

Ladies Have You Heard?

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GIVING SMALL ELECTRIC APPLIANCES
If you're considering giving a small electric appliance as a Mother's Day gift, be selective. Truly thoughtful gifts are ones that

fulfill the real needs of the recipient. A gift is much more appreciated if it is useful and used than if it is one season's "hot item" that occupies valuable storage space ever after. How many

electric knives, waffle irons and fondue pots have gone this route?

Today it's difficult to think of a food preparation task that can't be done with one of the small electric appliances on the market. You can make crepes, cook a single hamburger, fill cream puffs, seal food storage bags and even sift flour electrically.

Many of these appliances are useful; most are relatively inexpensive and consume little energy. Does this make them ideal gifts? Maybe yes, maybe no.

Ask yourself if the person you are considering the appliance for has a place to put it. If the answer is "no" you might turn your thoughts to a magazine subscription, a book or to

apparel. If the answer is "yes", consider whether or not the person will actually use the appliance.

Some other questions the would-be gift giver should answer are:

Does the appliance do a task now performed by another appliance? If so, will it do the job faster? Less expensively?

Will it serve more than one function? If so, are these functions truly useful?

Will it be easy to clean? Does it have immersible parts? Is it totally immersible?

Does it have UL (Underwriter's Laboratory) listing certifying electrical safety on both the appliance and the cord?

Is adequate wiring available? Too many small appliances can overload a circuit.

Is there a warranty? Does it cover parts? Service?

SMELLS SELL PRODUCTS

Ever wonder how the fresh lemon scent got into your dishwashing liquid or the herbal essence into your shampoo? The fragrance industry is best known for its perfumes and colognes. Almost unknown is its much larger business of producing household products — soaps to floor wax.

Consumers like fragrances because they associate a good smell with a job well done — like clean clothes or a scrubbed floor. Pleasant-smelling products are more enjoyable to use.

Years ago, smells were added to soap to hide foul odors caused by the chemicals and fatty acids

used as ingredients. The purpose of the fragrance was not to please but to keep the produce from displeasing.

But pure flower oils are expensive. It takes 700 pounds of petals to gather a pound of essential oil. Synthetic smells have recently been developed which can be produced at low cost and in large quantities. Their use has fed the craze for perfumed products. At the moment, the "back to nature" scents are popular.

Since the late 1960's when

lemon-scented dishwashing liquid was first marketed, advertising firms began to emphasize the pleasing aromas of their products. The smell-that-sells has stampeded the market, especially in the last ten years.

Manufacturers now use smells to make their product different from competing products. Some advertising executives say that with many products so similar, fragrance promotion is the only technique left for use in selling consumer products.

Calculating price of egg protein

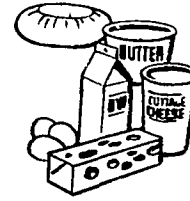
HARRISBURG — The basic versatile egg is one of nature's most perfect foods. It has long been a staple in Pennsylvania's diet because of its nutritional value and its relatively inexpensive cost.

The egg is also the least expensive source of protein on the market today, according to Vicky Wass, Egg Promotion Specialist with the Pennsylvania Department of Agriculture. "Egg prices have remained virtually stable for 20 years,

while other prices have soared with inflation," Wass said.

"Calculating the price per pound of protein for one dozen eggs is easy," said Wass. "Simply divide the price per dozen large eggs by two-thirds to get the price per pound of complete protein. As an example, if one dozen large eggs cost 75 cents, two-thirds of 75 equals 50 cents per pound of protein."

Because the egg is an economical source of protein, eggs are excellent for stretching the food dollar when combined with other foods, by enhancing flavor, extending dishes and by contributing to the overall nutritional value of the food dish.



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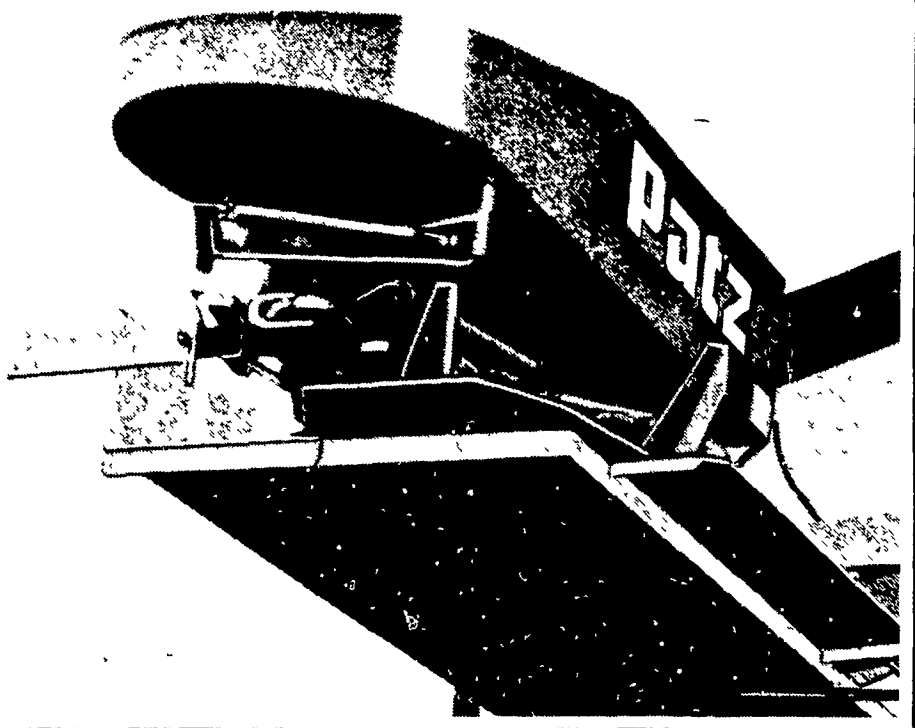
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