a poem and carol singing. Mrs. Andrew Lofthouse read a Christmas topic and Mrs. Maude Barnes demonstrated making Christmas decorations. Mrs. Wm. Bray reported the Hamilton Area Convention and an exchange of ber. Convention and an exchange of ber.

Christmas gifts was followed by sea
Eleven members and fo

nable refreshments.

Christmas gifts was followed by seasonable refreshments.

JARVIS WI.

CHRISTMAS MEETING

Mrs. Stanley Mitchell entertained the Jarvis Women's Institute at her home for the Christmas meeting. Mrs. R. A. Miller presiding and Mrs. Allan Lundy presenting the financial statement. The roll call was Luke, Chapter 2 read by the members. Mrs. Earl Staliwood and Mrs. Earl Marr reported that the gifts for Grandview Lodge were bought and four visitors at the provision of the Hamilton Area of Grandview Lodge were bought and was the duty of Jarvis this year. The gifts being from in all Mr. Brooks consented to deliate the books. Mrs. Elson was placed on the books. Mrs. Elson Held volunteered to buy for the bix to the Home. A vote of thanks to those merchants who so kindly co-operated by gift wrapping was placed on the books. Mrs. Elson Held volunteered to buy for the first the coming year.

Mrs. Harold Kesketh was the winner of the patio set which had been on display at Caledonia Fair.

Mrs. Earl Marr convened the program. Mrs. Evan Higgins introduced the guest speaker, Mr. Ted Witosinks kip Doctor of Chiropractic of Hags ski Doctor of Chiropractic of Hags ski Doctor of Chiropractic of Hags shi Doctor

ROCKFORD

The annual Christmas concert was held on Thursday evening. A very fine programme was presented with 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 Lemery and Mrs. Don Chambers.

A varied programme was presented with Mr. and Mrs. Clair Fearman, Bob and Kathy.

Mr. and Mrs. Clair Fearman, Bob and Kathy.

Mr. and Mrs. Glen Anderson and family and Christmas dinner on Tuesday with Mr. and Mrs. Christmas visitors with Len Herron and Mr. and Mrs. While Len Herron and Mrs. And Mrs. While Mrs. And Mrs. Ross Slack, Lynell Slack a piano solo.

Miss Sybil Lemery and several classmates of Brantford General Hospital contributed several musical numbers.

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

Mr. and Mrs. Andy Buck had Christmas dinner with their daughter, Mrs. Edith Wark of Simcoe on Sunday.

Mr. Ralph Kenny is spending Christmas with his daughter, Mrs. Wm. Edwards of Hamilton, Mr. and Mrs. Rrand Mrs. Keith Edwards, Nancy and Donaid.

Mr. and Mrs. W. E. Howard had as their Christmas guests on Tuesday. Mr. and Mrs. Clair Fearman, Bob and Kathy.

Mr. and Mrs. Clair Fearman, Bob and Kathy.

Mr. and Mrs. Glen Anderson and Family were: Mr. Neil Reid of Hamilton and Mrs. With Mr. and Mrs. Sybil Lemery of Simcoe.

Christmas visitors with Len Herron of Waterford and Miss Stone of Waterford and Miss Diane Jeffrey.

Mr. and Mrs. Ross Slack, Lynely of Jeffrey. Mr. and Mrs. Anson Edwards of Chamilton, Mr. and Mrs. Brown and family of Tyrrell.

Mr. and Mrs. Romand Jeffrey.

Mr. and Mrs. Calir Fearman, Bob and Kathy.

Mr. and Mrs. Clair Fearman and Mrs. Kathy.

Mr. and Mrs. Ross Slack, Lynely of Port Colborne; John Cumninghan of Port Colbo

coe.

Christmas evening dinner guests with Mr. and Mrs. Frank Smith, Mr. and Mrs. Frank Smith, Mr. and Mrs. Earl Fisher and Mrs. James Cox were: Mr. and Mrs. Tom Wright, Miss Patricia Gilbert and Mr. and Mrs. Gilbert Varley of Hamilton, Mr. and Mrs. Ray Baskerville and Bob of Nober, Reg. Cox of Brantford and James Cox of Mattagami Mines, Quebec.

Mr. and Mrs. Sidney Gilbert of Welland spent Christmas day with Mr. and Mrs. Sidney Gilbert of Welland spent Christmas day with Mr. and Mrs. Roy Kenny visited Mr. and Mrs. Roy Kenny visited Mr. and Mrs. Bud Prlest and family.

Mr. and Mrs. Bud Prlest and family had Christmas dinner with Mr. and Mrs. Clark Torrance of Nashville

Mrs. Gilbert Varley of Hamilton, Mr. Earl Duncan of Turkey Point and Mr. and Mrs. Dick Matthews of Hamilton were Christmas guests at the hone of Mr and concert was held in the S.S. com on Friday night of last week with a large attendance.

Mr. and Mrs. Paul Weidendorf and Lorraine, Mr. Earl Duncan of Turkey Point and Mr. and Mrs. Dick Matthews of Hamilton were Christmas guests at the hone on Christmas day.

The Mt. Zion Christmas Supper and concert was held in the S.S. com on Friday night of last week with a large attendance.

Mr. and Mrs. Paul Weidendorf and Lorraine, Mr. Earl Duncan of Hamilton were Christmas guests at the hone of Mr and concert was held in the S.S. com on Friday night of last week with a large attendance.

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Mr. and Mrs. Paul Weidendorf and Lorraine, Mr. Earl Duncan of Hamilton were Christmas guests at the hone of Mr. and concert was held in the concert was

Hamilton Area to the Federated W.I

FOR OUR FRIENDS

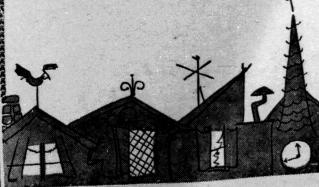
J. A. DUNCAN JARVIS, ONTARIO

answered the roll by reading the Christmas story from the Bible. Mrs.

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





IN SHEER WHEN

IT'S THE THING TO DO

that couldn't be better in any way.

SUMNER J. CHURCH

TO YOUR FIRESIDE WE SEND THIS WISH-MAY IT FIND YOU BLEST WITH PEACE,

HAPPINESS AND ALL THE THINGS



STAN. & MARJ. MITCHELL



SINCERE GOOD WISHES

of new friends.

HEARTIEST SEASON GREETINGS TO ALL ALLAN L. AWDE



happier occasion than this Joyous Season to wish everyone JOY, SUCCESS and HAPPINESS





prompts this GREETING --



