

and package and on long shelf life, and the reduction of labour, than on the improvement of nutritive value, and of less importance—flavour.

Now here, briefly, is what some Canadian women had to say about packaging and premiums (In the next issue I will bring you their reactions to labels, advertising, pricing and so on).

Packaging

Some expressed appreciation of the sanitation, convenience and attractiveness of modern day packaging. On the other hand some took strong objection to packages, however glamorous, that hide or disguise inferior quality or minimum quantity.

One group wrote, "We women are beginning to ask, 'What is the percentage of cost that goes into the package (which after all ends up as just one more garbage problem) and how much goes into contents?'"

Another group asked, "How much of packaging goes for competitive frills? And how much for genuine usefulness and high quality contents?"

Another group commented, "Don't think we don't appreciate all the colorful convenient packages, but we feel improvement could still be made on the quality and especially on the nutritive value of the contents."

Another consumer asked for packages that fit the contents better—not only because of the misleading feature of the large size container, but also for the protection of the contents. For example, crackers that rattle around until at least one third of them are broken to bits."

Coloring was mentioned too—the orange coloring that's added to cheese and to smoked fish, to mention only two; as well as colored Cellophane—that may make the contents appear different from what they really are.

And here is how many feel about premiums and free gifts, these "lures" to buy—and their relationship to quality:

One group wrote, "Let the woman who wants to, send away a box top; but do not force cheap useless objects on us—by enclosing them in the package."

A business woman wrote, "Why can't I get cereal without a tractor or a whistle falling out of the package? Aren't adults supposed to buy cereals?"

Another group—"This type of advertising adds to the cost and often persuades the shopper to buy on impulse rather than for quality and value. We feel quality goods should be their own recommendation."

Again: "We don't mind paying for our needs—and dear knows food prices are high enough—but we do dislike paying for all those prizes—and trips to Hawaii for someone else!" While another group wrote: "The tremendous strides in methods of food production quality control, processing and packaging are detracted from by these cheap and often useless articles."

Well, this is how some five or six hundred women across Canada feel about packaging and premiums. They expressed their opinion of other

aspects of our processed foods. Labels, Advertising, Weights and Measures, Grading, all came in for their share of the discussion.

What are your opinions on these problems? And what does your group think? In future issues of Home and Country we will be discussing information and problems related to the Consumer. May we have questions—problems and their solutions from each of you? Such an interchange of ideas and opinions would we feel sure, be of interest and value to every reader of Home and Country.

An Institute Chorus

By Kathryn Lamb

SINGING gives a great deal of satisfaction, as well as relaxation and enjoyment, say members of the Bridgeport Women's Institute chorus in Waterloo County.

The members, ranging from a business girl in her early twenties to silver-haired grandmothers, are all enthusiastic about the choir work. When the leader apologized for calling an extra practice before a "big" appearance, she was told emphatically, "We just love it. It's no hardship to come out to practice."

There's one practice the members are not likely to forget. The singing must really have sounded sweet. A female oriole tried to get in the window to join the singing, adding a few notes of her own. The bird stayed for awhile, beating her wings against the window, then left and returned with her mate who behaved in a similar fashion.

Not only is the choir giving pleasure to its audiences, it brings a feeling of satisfaction to the members who are joining in a creative hobby. Members are getting to know each other better, too. They have gained more confidence to appear in public. One member has made her own lovely evening gown for those appearances when the choir goes "dress up."

The leader, who had sung in a number of choruses previously but had never led one, has found the work a stimulus to play the piano often (and better) and it has led to more music in her home.

The choir, with eleven members currently, has sung at branch and district annual meetings, at home and school and church groups in the community. The chorus sang the opening numbers on the Women's Institute program for the Wellesley Fair and led off with "Come to the Fair." Other numbers in their not-too-simple repertoire are "Bless This House," "Kentucky Babe," and "Song of Peace," a song to the tune of Finlandia which is becoming popular in Institute circles.

The chorus sings in two-part harmony. For several appearances there was three-part harmony as one member who has an unusually low voice sang bass.

The Bridgeport Institute is right behind the choir work. How could it fail to be? For the president and secretary are both members.