



## Have You Heard?

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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 used 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

Is 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 checkout 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 95 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 savings.

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.

## Delaware 4-H'ers Plan 4-H Week Activities

NEWARK, Del. — Delaware 4-H'ers plan to cut out painted litter barrels, display club posters, conduct bike-a-thons and hold pet and photography competitions to celebrate National 4-H Week Oct. 5 to 12.

The 160 4-H clubs in Delaware's three counties will join with more than 81,000 clubs nationally to present special programs and activities during the week. The Delaware clubs represent more than 18,000 youngsters and 1,100 volunteers.

Trash barrels decorated with 4-H themes by Kent County clubs will be judged during 4-H week and then placed in community parks and streets.

New Castle County clubs will have a poster contest, displaying their finished products in business windows on Oct. 6. They also plan to place radio spots about 4-H on local stations. Sussex County 4-H'ers will hold a 25-mile bike-a-thon to raise funds for their organization.

4-H activities will prevail at Boscov's Department Store in the Dover Mall Oct. 4. From 10:30 a.m. to 4 p.m., 4-H clubs will be holding a bicycle rodeo, dog and pet show, a petting zoo, a cheese cake baking contest, and photography and poster contests. Clubs will also have individual booths for carnival games. In addition, club members will sell food or items made during club activities.

The youth education branch of Cooperative Extension, the 4-H organization is a national non-school program administered by the U.S. Department of Agriculture. Rural, urban and suburban youngsters between the ages of nine and 19 can learn new skills ranging from beekeeping to cooking, from gardening to computer science. Over 50 different interest areas are supported by 4-H volunteers.

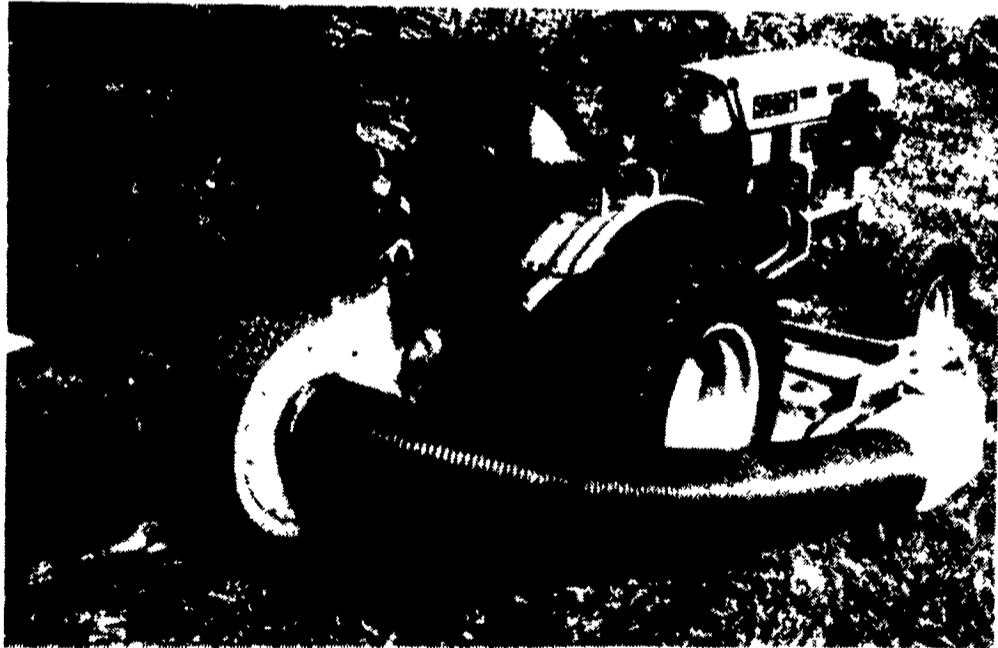
For more information about joining a 4-H club or becoming a volunteer, contact a county extension office. In New Castle County, call 451-8965; in Kent County, call 736-1448; in Sussex County, call 856-7303.

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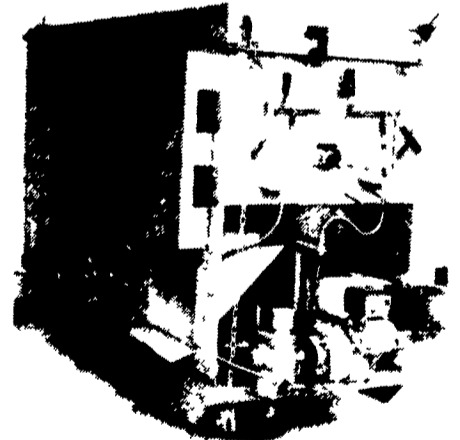
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