

Ladies Have You Heard?

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DEAL RATIONALLY WITH ADVERTISING

Approximately \$29 billion per year is spent on advertisements and commercials and sixteen hundred of these reach each American daily. The purpose is to persuade you, the consumer, to spend your dollars for a particular product or service.

Advertising has a tremendous influence on consumers' decisions. This is why it is extremely important to analyze ads in order to distinguish between emotional and rational appeals.

Certain terms and techniques are often used to appeal to the consumer. For example, "wholesale prices" are often advertised, but how likely is it that you will be able to buy merchandise at genuine wholesale prices?

Sometimes the ad offers a free gift with the purchase of an item in order to entice you to enter the store or order by mail. The price of the "free gift," however, is usually included in the price of the sale item.

One practice to lure consumers into a store is fictitious pre-ticketing. An extremely high price tag is put on an item with no intention of selling it for that price. When the \$90 item is advertised for \$45 the consumer has the illusion of a 50 percent reduction.

"Lead" or "loss" items are used to lure customers inside a store. These are legitimate items advertised at a good price, possibly below cost. These items may be scattered so that you must look and walk through the whole store. Most people buy more than the "lead" item. The "lead" serves two purposes, bringing potential buyers into the store and tempting them to make purchases.

You may be drawn into a store by an ad offering a product at a fantastically low price. When you get there the salesperson may try to switch you to a higher priced item, making it sound so much better than the original item sounds worthless. Or he may use other tactics such as saying the sale item is sold out, is on

back order, or never came in. This is referred to as a "bait and switch" tactic.

There may be situations where sales people try to sell you a higher quality item because it honestly fits your needs better. This technique is called "selling up" or "trading up". If the advertised item is in stock and appears of good value and the salesperson doesn't downgrade it, the "bait and switch" method is not being used. It is your free choice as a consumer to decide which item to buy.

Each time you are influenced by advertising and a decision is to be made, analyze the situation. Being aware of advertising's tactics and understanding its emotional appeals will help you be a wiser consumer.

PROTECT CHILDREN THIS HALLOWEEN WITH HOME FLAME RETARDANT TREATMENT

Don't take chances—protect your children from possible disaster this Halloween by making sure their costumes are treated with a flame retardant finish. A flimsy costume can catch fire instantly if it comes too near an open flame.

Costumes which are not purchased with a flame-retardant finish should be given a home treatment.

For 100 percent cotton fabrics, mix seven ounces of borax, three ounces of boric acid and two quarts of hot water. The solution may gel as it cools but if this happens merely reheat it. Dip the dry fabric into the solution.

You can also spray on this

treatment. Make sure however that the fabric is completely saturated with the solution or it will not be effective. Press the costume with a warm, not hot, iron when partially dry.

To treat rayon or easy-care cottons, dissolve 12 ounces of diammonium phosphate in two quarts of water and stir the mixture until it is clear. Dip the dry fabric into the solution and press it with a warm iron when the fabric is almost dry. You may purchase these chemicals at most drug stores.

Remember that this treatment is not permanent and needs to be repeated each year and after each washing. The costume is not made fireproof by this treatment. It will still char and crumble when exposed to fire.



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THE PATZ SOLUTION: Rugged, Dependable Gutter Cleaners



Heavy-duty link (left) and extra heavy-duty link (right) for long chains and heavy loads.

No tools needed to remove or replace Patz hook-and-eye links

Adapts to varied installation layouts



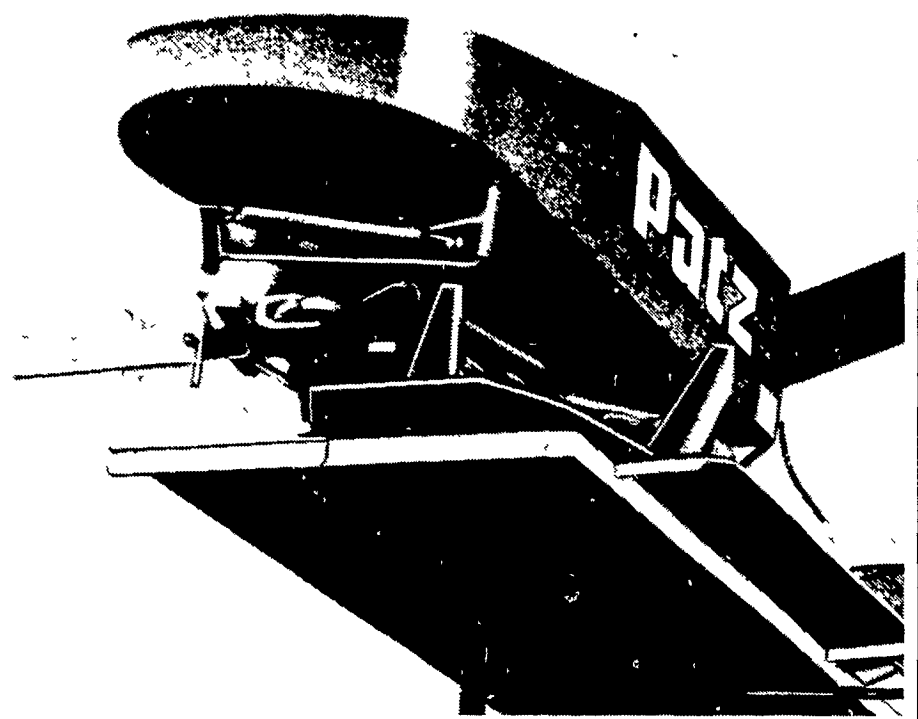
Your gutter cleaner has to work day after day, year after year. Better make sure you can depend on it.

Patz gives you over 30 years of quality and dependability in every gutter cleaner we make. We're the ones with the proven forged steel hook-and-eye link... the secret to Patz performance. You can easily remove or replace links and flites without tools.

Your Patz gutter cleaner becomes a wise investment for you over the years because it's built to last. The all-steel slide and one-piece steel flites with wear shoes are engineered to withstand the rugged wear of everyday operation. And Patz gutter cleaners are adaptable to many layouts.

Thinking of stacking manure? Consider a Patz Tripod Supported Stacker or a Swinging Slide Stacker. You'll save with Patz because one motor and reducer run both the gutter cleaner and stacker.

Talk to your Patz dealer. He'll show you how Patz performance means fewer problems for you. And that gives you more time to manage your live-stock operation for greater profit.



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