



Ladies Have You Heard?

By Doris Thomas
Lancaster Extension
Home Economist

Children Can Create Halloween Costumes

Halloween is approaching and your children are probably starting to think of that "perfect" costume for the big night of trick or treating. Save money and foster creativity by helping them design their own costumes this year.

For inspiration they might think of favorite cartoon characters or look at coloring or story books. Rummage through your attic and basement for old clothing and other articles which could be turned into imaginative costumes.

Boxes with holes for arms can be painted or colored. Smaller children can decorate large paper sacks, then cut holes for head and arms.

Try looking into an old clothes bag for garments that, with a little pinning or quick sewing, will create a young witch or fairy

princess. Think of unusual ways to use old clothes for costumes. Pajama bottoms with feet can be stuffed, then use for an upside-down hat. An old skirt can be worn around the neck with holes cut out for arms. A little basting can make old fabric scraps or old sheets and towels the perfect touch for a creative costume.

What types of sports equipment do you have around your house? Can you put together a football uniform, tennis outfit or a wet suit?

Instead of masks, try letting children decorate their faces. Inexpensive make-up or colored chalk can be used. You can even use watercolor paints if a good base of hand lotion is first applied to the face. To create a ghostly effect, apply flour over a hand lotion base.

Supermarket Psychology
In supermarket "psychology of

selling" causing you to drain your pocketbook? You may think you have exhausted all the ways of cutting your food budget, but becoming aware of the sales techniques used to encourage you to buy more can help cut down impulse buying.

Most supermarkets are arranged so people will have to walk around most of the store to reach needed major foods such as meat, fresh fruits, milk, frozen juice and bread. A study done by "Progressive Grocer" showed that in a 12-aisle supermarket, between 60 percent and 80 percent of the shoppers went into the interior aisles of the market when shopping. Walking every aisle once a week is good for business but not for your pocketbook. Most likely you will exit with more than what's on your shopping list.

Many of the "power" items such as produce, meat, dairy and bakeries are located around the edges of the store. This is because of the need for refrigeration, water and stocking from the back.

High profit items like candy, gum and toys are placed strategically at check-out counters. You know what that does to any children you have in tow.

Items of interest to adult consumers are placed at adult eye and arm level throughout the store. Impulse items are also placed there or among the staples so they

won't be missed. "Stand-by" items like flour and sugar may be located near the floor or high on the shelf because shoppers are willing to stoop or reach for these necessities.

Often nonfood and food items are displayed together so that shoppers will purchase both. For example, you may see cookies, sauces, ice cream dippers, and parfait glasses near the ice cream. Children's clothing and medicinal needs are often stocked on the same shelf as the baby food.

Don't be fooled by mass displays. Instead of a bargain, they may be regularly priced articles merely displayed in a special way.

Multiple pricing has a remarkable power of suggestion. Sales soar when items are stamped two for 59 cents rather than 30 cents each. Often fruits and vegetables are priced 5 for 79 cents, for example, and many shoppers buy the entire bunch even if there is no saving.

Supermarkets are making up for their low-profit food lines by carrying an increasing array of high markup lines such as health and beauty aids, kitchenware, auto supplies and paints. Soap, paper goods, magazines, hand lotion and similar items purchased at the store add up to about twenty-three cents of every dollar spent in a food store which isn't food at all.

Buckingham 4-H Club

The new officers of the Buckingham 4-H Club for the 1984-85 season are as follows: Erica Glaab, president; Meg Montgomery, vice president; Stacey Heinzl, treasurer; Heather Glaab, secretary; Earl Walton, news reporter; Tara Althouse and Dawn Godshall, song and games program; and Betsy Walton and Heather Purvin, county council representatives.

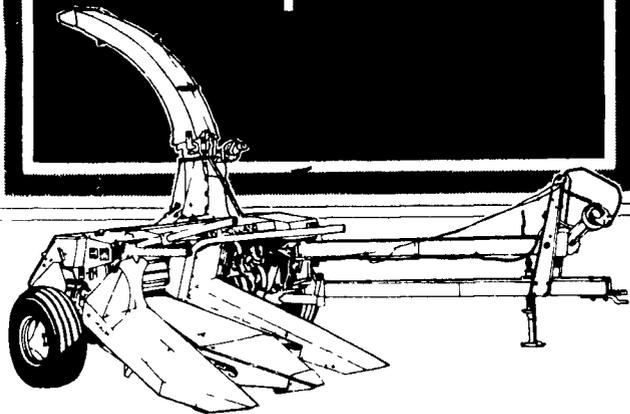
Extension agent Debra Gregory

will install the new officers at the Oct. 22 meeting. The club is also planning a Halloween party at this meeting.

Twenty-two members of the club attended the Oct. 12 performance of the "Miracle Worker" at the Town and Country Players in Buckingham.

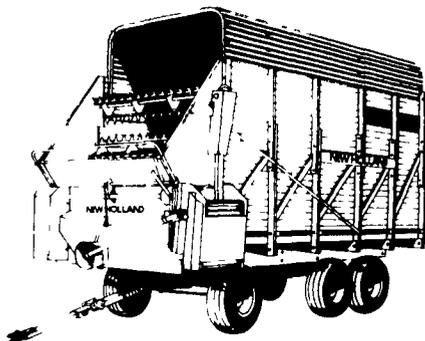
Anyone wishing to join the Buckingham Club should contact Mary Montgomery, 794-8207.

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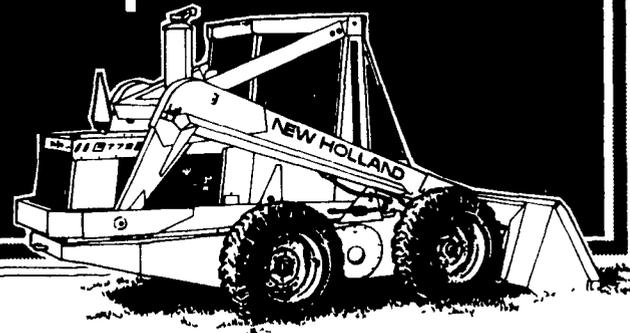


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